

PHILOLOGY

Safiat A. Bersirova¹, Elena A. Bogdanova², Susanna R. Makerova³

(^{1,2,3}Adyghe State University, Maykop, Russian Federation)

Linguistic and pragmatic potential of advertising texts

The realization of the linguistic and pragmatic potential of advertising texts is considered. Linguopragmatics is understood as the basis of speech activity, realized in the functioning of signs in a certain communicative situation. The study of the linguistic and pragmatic potential of the text allows us to identify which language tools can be used to compose advertising texts that have the greatest impact on the addressee. It has been established that advertising is aimed at changing behavioral attitudes, its content most often has an affective character, expressed in the use of various linguistic units that are of interest to the study. The description of the linguistic features of the texts will allow us to understand the general picture of the verbal components of the advertising text and continue their analysis from the perspective of the theory of linguopragmatics.

Key words: linguopragmatics, advertising, communication strategies, speech act, impact.

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