

... , , , . , . . . . .

[1, .23-24]. /

[12].

[22]. - [21].

[23].

[3, .133].

[11]. - / [2, .6-7].

... ; , . . . . . [11, .4; 12].

[11]. - [3, .133; 16, .13].

[3, .133].

[9, .92].

[9, .91].  
 [3, .133].  
 [4].  
 [8, .5]. – “  
 [4; 12; 16, .16].  
 [3, .133].  
 [3, .134].  
 [16, .136].  
 [12].  
 [15, .8].  
 [23].  
 [10, .30].  
 [13, .2].  
 [23].  
 [7].  
 [18, .186–187].  
 [20, с.64–65].  
 Starch (Moriarty)  
 [6, .6–7]. 80 %  
 [14; 19, .18].

/ ), ( ).  
 your shades” [2; 26]. Est e Lauder “Gift time. Choose  
 “Gift”,  
 [5, Clairol “You only want  
 me for my body” “body” [24, .68].  
 target roots” – “My secret weapon to  
 Clairol,  
 [26, .28].  
 [17, .72]. “Combination skin: Different needs. One balanced  
 solution” ( Lancôme) [24, .10]; “Our 1<sup>st</sup> Glossy black mascara. A  
 mesmerizing false lash effect” ( L’ORÉAL) [26, .15]; “It doesn’t last. It lasts  
 beautifully.” ( Max Factor) [24, .80].  
 ( . curiosity approach,  
 gimmick).  
 : “Follow your senses” ( Waterdance) [27, .41]; “Revive  
 yourself with a totally free haircut” ( Clairol) [26, .24].  
 /  
 “ ”  
 : “Now you can wash in moisture instead of washing it away”  
 ( Nivea) [28, .108].  
 “ ”  
 : “Control your destiny” ( Olay) [25, .12–13];  
 “How about being softer and healthier?” ( Dove) [25, .19]; “100%  
 Yes!!! Yes!!! Yes!!!” ( Clairol) [25, .129]. –  
 “new”, “never before”, “the  
 latest”: “New Headshot Shampoo & Conditioner” ( Catwalk tigi) [26, .31].  
 ( . curiosity approach, gimmick)  
 Clairol

: "Believe it or not, we're both 102" [24, .84].

( , ) [6, .7].

[13, .2].

[18, .186–187].

: "WOW!" –

Pond's, "Pond's Cleansing &

Make-up Remover Towelets" –

[25, .130].

Vidal Sasson, "Introducing Vidal Sassoon Hairspray with Formesilk. A revolutionary new ingredient for truly flexible style"

"No more Helmet

Head" [27, .26].

#### THE STATUS OF THE TITLE IN THE PRINTED ADVERTISEMENT BASED ON THE ENGLISH DISCOURSE

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*This article in question deals with headline as information marker in terms of English media discourse. The types of headlines are being classified; their polyfunctionality in ad texts is being analyzed.*

**Key words:** headline, sub-headline, ad text.

1.

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/ . . //

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