

## PHILOSOPHY

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### **Trademarks and advertisement: functional and linguistic-cultural aspects**

Due to the globalization of commerce the competition of products among different countries has become more and more fierce and obvious. Almost all worldwide companies and corporations are making every effort to make known their products, trademarks and services. Before entering the world market, an important thing that should be done is to let foreign customers become familiar with and have a favourable impression of the relevant products and services. Customers choose products according to the quality of the products or the impression they have of the products, the latter of which usually comes from the influence of good trademark interpretation. It is considered the attitude toward a trademark which is able to demonstrate advertising effect.

Key words: verbal trademark, branding, cultureme, pragmonym, advertisement, products and services.

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