

## PHILOLOGY

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### **Meaning and text formation potential of utterances with adverbial determinants of quality semantics in advertising texts**

It is discussed the interpretation of adverbial determinants of the qualitative characteristics in advertising texts, described the types of analyzed word forms and their functional positions. Text status determining circumstances determined by structural-semantic organization of the utterance, its communicative orientation, attached to a particular segment of text and positional dependence. The emotional-expressive component of making a statement with these syntactic structures are striking linguistic means in the informative field of copywriting.

Key words: adverbial determinants, qualitative characteristics, copywriting, structural-semantic aspect, the pragmatic-communicative aspect, independent distributor.

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