

PHILOLOGY

Lidianna V. Chunakhova

(Don state technical university. Rostov-on-Don, Russian Federation)

Creative use of phonetic, lexical and syntactical expressive means in the texts of fast food advertisements

It is considered non-standard ways of using phonetic, lexical and syntactic expressive means and techniques in advertising messages of fast-food network. There is now a significant growth in public demand for fast food. This is due to several factors. Firstly, the constantly accelerating pace of life, the busy working schedule of the population, and, as a result, the lack of time for cooking. Secondly, fast food is publicly available, quick and cheap. Fast food manufacturers try to attract consumers' attention through the external design of advertisements, namely the non-standard use of language tools in advertising texts in order to boost sales. The creative advertising strategy helps to identify what the significant meaning of the product should be in order for the buyer not only to become interested in the products offered, but also to have a desire to buy them.

Key words: expressive means, stylistic devices, non-standard use.

July 15, 2020
