

Apple

THE STRUCTURE OF ENGLISH ADVERTISING TEXTS OF COMPANY APPLE

G. Chulanova, K. Kostiuchenko

Sumy State University,

2, Rimsky-Korsakov Str., 40007, Sumy, Ukraine

The article deals with the characteristics of English advertising texts of company Apple. It analyzes the structure of such texts and types of texts as for their structure.

Key words: advertising text, structure, composition, addressee, addresser.

APPLE

Apple Inc. is an American multinational technology company. It is known for its iconic logo, a silhouette of an apple with a bite taken out of it. The company was founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne. Apple's products include the iPhone, iPad, Mac, and Apple Watch. The company is headquartered in Cupertino, California, and has a global presence with offices in over 100 countries. Apple's market capitalization is one of the highest in the world, and it is a member of the S&P 500 index.

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 40,4 % – ((29,3 %): “*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: (7,3%): “*Every syllable, every sentence, every story has the grace of a ceremonial gesture.*” – Sena Naslund, author of Ahab’s Wife, (3,8 %): “*This book is so powerful that as I finished it I turned to the front to start again.*” – Andrew James, Sunday Express.
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