

PHILOLOGY

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Ways of metaphor translation in advertising texts

The main ways of translating metaphors in advertising texts are investigated. It is emphasized that metaphor occupies a central place among other tropes, as it allows you to create capacious images based on vivid, unexpected associations. It is shown that the creators of advertising use all the properties of a metaphor: originality, its imagery, expressiveness.

Key words: advertising discourse, translation, metaphor, advertising text.

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