

PHILOSOPHY

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Pragmatic effect of advertising discourse (based on the example of slogans from advertising of the Chinese automobile industry)

The pragmatic effect of advertising discourse is considered based on the slogans of the Chinese automobile industry functioning in the Russian-language media space. Special attention is paid to the implicit verbal influence of the advertising slogan as a significant component of the advertising message. Linguistic and stylistic means, techniques of language play and mechanisms of semiotic meaning construction that ensure the pragmatic orientation of advertising discourse are analyzed. It is shown that the orientation of advertising slogans of Chinese automobile brands towards the cultural and linguistic characteristics of the Russian audience contributes to the formation of positive interpretative models and value attitudes actualized in the process of perceiving the advertising message. The expansion of the presence of Chinese automobile brands in the Russian market determines the relevance of addressing this issue.

Key words: advertising discourse, advertising slogan, pragmatic effect, implicit verbal influence, language play, semiotics, automobile advertising, Chinese brands.

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