

PHILOLOGY

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Features of advertising text and advertising slogan in modern English

A well-chosen advertising slogan has a significant impact on the purchasing power of recipients. In order to reach a larger audience and, consequently, increase the sale of goods and services, the creators of advertising slogans prefer neutral interstyle vocabulary that is understandable to representatives of different social groups and words belonging to the following morphological categories: a noun that represents properties and distinctive features of the product, and a verb – usually in the imperative mood – that encourages the recipient to take the action indicated in the advertising slogan.

Key words: advertising, text, slogan, vocabulary, style.

August 10, 2022
