

PHILOLOGY

*Olga A. Polyakova*¹, *Ekaterina V. Fedorovich*²

(¹Rostov State Transport University, Rostov-on-Don, Russian Federation; ²Rostov Law Institute of the Ministry of Internal Affairs of Russia, Rostov-on-Don, Russian Federation)

Semiotic potential of the conceptosphere of Russian-language creolized advertising texts (on the example of the “naturalness” concept)

The analysis of the polycode (verbal and visual) component of an advertising message is presented on the example of the concept of “naturalness” and the sub-concepts forming it and continues a series of previously published studies of the concepts of “prestige”, “benefit”, “family” in Russian-language creolized advertising texts from the standpoint of semantic, syntagmatic and paradigmatic analysis.

Key words: concept, subconcept, conceptosphere, creolized text, advertising, naturalness.

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