

## PHILOLOGY

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### **To the problem of the conceptosphere of Russian-language creolized advertising texts (on the example of the concept "Benefit")**

The analysis of the conceptual sphere of modern advertising is one of the most productively developing areas of scientific activity of representatives of various scientific schools, primarily linguistic. There is no consensus on the key characteristics of the "concept" notion. The presented article is a fragment of more voluminous study of concepts in Russian-language creolized texts from the standpoint of semantic, syntagmatic and paradigmatic analysis of the verbal component of the advertising message on the example of the concept of "Benefit" and its subconcepts. Special attention should be paid to the idea that adequate perception of advertising information, and therefore the effectiveness of the advertising product as a whole, will depend on belonging of the recipient and the author of the text to the same culture.

Key words: concept, conceptosphere, creolized text, advertising, benefit.

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