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Тема: СПЕЦИФИКА РЕКЛАМНОГО ТЕКСТА И ТРУДНОСТИ ЕГО ПЕРЕВОДА (НА МАТЕРИАЛЕ АНГЛИЙСКОГО ЯЗЫКА)

**ABSTRACT**

**Subjectmatter:** Characteristic Features of Advertising Text and Its Translation Difficulties (based on English Language).  
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This research is dedicated to the studying of advertising texts. We have chosen this theme because translation of advertising messages is an important process, which aims at maintaining the commercial functions of the original text. The translation of advertising text is different from the other kinds of translation of different communication directions, forms of translation of texts as well as using various linguistic means. And besides, this theme is still actual today and attracts linguists’ attention.

So the following problems are dealt with in this work:

1) Giving the definition of «advertising text» and characterizing its function.
2) Studying of some principles of translation of advertising texts.

Summing all up we can say that:

1) Advertising text includes a number of extralinguistic components. It consists of three components: the title, the main text and an advertising slogan. Classification of advertising texts is based on the following criteria: the object of advertising, audience and advertising media. The distinctive feature of the advertising texts is expressive means that are widely used in them.

2) The choice of methods and techniques of translation depends on the nature of the source text, the audience of consumers of advertising products and features of interpreter’s mental characteristics.

The research has certain practical value and can be used for English students’ studies; it can also be used for writing other thesis, while studying the theory and practice of translation.