

PHILOLOGY

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Transfer methods of translating advertisements in print and on television

This article is devoted to the study of the main ways of translating texts of modern print and television German and English advertising into Russian in general and metaphors in particular. The translation of lexical means (metaphors) in an advertising text adds brightness and expressiveness to it, requiring special attention, professional skills and deep background knowledge from the translator.

Key words: advertising discourse, translation, text, advertisement, metaphor.

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