

## ABSTRACT

**Subject matter:** «Verbal and non-verbal means of creating expressiveness in advertisements»

**Author:** K.A. Krepysheva

**Scientific supervisor:** S.V. Chechel

**Information about the sponsor organization:** Pyatigorsk State University; 9 Kalinin St., Pyatigorsk, Stavropol Krai.

**Research relevance:** The research is a profound study of the text as a special language unit and its peculiar traits manifested in advertising, the means that make an advertising text effective in its influence on the consumer. The results of the study can serve as a basis for further analysis of linguistic and pragmatic specificity of advertising, which is playing an increasingly important role in modern society.

**Purpose:** to study and classify the basic verbal and non-verbal linguoculturological means used in advertising as a special social phenomenon and their interaction in an advertising text.

**Tasks:**

- to study the history and functions of advertising texts;
- to characterize advertising texts in their variety; to analyze their structure and means of conveying factual and emotional information;
- to study the stylistic, phonetic, syntactic, grammar and non-verbal peculiarities of advertising texts in English, French and Russian.

**Theoretical and practical significance:** the research offers a detailed study of interaction of lingual, visual, semantic, functional and socio-cultural constituents making up advertising texts and an insight into the national and mental variations causing different preferences in creating advertising texts.

**Results of the research:** advertising texts containing brief information and presenting it in a unique way are a special language domain characterized by specific cognitive and pragmatic features at all language levels: phonetic, lexical and grammar. A number of practical reasons define the way they interact in a certain text and are combined with non-verbal means of expressiveness: the target audience, the type of culture, historical traditions and so on. When launching a product they should all be taken into consideration.