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PECULIARITIES OF ADVERTISING INDUSTRY TERMINOLOGY

ОСОБЛИВОСТІ ТЕРМІНОЛОГІЇ РЕКЛАМНОЇ ІНДУСТРІЇ

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Advertising communication is a process of communication between the consumer and the advertiser. The principle of communicative influence consists of three main components:

1. The advertising message should inform about the various properties of this product. He should impose on the addressee the idea that, by buying the product, you can get a particular benefit.

2. The success of the sentence is related to making a unique offer to the consumer.

3. The advertising message should influence the audience and expand the range of needs of this product [1].

The success of an advertising message is undoubtedly related to the expressiveness of this message. To a greater or lesser extent, a realistic evaluation of properties should be present in all decision-making cases and accompany all points of difference regardless of the strength of emotions, loyalty, or exciting properties of goods. So, if an advertisement shows emotion but has no reason to purchase, such a company wastes money [2].

However, it should be noted that it is impossible to distinguish information about the product in favor of its purchase since any characteristic of the advertised product with the help of rational (appeals to reason and logic) and emotional (appeals to consumers' feelings) argumentation is considered as a basis for a successful purchase.

Advertising is a means of social manipulation. The purpose of advertising is to effectively introduce into the subconscious of a potential buyer the idea that this particular product is necessary to realize the given model of life,

which is better and happier. This is based on suggestion – the process of influencing the human psyche, associated with a decrease in consciousness and criticality when perceiving the content, which does not cause either a detailed logical analysis or evaluation. Suggestion is carried out to encourage specific actions. The essence of suggestion is to influence a person's feelings and, through them, his mind and will. However, it is worth noting that in the motley stream of advertising diversity, it is not so easy for the advertiser to bring his "creation" to such a level that his advertisement becomes noticeable to the consumer and works at its maximum efficiency. Therefore, modern advertising becomes thoughtful and consequently interesting for analysis.

Almost no day of the life of an average city dweller is complete without advertising: advertising on radio and TV networks, on street banners, in magazines, in newspapers, on store shelves – in one way or another, it enters our consciousness every time. Its purpose is to create a specific model of the world in the consumer's subconscious, be it the correction of an already existing picture or the modeling of a completely new one, which will facilitate his appeal to the advertised product or service.

The selection of figurative means is related to which group of consumers should respond to the advertising appeal. The key part of the advertising message is the advertising slogan. This part of the advertising message, which should have the most significant emotional impact on the consumer, makes him want to get to know the product and it. In addition, the slogan should be memorable. It should be noted that linguists have studied the problems of advertising slogans and consider them to be a special form of textual implementation of an advertising message.

Over the last few decades, advertising has become a subject of study for a large number of linguists. The rapid development of advertising communication has become one of the brightest and most vivid events of socio-cultural reality in recent decades. The result of the growing influence of the language of advertising on society was the close attention of scientists and researchers to the stylistic, linguistic, grammatical, and other features of the texts of social advertising. It is essential to note that the main task of any advertising text is to attract the listener's attention, not with the help of computer graphics and all kinds of special effects but primarily with the help of expressive language techniques.

The most common lexical devices are metaphor, personification, and lexical repetition. The metaphor primarily aims to form bright and expressive images and associations in the addressee's mind. Having analyzed examples of personification, we can say that this technique is often used in social advertising and even makes it more expressive.

Lexical repetition, in turn, strengthens the expression of speech and can even give it additional meaning. The most common syntactic devices are

chiasm, and rhetorical questions. Having analyzed the advertising slogans, we can conclude that social slogans are a tool for creating a tremendous inner experience in the audience, involving society in vital social problems. The melodiousness of the utterance is created, and the text of the message becomes memorable for the audience by using chiasm.

The use of lexical and syntactical means of expression helps to make the slogan of social advertising brighter and more memorable, to create a positive evaluation in the recipient and to make society think about relevant issues.

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STYLE FEATURES OF THE ARGUMENTATIVE DISCOURSE

СТИЛЬОВІ ОСОБЛИВОСТІ АРГУМЕНТАТИВНОГО ДИСКУРСУ

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У вирі сучасних політичних подій, аргументативне мовлення та дискурсивні тактики, вживані в суперечці, стають пріоритетним предметом досліджень у різних галузях гуманітарного знання: лінгвістиці, соціології, психології, логіці та ін. При цьому у фокусі вивчення постає саме мовець, який під впливом низки інтра- й