

... ,

/

(: - -). - , - -

,

,

,

(). -

,

[1, 3, 7, 10, 11].

(,)

[9, c.73].

,

,

,

[1, 2, 6]

[3, 5, 11]

“ - - ”.

[10, c. 143].

(), ()
()
“ ”
()

1) ; 2) ; 3)
() /
() ;)
() ;)

: 1) -) ; 2) ()
() ; 3)
() ; 4)

()
1 - = 2 -
“ ”
“ ” [13, c. 9].

1) (100%) ; 2)
() ; 3)

: “Here we observe some elements of black comedy.” – San Antonio Express [14]; : : “Both a thriller – I was hooked by the very first page – and a gripping story about the power of female friendships as a winning combination!” – Marica Cobbold [17]; : “Every syllable, every sentence, every story has the grace of a ceremonial gesture”. – Sena Naslund, author of Ahab’s Wife [22]; : “This book is so powerful that as I finished it I turned to the front to start again.” – Andrew James, Sunday Express [19].

: () + (/) + () ,) , () , () [8, c. 14]. : “Brilliant.” – Kirkus Reviews [15]; “Pure pleasure.” – San Jose Mercury News [18].

/ 86 , 1 28; 2) (29 56); 3) (59–86). 80%

: “***** #1” – New Yorker [16]. (,) , ; : “LOVE this book. No other book in the entire world can ever replace it” [26].

: “The Ranch is an impressive debut” [21]; “The Deep End of the Ocean burns itself into the memory line by line!” [20].

“ ” , “ ” : How cool was Stoker Bram? Tooo coool! He’s as hip as a teenager...” [23].

: “What will be better than thrillers that will keep you awake ??” [21];
 “Such rich characters!!” [17]; “MAGIC!!!!!!” [22].
 : “Full
 of warmth, wisdom and wit” [23].
 : “Terrifying... Scott is a terrific storyteller!”
 [27].
 [25].
 -ing, -ic, -y, -ence / ance: “Funny, witty, and occasionally steamy...”
 “I
am willing to advise you this book, I am wanting to recommend it to you” [24]
 (Present Continuous, 1st Person Sing., Active Voice, etc.),
 (“wow!”, “brrh”, “oh”,
 “hehe”, “Mmm” .)
 : “ Stafford Lee’s first novel, A Heart Divided is a wow!” [19].
 : “eww... i hated
 this book, cause i was FORCED to read it...” – Sarah [26]; “ewwww... i hated this book. It

was really uninteresting 2 me. I only finished it cuz it was a skool assignment.” – Katie [26].

FORCED.

(really uninteresting).

[25]. “ : “Pure pleasure.” – San Jose Mercury News ”.

: 1) : “One of the most thrilling, heart-stopping openings to a novel that I can remember ... One of the best reads I’ve had” [28]; 2) : “Turow’s storytelling is of the best. I was, captivated. It is of the best” [27]; 3) : “It’s definitely entertaining, entertaining, entertaining...” [24]; 4) : “MYSTERY! Is a series of classic thrillers presented on PBS by WGBH-TV, MYSTERY!” [16]; 5) : “This is an incredible compilation of excellent stories. Stories that make you want to keep reading” [15].

ONTOLOGICAL AND EPISTEMOLOGICAL ASPECTS OF BLURBS

G. V. Chulanova

The article focuses on the texts-regulators which are presented on the book covers and in the Internet. Structural-semantic and communicative-pragmatic features of texts-regulators are being analyzed on the empiric material of the English advertising literary texts.

Key words: literary advertising discourse, reader-responser, blurbs

1. ... () / ... 2004. – 288 .
2. 1981. – .40, 4. – .356–368. // ...
3. : / . – : , 1994. – 616 .

4. . . . / . . . // – 2007. – 773. – . 78–82.
5. . . . / – : , 2004. – 304 .
6. / //
7. : , 1971. – . 105–121. : [. . . . /] . – , 2005. – 356 .
8. : , 2007. – 128 . . [. . . .] /
9. : , 2001. – . 1. – . 72–81. / //
10. (. . . .) : : 10.02.01, 10.02.03 / – , 1999. – 451 .
11. / // – 2006. – 741. – . 50. – . 216–218.
12. / // – : , 1983. – . 71–83.
13. / // – : , 1979. – . 9–18.
14. Shteyngart Gary. The Russian Debutante's Handbook / Gary Shteyngart. – NY : Cornell University Press, 2002. – 480 p.
15. Sidons Anne Rivers. Downtown / Anne Rivers Sidons. – NY : Harper Paperbacks, 1995. – 500 p.
16. Smith Carol. Hidden Agenda / Carol Smith. – Time Warner Books, 2002. – 350 p.
17. Sparks Nicholas. A Walk to Remember / Nicholas Sparks. – New York : Warner Books, 2000. – 422 .
18. Stabenow Dana. A Grave Denied / Dana Stabenow. – NY : St. Martin's Paperbacks, 2003. – 335 p.
19. Stabenow Dana. A Fine and Bitter Snow / Dana Stabenow. – NY: St. Martin's Paperbacks, 2004. – 335 p.
20. Stafford Lee. A Heart Divided / Lee Stafford. – Great Britain : Mills and Boon Limited, 1992. – 188 p.
21. Steel Danielle. Irresistible Forces / Danielle Steel. – London : Corgi Books, 2000. – 414 .
22. Steel Danielle. The Ranch / Danielle Steel. – London : Dell publishing, 1997. – 472 p.
23. Stewart Mary. The Wicked Day / Mary Stewart. – Coronet Books, 1994. – 370 p.
24. Stoker Bram. Dracula / Stoker Bram. – Penguin Group, 2001 – 449 p.
25. Streatfield Noel. Ballet Shoes / Noel Streatfield. – London : Puffin Books, 1989. – 235 p.
26. Summers Julie. The Colonel of Tamamkan / Julie Summers. – Gr.Br. Richard Halle Ltd, 2006. – 250 p.
27. Trigiani Adriana. Lucia, Lucia / Trigiani Adriana. – London : Simon & Schuster, 2005. – 323 p.
28. Turow Scott. Presumed Innocent / Scott Turow. – New York : Warner Books, 1998 – 422 p.
29. Valdes-Rodriguez Alisa. Haters / Alisa Valdes-Rodriguez. – USA : Little Brown and Company, 2006.– 352 p.