

LINGUISTICS

N. Chugunova, I. Koroleva, Yu. Vairakh (The Amur River region state university name after Sholom Aleikhem. Birobidzhan, Russia. Irkutsk national research technical university. Irkutsk, Russia)

Product placement in texts of non-fiction genre

The article is devoted to identifying the role of product placement technology innovation for Russia in the modern literature. It defines the value of the basic characteristics and product placement in the texts of different genre and subject-role orientation. Specific examples deal with product placement ratio in the current texts of fiction and non-fiction prose. The authors note the importance of literature as product placement, one of the most effective methods of influencing to the reader with the brand promotion through books. The authors have carried out serious work on the synthesis of theoretical material in the research, revealed the characteristics and features of product placement in the texts of the non-fiction genre. The analysis emphasizes the unwillingness of the Russian legislative system to deal with legal and economic regulation of the researched technology.

Key words: product placement, non-fiction, fiction, advertisement name, brand name.

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