

#### LINGUOSTYLISTIC PECULIARITIES OF ADVERTISING TEXTS AND FACTORS INFLUENCING THEIR TRANSLATION

Through advertising foreign companies introduce their products, services or views. The success of advertising campaign depends on the quality of its translation which, in its turn, must take into account different linguostylistic peculiarities and essential features of advertising texts.

The present article is aimed to find out the main linguostylistic peculiarities of advertising texts and factors influencing their sociolinguistic adaptation to the target language. English advertising texts and slogans of major foreign companies, chosen from mass media resources, and the author's variants of their translation are used as research materials.

The author's definition of advertising text is proposed: short informative message created to promote sales of products or services; it has strong persuasive effect expressed with the help of different linguistic means. The main aim of advertising texts is to motivate consumers to buy certain goods.

The following factors, influencing the advertising texts translation, are stated: type of product (luxuries, durable goods or fast moving consumer goods), advertising technique (hard sell and soft sell), gender-based manner of customer persuasion, the usage of adjectives.

The translation of advertising texts is complex and difficult process as it must take into consideration not only the specific features of both languages, but also the effect which they provide on consumers. The following methods of advertising texts translation are identified: no translation, direct translation, adaptation, revision. The adaptation is the most frequently used method which exploits different lexical semantic transformations in the process of translation: transcoding (transliteration, transcribing, mixed, adaptive), compression, decompression, concretization of meaning, generalization of meaning, antonymous translation, calque, etc.

The proper application of these transformations and methods of translation enables to achieve the maximum effect from advertising texts and satisfy consumers and advertisers' demands.