

STUDYING OF A PLAUSIBLE ADVERT BY THE STUDENTS-PHILOLOGISTS

The paper deals with the ads of plausible character as an example of the material for selection of training students-philologists contents. It is pointed out that an advertisement is an announcement in a newspaper, on television, or on a poster about something such as a product, event, or job. Advert becomes more and more a manipulative model, keeping to the plausible manner of presentation. At the (very) fact by the use of a word it (ads) appeals to the theme of constant renewal, the subject of beauty, health, family, life, children, success (immutable values) and prosaic reality, based on a hidden mechanism of a peremptory impact on consumers. The lexis accompanied ads assist to persuade addressee in the right for the addresser decision. They are specific words manipulating the consumer. Advertisement is considered to be a reference «vested» with the emotional – evaluated signs.

From the position of linguistic manipulation – advertising – it is an appeal to the consumer, «dressed» in an emotionally-evaluative symbols. They are called on the basis of emerging associations to give vent to imagination, to arouse and to impose the necessary images and desires. Students are taught to translate/create the text using the mentioned mechanisms. In general, these kinds of ads appeal to attract attention of the audience in order to reveal the true meaning of the real text.