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 » [9, .66].  
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 , [3; 7].  
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4 [6, .48–49].

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2) : *think, seem, guess, expect, etc.:* “A book of rare power and beauty ... Expect this outstanding novel to be the talk of the season!” – Booklist (15).

: “I haven’t read a Cox book for about 10 years but I had a \$5 voucher for WHS and this book was in the half price bit so I read the back and it sounded interesting so thought I’d give it a go...” – review of Honour Thyself (11).

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: "good", "bad", "awful", "disgusting", "beautiful"

2) - ( - )

3) : "honour", "cruel", "betray", etc.  
 ( ) -  
 [3, .112-113]. -

*fresh* : "This book remains as fresh a cautionary tale today as it ever was"(16).

( - ) ( ).  
 [3, .279].

( ).  
 : good ' - bad ' [8, .4].

: "An irresistible epic..."- *Chicago Daily News* (14); "A compulsive and perceptive read"- *Sunday Express* (23); "A big, wallowy, delicious read"- *The Times* (23); "Don't wait for the movie ... it's splendid"- *ABA journal, The Lawyer's Magazine* (23); "Meaty to the end ... The pulsing appeal of Turow's dramatic narrative is irresistible" - *Glamour* (23).

: " Every time I think Josephine Cox has gotten as good as

she can get, she comes up with something better.” *The Washington Times* (11); “VIVID PASSION ... UNFORGETTABLE CHARACTERS ... TUROW’S FIRST NOVEL IS HOTTER THAN A TEXAS JULY ... a finely written, informative and engrossing whodunit ... often transcends the realm of a crime story into a personal, eloquent ... story of one man’s life.” – *Dallas Morning News* (23).

: “It must surely be one of the most remarkable cases on record of a human being’s association with a wild animal” – Gerald Durrell (22); “The hippest hard-boiled writer alive.” – *Austin Chronicle* (20); “A terrific read, perhaps the best entry in the *Scarpetta* series yet.” – *NEW YORK DAILY NEWS* (16).

original, unique, ingenious.  
“Complex and convincing ... fascinating and original.” – *LOS ANGELES TIMES* (20); “*Dracula* is unique horror masterpiece and the most famous of all vampire tales.” – *Forecast* (22) “Ingenious.” – *WASHINGTON POST BOOK WORLD* (19).

: never-to-be-forgotten, four-star, 24-carat: “Billie Letts has a fresh and engaging voice, and her remarkable heroine, Novalee Nation, leads the reader on a never-to-be-forgotten journey. A fine first novel.” – Anne Rivers Siddons (19); “EVERYTHING YOU HEARD IS TRUE ... Chicago lawyer Turow’s first novel is a genuine, classy, four-star suspense novel...” – *Kirkus Reviews* (23); “A perfect example of the new, darker romantic fiction ... a true 24-carat love story.” – *Sunday Times* (14).

new, latest : “A murdered child, a distraught mother and clues that suggest the return of a serial killer ... This one is chock-full of the very latest in dazzling forensic technology ... [will] keep the reader pinned to the chair.” – *USA TODAY* (13) ; “Captivating new Lincolnshire saga about the endurance of true love in the face of adversity.” – *Booklist* (11).

: “A tornado-paced tale ... Easily the most exciting dinosaur novel ever written” (20); “Well-written ... Quick thrills ... Cook has done a masterful job of scaring the daylights out of anyone facing minor surgery!” – *Atlanta Journal Constitution* (17) “Fast-paced.” – *Publishers Weekly* (17) “It reads fast and will make you smile, wince and sigh. What else could you want?” – *The Columbia (SC) State* (15); “Focused, fast-moving ... This spy thriller is Follett at his best.” – *People(Page-Turner of the Week)* (16); “His best thriller yet ... the action unfolds at an adrenaline-draining pace ... [the] true master of testosterone thrillers.” – *New YorkPost* (13).

/ : “As readable as a serial in the *Saturday Evening Post*.” – *Tulsa World* (19); “Follet is easy reading. He is a brilliant author.” – *Los Angeles Monitor* (16).

/ : “A new Agatha Christie mystery is as easy as A. B. C.” (12); “As clear as air. It is the Southern novel taken west, its colors as translucent and polished as one of those slices of rose agate from a desert shop.” – *New York Times, Book Review* (15).

‘...’, deeply ‘...’, really ‘...’, exceedingly ‘...’, terribly ‘...’ [6: 36]: “An absolutely, positively fun read ... her characters are always people you’d like to meet for yourself and know more about” – Southern (NC) Pines Pilot (11); “A really gripping courtroom thriller with an astonishing climax.” – Publishers Weekly (19); “A very fine book, splendidly researched ... It will be a valued addition to my Richard III collection” – Rosemary Sutcliff; “Extremely popular ... her books sell and sell” – Daily Mail; “As true in her other best-sellers, Siddons’ words speak plainly and easily to women.” – Denver Post (11).

well ‘...’, nicely ‘...’, superbly ‘...’, desirably ‘...’, famously ‘...’: “Compelling ... from the opening page through the wonderfully twisted ending” – John Katzenbach (23); “Flawlessly plotted, tautly told, and suspenseful.” – Minneapolis Star Tribune (16).

[2, .132]: “Sensitively written and superbly illustrated I cannot see what can prevent it from becoming a classic” – Peter Scott (14); “Another whirlwind that crisscrosses the globe with intrigue ... great fun.” – Library Journal (17).

: “... an absolute delight of the story. Shades of Grisham, nuances of McDermid, traces of McBain... a belter of a book.” – Sunday Express (16.); “A polished gem of a novel... Lovingly crafted, beautifully written.” – Miami Herald (13).

[4, .97]: “This is the kind of book that’s designed to grab the reader by the scruff of the neck, pull him into the page and not let go of him until he’s well and truly hooked... an unqualified success.” – The Good Book Guide(17); “One can expect the book to fly off the shelves ... Just put your seat back, relax and enjoy the ride.” – Chicago Tribune (20).

: “Folsom’s name on the cover virtually guarantees both instant bestseller status and enthusiastic raves from reviewers and readers alike...” –Booklist (17); “... This one is chock-full of the very latest in dazzling forensic technology ... [will] keep the reader pinned to the chair.” – USA TODAY (17); “All the pacing and suspense that Cornwell fans have come to expect ... Will cause a few sleepless nights.” – People (17); “On its very first page, Jewel roars to life ... the reader is transfixed.” – Chicago Sun-Times (20).

«1» «...» «...»: “\*\*\*\*\* #1 National Bestseller” – New Yorker (18). «5» : “I’m giving it 5 stars, not because my testosterone level is necessarily low, but because I myself enjoy

*stringing words together, and author Gabriel Garcia Marquez is a master par excellence of that talent.*” – Claire (21).

: “A brilliance pervades this five–handkerchief weepie ... readable and involving.” – *The Times (London)* (15) «5»

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100%

: “OK, you want a good book, like the kind you can’t put down?? Well this is it!! Agatha Christie portrays the setting and unravels the plot in the most intriguing way! The ending is totally unexpected. I couldn’t put this book down over the summer, it was wonderful, I recommend it 100%!” (12).

« » 10 10: “Utterly AMAZING. I automatically began in–depth research about Garmouth and wartime coastal England. In my opinion, this book has everything a great book needs. 10/10!” – Antonio de Floya, Manila (24).

[5; 6] : 1)

: “ Ken Follett is one of the smoothest suspense writers around, and *The Third Twin* will only enhance his reputation”(16); 2)

: “In the world of page–turning thrillers, Stephen King holds a special place in the hearts of many of us ... A writer whose research and talent make his stories exciting, believable, and just plain unputdownable.” – Otto Penzler Pick, Amazon.com (18).

## EXTERIORISATION OF EVALUATION IN ADVERTISING.

G. Chulanova

*The research deals with lexico–grammatic evaluative means of advertising text in terms of their communicative–pragmatic functions. Attention is being focused on the content component of the communicative units. Special attention has been considered in terms of evaluation taxonomy.*

**Key words:** axiolog , evaluation category, evaluative linguistic means, advertising, text.

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