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3) ; 2) : 1) ; 4)

[1, . 31].

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AXE

“Ready to keep up?

Be it a competitive Sporty Girl, a tireless Party Girl, or a High Maintenance Girl, the hottest girls are the most demanding. So recharge with AXE Shower gel, including the all new AXE Sport Blast 2-in-1, and stay at your best!” [ad of AXE products]

“you – your”

[2, . 36].

you

“Extend the life of your clothing and reduce the chance of color fading at the same time. Properly sorting and washing your clothes can make a huge difference in the quality of your garments’ color. Using simple household items like vinegar, salt and a drying rack can also help keep your clothes looking vibrant and fresh. Always read the label of your linens and clothes before washing, and use the gentle cycle on your washer and dryer whenever possible.” [ad of Unilever Comfort Brights]

“One of the things I love most about London is that it fosters small and independent designers. Everyone in London is looking for that individual item that no-one else has, and who better to make it than the up-and-coming creative types living in the city?” [Rommel-London]

“should”

“you”

(1) *“Walden University: A Higher Degree. A higher Purpose. More than two thirds of Walden master’s graduates received a promotion within one year of earning their degree. Learn how Walden can change your future.”*

(2) *“Free e-books: 40 Ways to Make Your Data Center More Efficient. Cost-effectively managing your data center’s myriad of interconnected systems is no easy task. But through better management and proper planning, even the most inefficient data center can change its ways. Download this eBook for 40 steps you can take to get the most out of your data center and its employees.”*

(3) *“There’s basic security and there’s VeriSign SSL and website security, now from Symantec.*

In a year where multiple certificate authorities have been hacked, you want to choose a company that invests in the most rigorous security practices in the industry like VeriSign. You can’t be too safe when it comes to online security across your site. That’s why you should protect your website and your customers with VeriSign SSL, now from Symantec.”

(1) *“New Era Networks*

Enterprise Networking News & Reviews

New Era Networks are built to power the push by enterprises into cloud computing, mobility, virtualization and new business applications. The NEN attributes require network managers and senior IT professionals to rethink the traditional network infrastructure. Topics include virtualized storage, server and network capabilities as well as where security, privacy, and compliance fit. Also included are: mobility integration products and issues, disaster recovery and network management software as well as all the information you need to design, deploy, monitor, manage, secure and support your Local Area Network (LAN), Wide Area Network (WAN), wireless Local Area Network (WLAN), and Wi-Fi systems.”

(2) *“Manilla Has Delivered 2 Million+ Bills & Statements -- It Is the Nation’s Leading Digital Mailbox Service>>About Manilla*

Manilla organizes and simplifies people’s lives by providing one secure access point to all household accounts and services. The free service helps consumers manage their household accounts, including financial, utilities, subscriptions, daily deals, and travel rewards programs, all through Manilla.com or via the Manilla mobile apps. Under a single password, Manilla gives customers an automated, organized view of all of their account information, text and email reminders to pay bills, renew expiring subscriptions and manage soon-to-expire daily deals, all with unlimited storage and seamless document retrieval.”

PECULIAR FEATURES OF FUNCTIONING OF INTERNET ADVERTISEMENTS' DISCOURSE

I. V. Sokolova

The article represents results of analysis of some features of functioning of Internet advertisements' discourse. It is argued that Internet advertisements are a special type of discourse with its special features and functioning in a special environment. Internet environment provides unique opportunities for advertisements functioning, providing recipients with wide range of means for perception and comprehension of information.

Key words: Internet advertisement, language means of influence, pragmatic purpose.

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