

## ABSTRACTS

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### ADVERTISING AS MANIPULATIVE POWER

Ads are known to represent one of the most influential cultural phenomena involved in the formation of the news items of modern man. Some researchers believe that the language of advertising texts represents in many respects to the greatest extent a unique case of functional use of language in activities with the object and the extreme conditions when opportunities are fully taken into account in the preparation of advert.

A copywriter should bear in mind a particular approach to the appropriateness of the selection of language means that pragmalinguistics often determines not depending on the fidelity of the content, accuracy of meaning, literary accuracy or its culture and beauty, but depending on the reliability requirement of achieving the predicted effect of speech influence. Therefore, in the description of verbal manipulation of the advertising it is important not only to study the language in its pragmatic functions (as a means of exposure, interactions – traditional aspect). It is significant to study verbal human behavior, modeling social and individual behavior through speech, as well as the representation of linguistic information of advertising in total, as control information (pragmatic properties of various language entities of language units of different levels and patterns of their functioning in speech in different communicative situations).

It is admitted that ad borrows and adapts structures and forms from texts of all kinds. Many broadcast advertisements are dramatic, with a narrative conducted through dialogue. Others may show a narrative by images alone, to the accompaniment of music and/or a voiceover. Examples could serve: Puns, alliteration, assonance, onomatopoeia, rhyme and other kinds of comic or poetic wordplay are common in advertising. Ambiguity, irony and allusion (reference) are also powerful techniques. Of some interest is special lexis in any ad.