

## PHILOLOGY

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### **Linguo-pragmatics of advertising texts (based on the material of social advertising against smoking)**

It is presented the study of advertising texts in line with linguo-pragmatics. The aim of the research is to observe the functioning of language units which have been consciously selected and imprinted in texts, the pragmatic potential of these language units. The main goal of advertising texts is influencing the addressee, persuading them to take required actions. The research material is advertising texts of social advertising against smoking. The target audience; information, evaluation, and incentive-pragmatic components; the choice of language tools for the most effective impact on the recipient – all these aspects are taken into account while analysing advertising texts. The article gives examples and results of the analysis of more than 300 English -, French- and Russian-language advertising texts of social advertising against smoking. The author presents some categories of the target audience of smokers, and the means to achieve the effectiveness of the impact on the addressee.

Key words: linguo-pragmatics, advertising, social advertising, smoking, perlocutionary effect.

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