

PHILOLOGY

Elena S. Drugova, Margarita F. Zhelnovakova, Yulia V. Vairakh

(Irkutsk National Research Technical University. Irkutsk, Russian Federation)

Functions of religious images and symbols inclusions in the concept of printed advertising messages

It is discussed the process of introducing religious images into the text of advertising messages. The authors of the study also consider the potential of such inclusions, as well as the semantic "load" and working functionality of the introduction of religious objects in modern domestic and foreign advertising. Today, religious inclusion in the context of advertising messages is not a phenomenon. However, it is interesting that the concept of such inclusions changes in accordance with the requirements of modern society and does not always adhere to the framework of decency and morality. Turning to religion as a tool for attracting attention to an advertising message, certain requirements are imposed: it must be thoroughly thought out and developed taking into account all the requirements for this type of advertising and comply with the ideas of norms and morals.

Key words: religion, religious images, religious symbols, advertising, advertising message, print advertising, advertising in Russia, advertising concept, advertising message functions.

November 10, 2020
