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Тема: СОПОСТАВИТЕЛЬНЫЙ АНАЛИЗ СЛОГАНОВ В АНГЛО- И РУССКОЯЗЫЧНОЙ РЕКЛАМЕ

**ABSTRACT**

**Subjectmatter:** Comparative Analysis of Slogans in English and Russian Lingual Advertising.

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

The present research paper is an attempt at studying some widely known and most frequently used slogans in advertising in the English and Russian language within the framework of their characteristic features, meaning and functions. With the employment of a communicative approach to the problem under consideration the accent in the Paper has also been made on the search for Russian particles equivalent in the English language. The investigation is based on the gathering material which includes some Internet sites and other sources of information on the topic explored in the Paper.

With regard to the aims and tasks set in the work the Paper consists of Introduction, 2 Chapters and Conclusion.

Chapter I deals with the concept of slogan in both languages - Russian and English, their general classification. The stated phenomenon has been regarded in terms of comparison of the languages to each other.

Chapter II is aimed at considering and investigating the role and place of a slogans in the English language. The study features the translation of slogans were analyzed English-language advertising texts from the point of view of the scope of use (cosmetics, food products, household appliances, etc.), destination (women, men, young people, etc.), as well as from the perspective of language, grammar and style. Translation of advertising texts involves not only the transfer of form and content, but also keeping communicative job advertisements. Attention to advertising language increases communicative value of advertising.

The Paper is concluded with the results reached after careful considering the topical problems in the investigation.