Political advertising is such advertising, whose central focus is the marketing of ideas, attitudes, and concerns about public issues, including political concepts and political candidates. The essential task of political advertising is to gain the confidence of the people for their acceptance of ideas and, in the case of political campaign advertising, to influence their vote. In modern conditions the translation of texts of political advertising has acquired particular importance, acting as means of promotion and a tool of political struggle.

This paper is devoted to the analysis of linguistic peculiarities of political advertising (a case study of English).

The purpose of this work is the research of a general description of the nature of political advertising, and also to analyze linguistic and translation peculiarities of the text of political advertising.

The first chapter contains a general description of the nature of political advertising and also types of representation of political advertising.

The second chapter is devoted to the description of linguistic and translation peculiarities of the text of political advertising such as political discourse and stylistic peculiarities.

The practical aspect of the paper lies in the fact that translating texts of political advertising usually appears a number of difficulties related to lingual and extralinguistic nature, regardless of which it is almost impossible to achieve an adequate translation of texts of this genre.