

ABSTRACT

Title: Neurolinguistic programming in the sphere of advertisement.

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The research is topical due to the wide interest of the scientific community to the problem of linguistic manipulation of the people's consciousness. Especially there is a lack of the advertising language manipulation's theoretical base.

The purpose of the research is to consider the examples of linguistic manipulation in the texts of direct and nonobvious advertisement.

The task addressed in the present thesis are following: to view the cumulative investigations of the main issue- researches in the sphere of neurolinguistic effect on the advertisement message receiver: to find out the distinctive features of the definite manipulative methods; to find all the possible types of its realization; to analyze the examples of linguistic manipulation realization.

Theoretical value and practical applicability of the study: theoretical value of the research consists of the elaboration of theoretical and practical examples of the linguistic manipulation realizations.

Results: A detailed analysis of different methods of the creation a powerful impact on the advertisement message receiver.