

... , ... , ...

“ - ” - “ ” [4, c. 210].

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[6, c. 194].

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[2, c. 80].

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- 1) :
- (1) *“This novel – intoxicating wine” – Elaine Lorie (26);*
- 2) :
- (2) *“A literary gem...” – The Pittsburgh Press (11);*

- 3) “It’s a candy of a book... so sweet.” – Taylor Lumm (18);
- 4) “A monument to the self-perpetuating power of the human spirit...” – Margaria Fichter, *The Miami Herald* (22);
- 5) “You will find this love story an oasis of joy.” – *Kansas City Star* (30).
 (6) “The Body in the Bouillon”,
- (6) “Katherine Hall Page has found a great recipe for delicious mysteries: take charming characters, mix with ingenious plots, season with humor. Bon appetit!” – Nancy Pickard (24).
- [8, c. 160].
- 1) “”
- 2) (, ,) 3)
- [2, c. 78].
- ” [1, c. 10].
- (7) “The proof of pudding is in the eating, but in the world of mystery writing, Dick Francis stands head and shoulders above the rest, no mean feat for an ex-jockey.” – *Ottawa Citizen* (13).
- (8) “All this boring fictions are a torn in the flesh, here an intense whodunit that will have you gasping for breath.” – *The Tennessean* (17).
- (9) “An exciting love story, rare adventure... Evans was like Don Juan.” – *Galgary Herald* (12).
- as, as...as, like, as though, as if
- (10) “As timely as tomorrow’s newspapers.” – *Library Journal* (15);
- (11) “Reading this book is like a holiday – an interlude of pleasure...” – *Washington Post* (20);

(11)

(12):

(12) *“He appeals to our brains as well as waterfall in the dry season.” – St. Louise Post-Dispatch (10).*

(13) *“Barbara worked on this book like a horse and it wasn’t in vain” (19).*

(13)

[5, c. 165].

(14) *“A giant of a novel... it is boldly imaginative as a portrait of society torn apart and slowly reaffirming its identity.” – Guardian (14);*

(15) *“Ladies and gentlemen, I’ve read Shakespeare and Byron, Stevenson and Kipling. And I can say without hyperbole that this is a million times better than all of them put together.” – The New Yorker (28).*

(15)

(16) *“Welcome to a stunning debut and a rollercoaster emotional ride of anger, mystery, fear and romance. Kolly is no ordinary woman. Who is she, who knows?!” – My Favourite Books (29).*

(16)

(17) *“A magnificent, poetic, colossal novel... It is, in every sense, a sublime book.” – Irish Times (21).*

(18) "I have been reading the book for a week. I was waiting my time. The plot is weak..." – Jeremy, Sydney (31).

(18))

[6, c. 126]:

(19) "Delightful... logically illogical as only Terry Pratchett can write." – Ann McCaffrey (25).

(20) "Terribly good historical novel... exceptional, highly recommended." – Library Journal (16).

(21) "This sparky debut novel... Enthralling from the first page, this bittersweet fusion of fairytales and nightmares is sugared by nostalgia and salted with sadness." – Hephzibah Anderson, daily Mail (9).

(22) "It's perhaps the only book you'll ever read with tips on how to make both good love and good sausage. Separately, of course." – The News & Observer (27).

love sausage,

(22))

[3, c. 99].

(23) “[Morgenstern] employs her supple prose to conjure up a series of wonders: A maze of clouds, a tent of sand, and a ship of books floating on a sea of ink.” – Brunonia Barry, author of *The Lace Reader* (23).

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LEXICAL BEARER OF THE EXPRESSIVITY

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The article in question deals with the lexical bearer of the expressivity in the advertising. Herewith much attention is given to the usage of different figures of speech in advertising texts.

Key words: advertising text, expressivity, figures of speech, metaphor, antonomasia, comparison, hyperbole, litotes, epithet, pun, mixed metaphor, antithesis, zeugma, gradation.

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