

PHILOLOGY

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Language manipulation in Russian and Turkish social advertising: comparative analysis

The methods of linguistic manipulation in social advertising are updated from the point of view of the comparative context of socio-cultural factors of Russia and Turkey. The research is based on the texts of social advertising reflecting values in the space of Russian and Turkish culture. The key methods were structural and comparative. It has been established that the linguistic manipulations found in social advertising of different-structured languages have both similar and distinctive features, which is explained by the socio-cultural factors of Russia and Turkey, as well as linguistic features. The similarity in the use of means of expression is highlighted, differences in the choice of images are identified. It is concluded that implicatures, metaphors, comparisons, personification and antithesis are the most expressive ways of linguistic manipulation in social advertising.

Key words: social advertising, language manipulation, stylistic means, sociocultural factor, Russia, Turkey, implicatures, comparative context, language demagoguery.

June 4, 2025