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Main parts: Contents, Introduction, two Chapters, Conclusion, Bibliography.

Keywords: classifieds, advertising, classification, lost and found, compositional features.

Abstract: The present paper is dedicated to the study of the composite features of the advertising texts like Lost and Found in Russian, English languages. The research is aimed at revealing and analyzing the advertisement and the comparison of their peculiarities in Russian, English languages.

In Chapter I there are theoretical background of this study, it reveals the basic concepts, terminology and definitions of classified advertising, defines the functions of advertising texts.

Chapter II discusses the processes of creations the advertising texts like Lost and Found in both English and Russian languages by frame-based models, comparing them by classifying into thematic groups.