

PHILOLOGY

Denis Yu. Shalkov¹, Elena S. Shilova²

^{1,2}Don State Technical University, Rostov-on-Don, Russian Federation; Rostov Law Institute of the Ministry of Internal Affairs of the Russian Federation, Rostov-on-Don, Russian Federation

Product placement as a narrative strategy of fictional text: functional specificity of pragmatonyms

The article considers literary product placement, which is one of the formats of native advertising, which implements narrative strategies for interweaving pragmatonyms as nominations of a certain product (product, brand, service) into the event series, plot-thematic and compositional-logical fabric of an artistic work. Brand names can indicate the social status, taste preferences, consumer habits, peculiarities of mentality, value orientations or lifestyle of certain literary characters. The purpose of this study is to identify the characterological and plot-forming functions of pragmatonyms in a literary text (using the example of A.S. Pushkin's novel "Eugene Onegin"). It is concluded that product placement reflects the dynamics of communicative and pragmatic strategies and linguocognitive models of literary text, illustrating the creative interaction of literature and advertising-like inserts.

Key words: product placement, native advertising, narrative strategy, pragmatonym, metapoetics.

October 12, 2025
