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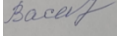
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Рецензування 52 балів до захисту 

(кількість балів, «до захисту» («на доопрацювання»), дата, підпис керівника курсової роботи)

Захист _____

(кількість балів, дата, підпис викладача)

Підсумкова оцінка _____

(кількість балів, оцінка за 4-х бальною системою, дата, підпис викладача)

**КУРСОВА РОБОТА
З ПЕРЕКЛАДУ**

**ЛІНГВОСТИЛІСТИЧНІ ОСОБЛИВОСТІ ПЕРЕКЛАДУ РЕКЛАМНИХ
СЛОГАНІВ**

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_____ (підпис)

ЗАВДАННЯ

на курсову роботу з перекладу з англійської мови для студентів IV курсу



студент IV курсу Па20-19 групи, факультету перекладознавства КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно)**, перша – англійська, освітньо-професійної програми **Англійська мова і друга іноземна мова: усний і письмовий переклад**




Тема роботи Лінгвостилістичні особливості рекламних слоганів

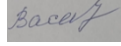
Науковий керівник викладач Васютіна Наталія Олександрівна

Дата видачі завдання жовтень 2022 року

Графік виконання курсової роботи з перекладу

№ п/п	Найменування частин та план курсової роботи	Терміни звіту про виконання	Відмітка про виконання
1.	Аналіз наукових першоджерел і написання теоретичної частини курсової роботи (розділ 1)	7-9 листопада 2022 р.	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2)	11-15 лютого 2023 р.	

3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	21–31 березня 2023 р	
4.	Оцінювання курсових робіт науковими керівниками , підготовка студентами презентацій до захисту курсової роботи	25–30 квітня 2023 р.	
5.	Захист курсової роботи (за розкладом деканату)	2-13 травня 2023 р.	

Науковий керівник Васютіна Наталія Олександрівна  (підпис)

Студент



(підпис)

РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

студент IV курсу Па20-19 групи, факультету перекладознавства КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно)**, перша – англійська, освітньо-професійної програми **Англійська мова і друга іноземна мова: усний і письмовий переклад**

Тема роботи Лінгвостилістичні особливості рекламних слоганів

Тарасенко Валерія Андріївна

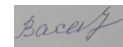
	Критерії	Оцінка в балах
1.	Наявність основних компонентів структури роботи — загалом 5 балів (усі компоненти присутні – 5, один або декілька компонентів відсутні – 0)	5
2.	Відповідність оформлення роботи, посилань і списку використаних джерел нормативним вимогам до курсової роботи — загалом 10 балів (повна відповідність – 10, незначні помилки в оформленні – 8, значні помилки в оформленні – 4, оформлення переважно невірне – 0)	4
3.	Відповідність побудови вступу нормативним вимогам — загалом 10 балів (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0)	8
4.	Відповідність огляду наукової літератури нормативним вимогам — загалом 15 балів (повна відповідність – 15, відповідність неповна – 10, відповідність часткова – 5, не відповідає вимогам – 0)	10

5.	Відповідність практичної частини дослідження нормативним вимогам — загалом 20 балів (повна відповідність – 20, відповідність неповна – 15, відповідність часткова – 10, не відповідає вимогам – 0)	15
6.	Відповідність висновків результатам теоретичної та практичної складових дослідження — загалом 10 балів (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0)	10

Оцінка:

Усього набрано балів: 52

“До захисту” 52 (42-70 балів)



(підпис керівника)

“На доопрацювання” _____ (0-41 балів)

(підпис керівника)

“22” травня 2023 р

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INTRODUCTION

Nowadays, the demand for advertising is increasing all over the world, it is connected with international relations in various spheres of our life, commerce, politics and tourism.

Therefore, today it is considered important not only to study advertising texts, but also to consider the problems that arise when translating advertising slogans and texts. Especially if it is written in English, one of the most popular languages in the world. Such research is also important for the development of advertising science and the improvement of advertising education. Translation of advertising text is considered one of the most difficult translation tasks. A good command of the language is not enough, because this type of translation emphasizes creativity, the ability to make the translation short, interesting and exciting. On the other hand, the purpose of translating advertising slogans is to convey the main idea of the product (service) and draw the buyer's attention to its uniqueness. When evaluating a translation, you must consider whether the translator was able to preserve the meaning of the original text and whether it could have the same emotional impact on the consumer.

The issue of advertising slogans and their translation as one of the genres of advertising discourse has been examined from various angles in the scientific research of many Ukrainian scholars. The problem of advertising slogans was also highlighted in the works of foreign scientists such as K. Crowe, G. Myers and D. Ogilvy.

The relevance of this study is determined by the importance and prevalence of advertising in modern society and the need for a detailed systematization and explanation of the linguistic features of English advertising slogans. It is also important to study in more detail the specifics of reproducing English-language advertising slogans in Ukrainian.

The object of the research is English-language advertising slogans, and **the subject** is their linguistic features and the specifics of their reproduction in the Ukrainian language. The material of the study was English-language advertising slogans with a total number of more than 100 examples, selected by the continuous sampling method from the websites of trading companies and the global Internet.

The purpose of the work is to describe the structural-semantic and translational aspects of English-language advertising slogans. In accordance with the set goal, it is necessary to solve the following tasks:

- carry out a review of the scientific literature on the directions and aspects of the research of English-language advertising texts;
- to consider the advertising slogan as one of the main structural elements of the English-language advertising text;
- describe the research methodology of English-language advertising slogans;
- to analyze the structural and semantic organization of English advertising slogans;
- distinguish the stylistic features of English-language advertising slogans;
- find out the main translation difficulties when translating English-language advertising slogans;
- determine the specifics of translating English-language advertising slogans into Ukrainian.

Research method. Scientific intelligence tasks require the incorporation of common scientific and linguistic methods. This work uses common scientific methods such as observation, comparative analysis and classification of linguistic material.

The main methods of linguistic analysis are structural linguistic and semantic stylistic methods to characterize the structural and semantic features of advertising slogans. Both empirical (observation, description) and theoretical (induction, deduction, explanation) methods are used to define definitions and gather necessary material.

Scientific novelty lies in the analysis of the linguistic aspects of English advertising slogans and the establishment of effective translation strategies.

The practical significance of the work results obtained is determined by the possible use of the research results in lectures and seminars in lexicology, translation studies, general and comparative linguistics at linguistic faculties. Also, the research materials and conclusions can be used by translators in the field of both oral and written translation.

Structure of work. The study consists of an introduction, two chapters, general conclusions, a list of used literature and a summary. General the volume of the work is 40 pages.

CHAPTER 1 THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF THE STUDY OF ENGLISH-LANGUAGE ADVERTISING TEXTS

1.1 Directions and aspects of research of English-language advertising texts

Advertising is a phenomenon of sociolinguistics, as it is aimed at a certain group of consumers and thereby determines the choice of linguistic means of advertising discourse. Thus, the language of advertising discourse aimed at young people will be significantly different from the linguistic features of advertising created for entrepreneurs and housewives.

The language of advertising should be subject to the literary norm. A correctly chosen word, form or syntactic structure is a prerequisite for effective information. The language of advertising texts should inform and convince, be correct, logical, skillful use of linguistic tropes and syntactic constructions is necessary.

Advertising discourse, first of all, should be purposeful and specific. Despite this, modern television advertising is often an example of non-compliance with language norms. This leads to a negative effect of advertising on the viewer.

Discourse is a concept that refers to language, the actual speech act. On the basis of a selective analysis of various understandings of discourse in linguistics, its definition can be determined: it is linguistic communication that occurs between a speaker and a listener in certain temporal and spatial dimensions. This communicative action can have verbal and non-verbal components, be oral and written.

Advertising discourse is a completed message that has a clearly defined task - to reduce the distance between the advertising message and the consumer's consciousness, combines features of oral speech and written text with a complex of non-verbal means of communication.

Advertising occupies a borderline position between different professional fields and attracts the attention of representatives of various professions. When considering the concept of advertising, it should be noted that there is no single approach to its interpretation. Currently, there are more than two thousand definitions of advertising, but some of them are outdated, while others are too broad or too narrow. At the same time, everyone interprets advertising in their own way: from the point of view of a product or as a means of transmitting information.

The English language allows advertise creators to use wordplay, figurative language, and a mix of different styles and types of texts. The word "advertising" comes from the Latin "advertere", which means "to attract attention". To create the

effect, they break the rules of the language, use words taken out of context and even create new ones. [49, c. 58]

Let's take a closer look at the phenomenon of advertising. The Great Explanatory Dictionary of the Modern Ukrainian Language defines the term "advertising" as the popularization of goods, performances, services, etc. in order to attract attention, buyers, consumers, etc.; dissemination of information to create popularity. [68, c. 78]

V. Zirka gives the following definition of this concept: "advertising is a message in various ways to create wide popularity of a product by attracting the target audience". [16, c. 5]

There are also quite a few definitions of advertising text, as this phenomenon is extremely versatile and multifaceted. Text is an integral part of most advertising messages. Usually the main element reveals the main meaning of the message. [23, c. 28]

An advertising text is a complex symbolic whole in which marketing tasks are set and solved to the maximum extent possible, i.e., the promotion of the advertised product. A text that contains advertising information can also be called an advertising text. It is distinguished by the following features: firstly, it contains information about goods and ideas; secondly, it is intended to form or maintain interest in goods and ideas; and finally, it promotes the sale of goods, ideas, and initiatives. [24, c. 282]

The advertising text is qualified as a complex genre of voluntary informational speech, namely, as an appealing and representative genre that combines appealing and emotional functions, properties (pragmatically interested appeal to the addressee), representative (presentation of certain information to the consumer) and suggestive (inducement to purchase, acquisition, etc.). [29]

An advertising text is a complex phenomenon where various social, psychological, and linguistic factors are interdependent and interrelated. Pragmatic orientation is a crucial factor in the specificity of this type of text. It determines the logical and emotional basis of the entire statement, is responsible for the selection of linguistic and non-linguistic means, their organization and the overall tone of the text. In general, there are five universal functions that any advertising text performs: marketing, communicative, educational, economic, and social. [30, c. 107]

Given the marketing function, the overall goal of an advertising text is to stimulate sales and promote a product.

The communicative function of text is related to the transmission of any message or information to a group of people. Trademarks that help consumers choose the right product perform the same function. The educational function is that the text acts more as a learning tool. The consumer is acquainted with goods and services, and then finds ways and keys to improve their lives.

Advertising text accelerates the adaptation of a new and untested product, as well as the process of implementing the achievements of scientific and technical progress in practice.

The economic function of the advertising text is to stimulate the volume of sales, as well as the development of trade. Effective advertising subsequently helps to reduce costs and increase profits that can be invested in development industry or social infrastructure.

The social function consists in influencing society. It contributes to raising the standard of living of the population, spreads the material, social, ecological and cultural opportunities of the market economy. In addition, the function can have a positive and negative effect.

Advertising can be seen as an informative or emotional subtype of discourse. A complete picture of the functioning of an advertising text includes the following aspects:

- the idea as the basis of the text, which is based on a pragmatic instruction the communicator, i.e. the manufacturer of the advertised product and the author advertising information (an implicit parameter of the discourse)
- advertising text (explicit parameter of discourse)
- perception of the text by the potential consumer, which is determined by the communicator's orientation to the social status of the consumer [10, c. 85]

The purpose of an advertising text is to include a person in its structure of meanings, i.e. to encourage him or her to participate in deciphering its linguistic and visual components, and as a result, to feel pleasure in the process.

But over time, the main purpose of advertising text has changed somewhat. If earlier its purpose was to promote goods or services, nowadays advertising has become the main lever for promoting goods in the consumer market. Advertising text has a wide range - from imposing a product to unobtrusive advice. It manipulates people's minds, inspires the need to purchase the advertised products.

Contemporary advertising has taken over the functions that used to belong to art, namely the creation of semantic structures and ideological explanations of the world and ourselves.

The communicative space in which the discourse of advertising is realized can be defined as follows:

1. Specificity of the author (customer and performer), on the one hand, and the recipient of advertising, on the other hand. Their intentions, worldview, knowledge, linguistic and cultural norms and stereotypes, etc. are analyzed (agent-client relationship).
2. Specificity of the communicative task of advertising.
3. Knowledge and correct use of linguistic, semiotic, cultural codes.
4. Specificity of the advertising text - a set of structural and compositional, linguistic and non-verbal features.
5. The natural environment of communication, or the framework formed by the social and political system, type of statehood, historical and cultural tradition etc. [9, c. 10]

O. Zelinska believes that advertising discourse is a means of communicative influence. The main thing in this influence is the customer's intention and the performer's idea. They determine the choice of artistic expression in the complex of linguistic and extralinguistic means. The use of language tools and techniques enhances the overall expressive effect of advertising. In a particular text, any neutral means of language, depending on the intentions of the creator of the advertisement, can be transformed and become emotionally, figuratively or aesthetically expressive, extending this effect to all advertising messages. [15, c. 57].

Advertising texts are of great importance to analyze from the linguistic, sociological, sociolinguistic, psychological, ethnological, and finally, marketing points of view. Linguists are interested in the language of advertising because they want to know how a specific language works in this type of discourse, what language tools are used, and how the language of advertising changes. Sociologists may be interested in how advertising influences the values, attitudes and behavior of society. Sociolinguists, on the other hand, may study the influence of any aspect of society on the use of language in advertising over time.

Psychologists can try to study the impact of advertising on human consciousness and motivation to satisfy material and social needs. Ethnology can find good evidence in this area of how a nation's culture develops, and marketers and advertising agencies are interested in the language of advertising to discover ways to make advertising more effective. [5, c. 25].

According to many linguists, in particular, K. Clow, advertising text differs from traditional text and is non-traditional. Unlike a traditional text, it embodies a

text of a qualitatively different type, characterized by a set of certain features:

- components of the text can be not only units, so-called, nominal type (words and phrases);
- separate units, being unrelated in the sentence structure, can stand alone in the whole sentence or in combination with others units;
- line filling is incomplete;
- adjacent sentences can be expressed in different fonts that allows establishing additional semantic relations between them;
- arbitrary gaps between sentences and words;
- the possibility of using a font in which there are no differences between lowercase and uppercase letters;
- line alignment can be done both from the left edge and from right and even in the center;
- typing with two or more fonts contributes to fragmentation sentence into parts. [50, c. 54].

This construction of the text is directly related to the semantic construction of the advertising message, that is, the main semantic elements of the advertising text are used with distinction.

Practically every advertising text consists of four components: headline, subheading, main text, and advertising slogan.

The headline is used to draw the attention of buyers to the text. It is the main component of advertising, which is the most effective message to a potential buyer. So, the title should be simple in content, but in that same time and have a strong influence. The subheading is a kind of "bridge" between the heading and the main text of the ad. If the headline grabs the buyer's attention, the subhead further sustains their interest, thereby driving them to make a purchase. In the structure of the text, it is customary to distinguish three main parts: the introduction, the main part, and the conclusion. The introduction helps the buyer enter the topic advertising message if he is not familiar with this problem. [39, c. 43].

The main part contains the very essence of the commercial sentence. It presents the product in a favorable light, indicates its main advantages and benefits. As you know, the reader of the advertising text is not so much interested in the goods as in the benefits he can get for yourself. Therefore, the main task is to prove to the consumer from examples that the offered product is necessary for him. Thus, the consumer draws a conclusion and usually in favor of the product.

Advertising slogan is the final phrase of the advertising text. Advertising slogan (a motto of the brand) is a short, memorable phrase that conveys the main idea of the advertising campaign in a vivid and imaginative form. That is the slogan helps the company to stand out from competitors, it supports the campaign's brand and reflects its main specificity.

Creating a slogan is a rather complex process that requires great skill, talent, creativity, experience and intuition. However, there are still basic principles that help build a successful slogan.

Such the principles can be attributed to the informative, meaningful side of the slogan and rhetoric - the way of presenting information.

Thus, the advertising slogan can be attributed to an independent genre variety of the advertising text, since it is the most vivid and expressive component of the advertising text. For the best introduction to the advertising slogan, it is necessary to consider its structural, semantic and stylistic components and to highlight the most important means of expression. It is indisputable that advertising exists within modern society and is a specific form of communication. So, advertising is an integral part of modern culture, which dictates the need to study the linguistic and cultural features of the advertising text, to which the second chapter is devoted.

1.2 Advertising slogan as one of the main structural elements English advertising text

One of the components of the advertising text is the slogan (a word that comes from the Gaulish "sluagh ghair", which means "a war cry during the battle").

In the modern sense, a slogan is a frequently repeated phrase that is memorable and must be short and attractively reflect a unique selling proposition. [25, c. 309]

Companies create slogans for the same reason logos are created - they are advertising. While a logo is a visual representation of a brand, a tagline is an auditory representation that we as consumers perceive. Both formats aim to attract attention more effectively than the title product or company.

The advertising slogan has repeatedly become the subject of research by various scientists. There are many definitions of the term "slogan". O. Levkovska gives one of them in the dictionary of foreign words: "a slogan is a short slogan that expresses any point of view or represents product advertising; concise, easy to understand information, and formulation of an advertising idea." [32, c. 18].

L.Solodka notes that a slogan is a short independent advertising message that is well remembered and conveys the main idea of the advertising campaign in a bright, imaginative form and explains the main offer to the consumer. [44, c. 23].

O. Vinareva, the author of another definition, notes that "a slogan is a short independent advertising message that can exist in isolation from other advertising products and is a summary of the advertising campaign. At therefore, the main task of using a slogan is to attract attention (the ability of the slogan to cause a rational positive attitude towards advertised product) and memorability". [9, c. 19].

It should be noted that in all definitions the main emphasis is on brevity of the slogan and the concept of the entire advertising campaign expressed in it. We are inclined to think that the slogan is a short advertising message that comprehensively and clearly explains the main advertising concept within a certain framework advertising campaign and combines informative, expressive, suggestive and aesthetic function.

The language of advertising, and especially slogans, can be called a special language, the task of which is to attract attention and make a person remember a specific one slogan and the brand it promotes. There are many ways at different levels of language make the slogan as interesting, colorful and memorable as possible. So, linguistic expressive means are most often found at the lexicostylistic, phonetic, grammatical and syntactic language levels.

Advertising text consists of non-verbal (different attractive image) and verbal components [9, c. 10].The slogan is part of the advertisement, which is read the most. Therefore, the advertiser tries to convey the maximum information about the product precisely through the slogan. This is mainly done to attract the buyer's attention, arouse his curiosity.

Mostly the following varieties of slogans are distinguished, which include:

- direct promises;
- news about the product;
- provocative slogans;
- team slogans.

Direct slogans promise the reader that he will certainly benefit from the purchase of goods. In the same way, the reader is always interested in the offered novelties, therefore, such words as "new", "improved", etc. are often used in slogans. In addition, provocative questions are often used and statement for the slogan to arouse curiosity. In team slogans, the reader is persuaded to buy the product by promising a reward.

If the slogan usually makes a specific statement about the product, then the main one the text specifies and provides evidence. In other words, while the slogan puts question - the main text gives an answer to it. You can find more in it detailed information if the consumer requires more information that is detailed.

Thus, we see that the advertising text consists of several elements. In addition, if you remove the slogan, which is always on the same line as the name product, advertising will lose its brightness and individuality. Therefore, it's worth it note that the slogan is one of the most significant parts of the advertising text.

The effectiveness of a slogan depends on factors such as memorability and informativeness. The main task when creating a slogan is search the golden mean between these factors, i.e. creating such a message, that will contain the maximum amount of information affecting the consumer in a few words.

In general, the very characteristic of memorization implies compliance requirements of brevity, accuracy and expressiveness:

- the shorter the slogan, the faster it is remembered: the majority slogans include three to six, maximum seven words;
- accurate specific characteristics of the product creates a clearer image, which also helps increase memorability;
- expressiveness of the slogan (its artistic or rhetorical value) due to the use of rhetorical figures, tropes, rhymes and others figurative means and characterizes the degree of originality of the form that attracts attention of the consumer at the first stage of the functioning of the slogan. [5, c. 25].

A slogan can be considered good if it has a minimum number of words will be maximally informative. Based on this, you can describe linguistic and morphological features of short advertising texts.

Based on the study of the underlying morphological and syntactic structures advertising texts in English, put forward the following classification:

- monosyllabic nominative constructions;
- imperative constructions;
 - parallel structures;
- constructions with adverbs;
- constructions with modal verbs. [15, c. 15].

Thus, the leading constructions in advertising slogans are monosyllabic nominative and imperative constructions. Normative construction in the language is a traditional two-fold structure that characterizes relations between the subject

and the predicate. At the same time against the regulatory background disyllabic structures, fragmentary monosyllabic structures become strong a stylistic language device used to influence recipient

To carry out the main function of the advertising slogan, namely communicative - it is not enough to translate it, it must become part of its cultural environment of the target language. This integration is done normally already on the basis of the completed primary literal translation - and then advertising is created again. This task of the first stage (literal translation) happens difficult to implement, because you can see redundancy in the text of the advertisement functionally significant means aimed at one thing - to encourage the consumer purchase the product and at the same time maximally expand the circle of its recipients [29].

Equivalence of transfer of special lexical and syntactic means it totally depends on the translator. Yes, advertising for the elderly is optional matches should be selected taking into account rarely used words and phrases that meet in it. In advertising aimed at a young audience, you should use slang words, that is, words from youth slang.

Speech sounds are considered as unilateral units having material form, but devoid of their own semantic content.

However, in recent decades, sound imagery and sound symbolism have become the subject of philological research. [5, c. 26]

The expressive possibilities of sound repetitions, which include alliteration and assonance, are widely used in advertising as an additional means of increasing the expressiveness of the text and create an additional semantic load on the statement by performing pictorial and expressive functions.

Among the significant signs of English slogans, it is possible to include the frequent use of imperative forms of the verb, which significantly increase the dynamic appeal of the advertisement.

A study of English advertising shows that the most frequently used imperative verbs include the following: *buy, try, ask, get, see, call, feel, taste, watch, smell, find, listen, drive, let, look, drink, do, discover, start, enjoy*. [9, c. 10].

When we talk about the lexical level of language units, we always mean the whole text or its significant fragments. In fact, the context of a word is not a word combination or a sentence, but an entire text or its fragment.

Therefore, all types of actualization at the lexical level reflect the communication situation caused by functional expediency and are established based on the context.

A morpheme can also become a carrier of additional information in advertising. Since a morpheme has not only a form, but also its own meaning, it can make a significant contribution to the implementation of the communicative attitude of advertising text. The actualization of the morpheme in the advertisement occurs mainly with repetition and is supported by graphic highlighting. Frequently used lexical means expressiveness is metaphor, epithet, personification. Most often, to give slogans more expressiveness, authors resort to several stylistic techniques at the same time.

Recently, there has been a tendency to approach the presentation of advertising texts to spoken language. Stylization for colloquial language leads to the use of monosyllabic sentences, parcellation, parallel constructions, etc. in the advertising text [5, c. 28]. In addition, it helps use of colloquial vocabulary and turns of phrase. At the phonetic level, this tendency is realized in the use of onomatopoeia.

The use of structural features of the sentence also serves to create an expressive effect of the advertising text. The authors of slogans use mainly simple sentences, which is explained by the economic aspect: the desire for brevity of the advertising text.

Thus, we note that a whole arsenal of graphic, lexical, grammatical and syntactic means of language serves the effectiveness of advertising.

The use of such language structures helps to make the advertising message bright and memorable.

The effectiveness of the advertising text depends on the successful combination of all its constituent components, both verbal and non-verbal: image, image, but the researchers note the primary importance of verbal component of advertising - verbal text. You can build the composition of the text in different ways, divide it into paragraphs in different ways, compose sentences, select words and arrange them in a sentence. In the ideal advertising text "everything should be great": thoughts, language, design, all this will make it easier for a person to read and assimilate the advertising text.

There are different methods of analysis of advertising texts. This issue is interdisciplinary in nature; philologists, psychologists, and journalists deal with it. It is worth noting that the study of advertising text is largely carried out within the framework of philological sciences, which is especially applied to theoretical foundations of textology as a tool for advertising research. So, let's turn to the method of structural-semantic analysis of advertising text proposed by H.Pocheptsov.

This system analysis is performed on at the following levels:

- formal-attributive level - identification and analysis presentation signals and indirect signs indicating the relevance of the text to advertising;
- communicative-semiotic level - determination of the coding method marketing information or the iconic nature of the text, i.e. its ownership to a certain semiotic group;
- structural and compositional level – identifying the logic of the organization material in the text space and semantic accentuation;
- genre-species level;
- communicative-functional level - generalization of how, in which sequence, with the help of which signs, using communicative possibilities of which genrespecies models is formed connecting (implementation of the information function), segmentation is provided(communicative function), an influential (suggestive function) function is realized in analyzed text.

The importance of verbal language for advertising is extremely important. Advertising images attract the attention of the consumer, express some key advertising moments. But it is thanks to verbal signs that these key points are made are conjectured strictly from advertising communicative intentions. An important requirement for advertising texts - a maximum of information with a minimum of words. Number of words should be such that the recipient can easily grasp them at a glance.

D. Ogvli singles out several principles to which advertising must comply slogan:

- Brevity. The main task here is to quickly get to the point message. It is recommended to save sentences, get rid of unnecessary words, especially adjectives, but not to sacrifice the necessary expressions to maintain style and rhythm.
- Specificity and accuracy. Details create credibility in advertising. However boring and unnecessary details that complicate perception should be avoided.
- Logic. The content of all the following sentences should be in the advertising textrelated to what was said in the previous ones.
- Persuasiveness. The text should be clearly and consistently structured arguments. The possibility of double interpretation or ambiguity is not allowed.

- Simplicity and profitability. The text should be easily understood by an average person intellectual ability. It is necessary to use words that are used in everyday life: they are easier to understand and remember.
- Originality. The advertising message should arouse interest and to remember. However, originality should not be superfluous. Important to avoid long boring lists as well as extravagant statements.
- Expressiveness. This is a very important condition for an effective advertising text. Expressiveness is given by a special emotional and expressive code and special forms of expressiveness - tropes and figures of speech.

The main requirements for a slogan are to be short, memorable, permanent, contain the trademark name and be easily translated by others languages. An advertising slogan, thanks to its accuracy and expressiveness, can to be used without graphics and information block. He can start independent advertising life and repeated by mass media countless times will be constantly reminded of the real and the potential to buyers about advantages, unique properties, about benefits for buyers, which they acquire when purchasing this product.

There are three main methods of advertising slogan research: traditional (classical), formalized or content analysis, as well as multimodal analysis. These methods have a number of significant differences, but meanwhile, they do not exclude each other, but rather complement each other. Everyone compensates for the shortcomings of another method. Let's consider these methods in more detail.

The traditional method is a sequence of logical constructions that are directed to reveal the essence of the analyzed advertising text from a certain point of view. That is, this method can be defined as the interpretation of the content of the document. Traditional analysis allows you to catch the main thoughts and ideas of the text, to trace the connection and the relationship of these thoughts and ideas, to identify logical connections and logical contradictions between them, to find the logic of their justification.

A formalized method is a quantitative method of text analysis, or, as it is customary to call it - content analysis. This method involves using specific, quantitatively measurable parameters. Although the formalized method has its shortcoming is not a sufficiently complete and deep disclosure of the document, which is, far not all content of a document can be measured using formal indicators.

Multimodal method - the use of several modes (means information) to the creation of a single cultural artifact. The synergy of these modes or elements

determines how multimodality affects different rhetorical situations, or opportunities to increase the audience's perception of an idea or concept.

Meaning can be created by any means (modes) - from placement images to the organization of content (content). Multimodal text analysis is one of the most important for advertising texts. This analysis includes various methods, theoretical foundations, etc. methodology. For linguists, in particular, multimodal analysis is associated with knowledge of communication in the text itself, using other semiotics language structures, with the interaction of these structures with each other and with the language itself, for example: use of gestures, gaze, clothing, visual and sound effects, the relationship of text and images on it, page layout, cinematic and sound design, means of creation and others. The multimodal method allows explore the use of semiotic structures other than language and their interaction with the language itself.

1.3 The main translation difficulties when translating English speakers advertising slogans

Advertising is intended for consumers, who in turn are carriers of their own culture, historical context and geographic region. Language intertwines with the culture of consumers, so it is important to consider the cross-cultural aspect advertising. The concept of "intercultural advertising" belongs to advertising within the framework intercultural communication. At the same time, special attention is paid to the possibility creation of standardized advertising, i.e. creation of universal images equally attractive and understandable for representatives of different cultures. In that while most advertising companies hope to use one and the same strategic concept in different countries, the translator must be able to determine whether this advertising concept and its design is suitable for the target cultures [38, c. 59].

Advertising carries cultural messages, ideas, concepts and beliefs countries, so the translator must first understand the meaning of the elements source text related to culture and then transpose these elements into target text, which is often a difficult task given that each different and unique culture.

We should not overlook the fact that ignoring valid differences that exist in different languages, ignorance of national and cultural characteristics target audience, as well as insufficient understanding of the translation in general, can lead to unpredictable consequences that sometimes lead to problems in communication and mutual understanding.

When translating advertising slogans in the aspect of intercultural communication it is necessary to take into account the fact that the translator must clearly understand relationship between culture and advertising. We believe that advertising is the one the same communicative act, but already between the enterprise and the consumer.

Communication intended for several countries should be formatted as follows in such a way that the sentences contained in it are equally understandable in within the framework of different cultural values. Thus, the main task is identifying cultural similarities and differences between countries and their own markets.

To offer a good translation or adaptation of advertising or advertising slogan, the translator must be familiar with marketing and its differences between cultures. Despite the fact that people who belong to different cultures have different knowledge about objects and events, they often share the same needs, motives and emotions behind the purchase of a product or services. Motives for buying, for example, the same car will differ in depending on safety, design, status and environmental friendliness. These purchase motives can be recognized in appeals and slogans used in advertising and them must be adapted regularly. If the advertising message does not respond motives and desires of consumers, they will ignore it.

Companies face a number of challenges when implementing cross-cultural advertising subtleties related to specific languages and cultures. They must be taken into account while seeking the attention of potential clientele while maintaining a global strategy advertising activity. This compromise strategy forces the authors of advertising campaigns and specialists to select such linguistic and extralinguistic ones elements, the totality of which can reflect the main idea in concrete cultural environment.

The translator is obliged to take into account habits, customs, morals, ethics and beliefs of addressees and respect them. In addition, it is not necessary violate the laws and norms of the target culture, and finally must be fulfilled stylistic requirement of advertising .

As a result, a translation based on principles of skopos-theory, is objectoriented; since the translation process viewed as communication, and the expected functions of advertising should be emphasized text within the target culture so that the audience takes action. Therefore, the choice of the most adequate translation tools should be guided understanding of international advertising companies and, accordingly, a translator a wide range of cultural differences between speakers of

the source and target languages, including their attitudes, values, religion, customs and norms of behavior.

A sign of a successful translation of an advertising text is a harmonious connection of the main advertising idea with those means of expression that are the most correspond to this idea and are adequately perceived by the addressee - a native speaker.

Despite the process of globalization in the cultural sphere, in cases where accurate the translation for whatever reason seems inappropriate, it should still be taken into account ethnic, national and social characteristics, and with them stereotypes of the target group. Slogans are the main component of print advertising. They carry the central message of a company promoting its brand. At the same time slogans convey a message about the culture and customs of the country and therefore the translation cultural elements of the source text can often become problematic. The absence of a similar equivalent of the source text element in the target text in most cases requires adaptation, paraphrasing or verbatim translation (since the slogan often uses the literal meaning of idioms or phrases).

When creating a text in the target language, translators can resort to various tools such as substitutions, transpositions, insertions, omissions, differentiation and generalization, conceptual expansion, antonymic translation, full transformation and compensation. Although you can say that many tools used by translators advertising texts, are actually the same as those used in working with any other source text containing cultural references, however, there are certain strategies that are particularly suited to the advertising context.

Advertising text may not need translation, but it is possible case when the message is short and the target audience speaks a foreign language at a level sufficient for understanding. However, the names of some trade stamps may lose the emotional impact of the original when translated loss of associative connections.

Advertising slogan "You can, Canon" can be translated as follows: "You can, Canon", but that's it case, the word-forming connection between the word can is lost during translation –to be able to do something and Canon is the one who can do.

When translating advertisements, first of all, you should pay attention to preservation appellative function of the text in the target culture. If possible, necessary also be able to preserve the chosen image of the advertised product and its verbal and visual design. For example, the creation of a semantically unacceptable, paradoxical combination of morphemes allows to form bright unusual image, which can be saved only by using it language game techniques. the

text "The orangemost drink in the world" translated as "The most orange drink in the world."

According to the rules of the modern Ukrainian language, creation of the form of the highest relative degree the adjective "orange" is impossible, but occasionalism allows to transfer advertising idea in the most adequate way.

When translating the English-language advertisement "Maybe she's born with it. Maybe it's Maybelline" preservation of alliteration is impossible, so the text takes the form: "All excited for you and you for Maybelline." However, the hint is lost "naturalness", the possibility of no makeup.

Advertising texts should not only contain information about the product, to be understandable to the addressee, and to take into account his lexicon, to be worldview-oriented. Adequate perception of the realities of country studies, creates a coherent system of ideas about national customs, traditions, realities that allows you to extract from the vocabulary of this language approximately the same information as his carriers, and thereby form full-fledged communication.

Thus, the key to avoiding translation difficulties is a harmonious combination of the main advertising idea with the skills of the translator. In spite of the process of globalization in the field of culture, in those cases where accurate translation seems undesirable, it should take into account socio-cultural factors characteristics of the audience to which the advertising message is addressed - to be taken into account her gender, age, social status, political views, professional affiliation etc. In addition, translators need constant training and promotion of their competence, as prevention of misunderstanding of the text significantly improves translation quality and prevents transmission errors features of the advertising text.

CHAPTER 2 ANALYSIS OF THE LINGUISTIC ASPECTS OF ENGLISH-LANGUAGE ADVERTISING SLOGANS

2.1 Structural and semantic organization of English-language advertising slogans

Advertising slogan is a tool of verbal suggestion – intentional modeling of texts, in the composition of which techniques are used in a concentrated manner, which allow the addressee to present the necessary information to the recipient, and also create or change the necessary settings for the perception of this information.

The main principles of the structure of the language formula and the structure of advertising slogans coincide in most parameters, which allows us to assume the similarity of the effect produced by them: the introduction of the concept in instruction in consciousness of the addressee, bypassing critical barriers of perception.

Two types of syntactic constructions are distinguished in advertising slogans:

- which have emotional and expressive connotations in the language system;
- stylistic constructions as elements of compositional and stylistic structure text.

Syntactic techniques of the second type are used for amplification expressiveness of the text and stylization of spoken language from a communicative point of view. The aim is to get closer to the addressee. [8, c. 44-45].

As we have already noted, a slogan is a sentence with a complete meaning or it consists of only a few words associated with certain goods or services. A good, well-designed slogan can become better advertising, turning into a "catchphrase" mentioned not only in context, but also separately from the name of the promoted product. Such mottos are similar to sayings or proverbs. They are freely mentioned by consumers (potential or active), always reminding of the brand, being better, unobtrusive and positive advertising. The result of developing an advertising slogan can be any sentence or phrase: abstract or reflective company activity containing the brand name or direct reference to consumer. The effectiveness, efficiency and quality of the finished product is evaluated by a number of factors.

A successful slogan for a good advertisement should be:

- laconic, short;
- pronounce clearly, do not contain words that are difficult to pronounce;
- easy to remember;

- to be informative;
- cause positive emotions;
- if not directly, then at least in an associative sense,meet the specifics of the brand;
- take into account interests, key characteristics and main ones psycho-emotional aspects of information perception by the target audience; - to be individual, etc.

The slogan, as a rule, consists of two or three simple words that combined form an original phrase that is easy to remember and awakens vivid positive associations. The importance of slogans is determined by the fact that they are read more often and more actively than advertising texts. Ago the main task of developers is to create a very short, but maximal informative appeal to the consumer. When creating an advertising slogan, syntax is of great importance organization. Unity is ensured by close syntactic cohesion of separate structural parts that are supraphrase units and phrases that make up these units. Tight syntactic the communication updates the information presented in the advertisement and ensures distribution advertising idea. A rhetorical question is used to attract attention, exclamations, question-answer. End the text with a motivational statement in the shade of a confidential request, advice, reminder.

Such organization of the text is most often related to the semantic the structure of the advertising message, namely with the delimitation of the main ones semantic elements of an advertising slogan. Creation of an optimal slogan requires great skill, intuition, creativity. However, it is possible to formulate some principles of building successful slogans. These principles refer to meaningful, informational side of the slogan or related to rhetoric– before this information is provided. In a sense, the slogan does the function of the expanded proper name.

Evaluating the structural and syntactic organization of the slogan, it is possible to highlight constructions with one predicative base, including in English advertising nominative constructions are distinguished: "Pure inspiration" - Чисте натхнення (Ambi Pur; advergize.com, 11.11.2021); and predicative constructions "Good things take time!" – Для хороших речей потрібен час (Redwood Creek, Californian wine; advergize.com, 11/10/2021).

Constructions with two predicative bases occur less often "It's hard to be nice if you don't feel comfortable." - Важко бути милим, якщо Ви не почуваетесь комфортно (Dockers Jeans; advergize.com, 09.11.2021).

Advertising slogans strive, on the one hand, for brevity (in the structural plan), from the second - to informative saturation (in terms of content). It occurs due to:

- a) addition of nouns “The ultimate driving experience.” – Виняткове враження від водіння (BMW automobiles; advergize.com, 09.11.2021);
- b) adding a nominative construction, most often the name of the product sign, separated by a comma: “Waitrose, the best of everything this Christmas.” – Waitrose, найкраще на це Різдво (Waitrose champagne, youtube.com, 14.11.2021).

In the advertising slogan, there is a tendency to approach the material to oral speech. To attract the attention of a mass audience, in advertising messages use colloquial, emotionally colored vocabulary and everyday constructions [17, с. 40]. For example, a question-answer: "Dirty mouth? Cleans it up like Orbit." - Невіже дихання? Нічого не освіжить його, як Orbit (advergize.com, 11/14/2021).

For successful advertising from the point of view of content, the most appropriate slogans are help build and maintain a company's status and name as well as approve the principles of work and create a trusting attitude towards it.

The principles of organizing an advertising slogan are subordinated to the main ones to the requirements - the energy intensity of the content of the text. Based on the main provisions about text, it is created based on the author's purpose. The starting point of creation the text is the purpose of the author; the text itself is the embodiment of the movement towards the goal, which directed by the author's will.

In terms of communication, the energy of the language product (as in the case advertising slogan) is directly proportional to the influence of the addressee.

The purposeful effort of the addresser of speech has an effect on the addressee. Concerning delineation of psycholinguistic and proper linguistic aspects, follow distinguish energy as a psycholinguistic category (author's energy, energy author's will, energy of the individual) and energy as a text category - the author's energy embodied in the speech aspect. It is the second term that appears a synthesizing unit that absorbs the concepts of expressiveness and ability more fully and more objectively serve to characterize the properties of a word (or other of a separate language tool), affecting the utterance or the whole text.

In our opinion, the energy intensity of an advertising slogan includes:

- expansion of informativeness;
- increased emotionality;
- activation of implicit language influence under the condition of preservation compactness of the linguosemiotic unit.

Thus, the expansion of informativeness, the activation of the implicit linguistic influence and increased emotionality are the main principles of the organization advertising slogan, determining its form and content. At the same time, these principles do not just complement each other, but actively interact, solving common problems task.

The expansion of informativeness characterizes any slogan. Compact and the short form of the slogan is of primary importance and at the same time difficult the principle of its organization. Attract the addressee to the main idea and present it to in an extremely concise form - this is one of the main functions of a slogan: content the message is condensed, pursuing the goal of keeping it in memory as a whole networks of meanings and associations created by the slogan. Yes, the slogan of the French perfume and cosmetics campaign "Lancôme Unique!

Magnifique!" - Неповторно! Чудово! (advergize.com, 11/14/2021) informs the addressee: "Our the products are unmatched on the market. It is special and of high quality. If you use it, you will always be noticeable among the most attractive women and confident in the flawlessness of her appearance and success at any level." At the same time, this message can be supplemented by a number of associations that are created by the addressee's imagination. Thus, the linguistic principle of expanding informativeness advertising slogan as a lexical-semantic unit is that the advertising agent uses it as a source material for creation symbol that becomes the key to the code that reveals information about the unlimited the prospect of attractive opportunities arising from the acquisition advertised product or service request.

Therefore, in order to increase the informativeness of the advertising slogan, the advertising manager most often refers to the so-called texts, the source which are phraseological units, Latin proverbs, aphorisms, names books/songs, etc..

The peculiarity of modern culture is that it is not inclined to text creation: newly created texts are filled with different degrees explicitness by fragments and evaluations of other people's texts, focusing on understanding and compilation of previously created. They can be like that be the personality of the author, belonging to the historical era, the plot, the most impressive passages, features of the author's style, etc.

The principle of expanding informativeness is closely related to the principle activation of implicit language influence. Implicit is the information that not expressed, but to which the advertising slogan sends. There is implicit information integral part of most messages. Submitted in a message at in a hidden form, it carries with it a number of effective mechanisms communicative influence, therefore the use of implicit information in advertising is an essential condition for

creating an advertising slogan. Contrary to the obvious explicit information, it is usually not realized by the addressee.

Therefore, the addressee is not inclined to subject her to any kind of assessment, treat her critical or doubt it. At the same time, he can use any background knowledge: your knowledge about the world and social stereotypes, information about properties of language or other semiotic systems. If the call contained in advertising slogan, will be expressed directly, i.e. explicitly, he will be interpreted by the recipient as an attempt to impose someone else's will on him, and will be rejected. An appeal expressed implicitly, which is not amenable to direct assessment, can be interpreted by the recipient as their own conclusion, which significantly increases the effectiveness of the advertising message.

Principles of expanding informativeness, activation of implicit language influence and strengthening of the emotionality of the advertising slogan are realized first of all in the form of a syntactic structure. Various syntactic pauses, parceled and elliptical designs retain maximum and unlimited volume implicit information and, therefore, represent syntactic amplification. The principle of perception, as well as of linguistic analysis, of syntactic implicitness consists in revealing "that which should be (and is somewhere), but is not expressed."

Mass distribution of elliptical constructions in advertising text is explained by one of the theoretical principles of O. Krutogolova, who speaks about the method of increasing the expressiveness of the expression at the expense of its "inferiority". The L'oréal company produces cosmetology products actualizes the idea "You are the best, which means you deserve the best cosmetic product that is on the market, that is, the product that we produce, because it is the best." The original version is compared: "Parce que vous le valez bien" ("Because you're worth it") - " Тому що Ви цього варті".

Slogan has the form of subjunctive cause. The main clause with which she must be causally related, no. He must recreate the addressee in your imagination, independently deciding why he (she) worthy of the advertised product.

Thus, the expansion of informativeness, the activation of the implicit language influence and increased emotionality - principles of advertising organization slogan as a lexical-semantic unit, form its energy intensity, which determines the degree of influence on the addressee. Informative function of advertising the slogan is not the main one: emotional and informative functions in advertising slogans are interrelated, they do not act to the detriment of each other, but vice versa interact. Revealing the content, the way of presenting information in the advertising slogan has associative and creative character. The author's intention contains a purpose to create, if possible, such an appeal that could evoke desire

addressee to stay there as long as possible, which means to be interested in the product or service .

Since the slogan is the most expressive type of advertising text, it is important to consider its semantic and structural-stylistic aspects in more detail features and establish the main lexical means that carry out expressive influence.

Due to the strength of the form, location, as well as stylistic features, the slogan affects both the consciousness and the subconscious of people, interacting with the existing knowledge and set of emotional reactions of the addressee.

The necessary effect can be achieved by selecting the appropriate ones stylistic, grammatical, lexical and syntactic means.

To syntactic means include ellipsis, repetition, a large number encouraging and exclamatory sentences and many other techniques.

The following syntactic techniques are widely used in slogans:

Anaphora: "Real health. Real beauty." - Справжнє здоров'я. Справжня краса (Glow;advergize.com, 11/12/2021).

Epiphora: "Smart. Very smart." - Розумний. Дуже розумний (Magnavox; advergize.com, 11.11.2021).

Exclamatory sentences: "Oh! That's smart! Oh! That's delicious! Oh! that's quick!" - О! це практично! О! це смачно! О! це швидко! (Samsung oven; advergize.com,14.11.2021).

Expressive forms of appeal: "For those who do not brush their teeth after every meal." - Для тих, хто не чистить зуби після кожного прийому їжі (Gleem; advergize.com, 11/12/2021).

Rhetorical question: "Where do you do your best thinking?" - Де ти продумаєш свої найкращі ідеї? (IBM Th inkPad notebooks; advergize.com, 09.11.2021).

Gradation: "Pure. Fresh. Clean." - Чистий. Свіжий. Білий (Colgate Oxygen; advergize.com, 11/10/2021).

Division of sentences into segments marked with dots; this reception reflects the linguistic parcellation of the statement:

"Beautiful. Colorful. You." - Красива. Яскрава. Ти (Bonne Bell Cosmetics; advergize.com, 11.11.2021).

Since the advertising slogan follows the principle of economy, one of the most common syntactic patterns of the slogan is the use of ellipsis.

The slogan is created in the form of an elliptical design, adopting the characteristic ones features of spontaneous speech. Ellipsis allows you to highlight the most important elements in utterances and achieve the effect of casualness by simplifying the syntactic the structure of the statement.

Ellipsis with part of the predicate (personal form of the verb) is common in advertising slogans, since the advertising text tends to follow its own style for conversational speech. Moreover, it is similar in the Ukrainian language the design is not always effective and therefore not always followed.

"Keeps you informed." - Він завжди тримає вас в курсі (Grundic; advergize.com, 09.11.2021).

"Vitalizes body and mind." - Поживляє тіло та розум (Red Bull; advergize.com, 09.11.2021).

"Creating a Higher Standard." – Створюючи вищі стандарти (Cadillac cars; azslogans.com, 11.12.2021).

"Accelerating the future." -- Прискорюючи майбутнє (Infinity; advergize.com, 11/12/2021).

Sometimes there is a complete absence of the main members of the sentence, moreover, this technique is also effective during translation into Ukrainian. in this case, the effect of brevity, brevity and semantic depth is achieved.

"Perfect for you." – Найкраще для вашого волосся (Wella; advergize.com, 11/12/2021).

"Saturn. Like Always. Like Never Before." - Сатурн. Як завжди. Як ніколи раніше (Saturn Cars; advergize.com, 09.11.2021).

"A style for every story." – Стильні для будь-якого випадку (Levi's Jeans; advergize.com, 11/12/2021).

Such structural omissions pragmatically indicate something implicit expressed, suggest an understanding, the results of which can prompt addressee to the action.

Repetition is also a strong syntactic device of the advertising language, and the slogan especially. Certain words, phrases and purposes may be repeated sentence.

"The Great Tea from Great Britain." – Великий чай із Великобританії (Sir Winston Tea; ebay.com, 11/14/2021).

In the case of translation, both the repetition and the lexical meaning of the word are preserved Great

"More defined. More conditioned. More beautiful lashes." - Більш виразні, більш розділені, прекрасні вії (Estee Lauder; slogansmotto.com, 11/12/2021).

"They said it couldn't be done. It couldn't!" - Вони казали, що це неможливо зробити. Невже! (Volkswagen; mediasamosa.com, 11/12/2021).

In this example, we observe the repetition of the word can in two different ways values Yes, in the first sentence "They said it couldn't be done" is negative the form of the verb can is used in the sense of impossible, unable, while the second part of the slogan It couldn't! does not repeat in that sense, but expresses doubt, uncertainty about the above. The impossible turns out to be possible and embodied in Volkswagen cars.

In order to give the slogan a certain rhythm, advertising developers succeed to such a technique as parallelism. Parallel constructions are understood sentences in which individual parts are constructed in the same way.

Parallel syntactic constructions (identical or similar arrangement language elements in adjacent parts of the text) most often appear in a complex with expressive phonetic stylistic techniques that allow create short, unique advertising texts that are memorable.

A frequent combination of parallelism with anaphora (that is, lexical use identical components at the beginning of a sentence or phrase) is necessary for one purpose - to retain, fix in the reader's memory an element that is persistent emphasized by repetition.

"Drink responsibly, drive responsibly, live responsibly." - Пий відповідально, води відповідально, живи відповідально (Miller beer; washingtonpost.com, 07.11.2021).

"My card. My life." - Моя карта. Моє життя (American Express; washingtonpost.com, 07.11.2021).

Another powerful syntactic technique is parcellation. Under parcellation is understood as such a division of sentences, in which the content of the statement is realized in not one, but two or more intonation-semantic languages units that follow one after the other after a pause.

An indicator of a syntactic break is a period (or other end sign sentence), which leads to an increase in the frequency of the use of the period, and at visual perception of the text - to intonation. Parcel constructions characteristic of motivational slogans.

"Better ideas. Driven by you." - Найкращі ідеї. За кермом яких Ви (Ford; advergize.com 11/14/2021).

"Ready, set, go!" - На старт! Увага! Марш! (Maybelline; advergize.com, 09.11.2021).

In advertising texts, this technique is found quite often, because at its use creates a certain rhythm and focuses attention on necessary part of the statement. It is noteworthy that in the Ukrainian translation in language, a similar technique is also effective and expressive, which allows to say that parcellation is preserved in the target language.

As mentioned above, the advertising slogan should carry a certain share emotionality, brightness. This effect is facilitated by motivational designs and rhetorical questions. This is due to the fact that both an exclamation mark and a question mark stands out well graphically, drawing attention to the text and evoking a certain interest.

"It's Miller time!" - Настав час Міллер! (Miller; advergize.com, 11/12/2021).

"Don't dream it. Drive it!" Досить мріяти. Час їхати! (Jaguar cars;bestslogans.com, 09.11.2021)

"Better buy a Buick?" - Чи не настав час купити Б'юік? (Buick cars;advergize.com, 11/10/2021).

As you can see, the translated slogans are as emotional and expressive as original. This helps convey the necessary emotional color in the language translation. Considering the morphological and syntactic features of advertising slogans, it is worth noting the use of verbs that help slogans to remain energetic and dynamic. Imperatives are often used verb forms, since the text of the advertisement is a direct call to action. To the common ones imperative forms of the verb in English include: do, try, buy, visit, have, take, bring, go.

Since the main task of an advertising slogan is to inform consumers about the advantages of goods and services, the main morphological the category of advertising messages is a noun. Nouns prevail in advertising texts, they inform the audience. As an example, you can give the following slogans:

"A taste of paradise." – Смак насолоди (Bounty; advergize.com, 08.10.2019).

"Sense and simplicity." – Розум і простота (Philips; advergize.com, 11/12/2021).

To create an emotional appeal, you need to be aware of the lexical ones units will best serve the purpose, but which are better to skip. In such a case, knowledge of semantics is crucial when it comes to creation of advertising slogans focused on

the emotions of the audience. Trace remember that words and phrases take on different meanings depending on from the context in which they are used.

First, advertising slogans are characterized by the use of concrete ones nouns, as well as qualitative adjectives that carry information about quality goods or services. Adjectives of evaluation, as well as adverbs express the desire to strengthen the evaluation function, for example:

"Better every day" (Danone; adsoftheworld.com, 08.10.2019).

“Perfectly paired with life” (President Cheese; adsoftheworld.com, 08.10.2019).

Secondly, a characteristic feature for an advertising appeal is the presence personal pronouns. The second person pronouns of the English language allow reduce the psychological distance between the advertiser and consumers and give a feeling of one-on-one communication. Under such conditions, advertising slogans have a better chance of driving consumers to action because the latter feel that they are thought of and cared for [28, с. 23]. The use of such pronouns can be seen in the following slogans:

"Bring out the champion in you". – Виявіть у собі чемпіона (Nestle Milo; advergize.com, 17.10.2019).

"Don't let hunger happen to you". - Не дозволяйте голоду статись з вами (Snickers; advergize.com, 10/17/2019).

So, we can conclude that syntactic and semantic structural the organization of English-language advertising slogans is quite diverse. And that the variety of features helps the slogan to keep its primacy properties while remaining a short and to the point phrase that is capable encourage the actions of future consumers.

2.2 Stylistic aspects of English advertising slogans

As you know, the main purpose of slogans is to draw attention to the object that is advertised It is achieved with the help of the brightness of the language form advertising slogan. To create it, a set of various is used means of expression. One of them is stylistically marked vocabulary. Expression, expressiveness, emotional coloring inherent in advertising vocabulary slogan .The image of the advertised item is formed by words with a high advertising value value Later, they evoke an image of him in the mind. Words from high "advertising value" in addition to the literal meaning, contain information about social and cultural-ethnic features of this people, society.The semantics of the vast majority of advertising words can be called positive slogans.

During the stylistic analysis of the vocabulary of advertising slogans, it was possible to identify presence of correspondence of evaluation and neutral units. It

was established that in the text of the advertising slogan is dominated by a mostly neutral function vocabulary. The rational information contained in the slogans concerns a variety of things: product characteristics and depends on:

-type of advertising object:

"Mr. Bubble gets you so clean your mother won't know you" (Mr. Bubble Bath Soap; advergize.com, 11/14/2021).

-excellent product quality:

"Nestle. Good Food, Good Life" (advergize.com, 11/08/2021). -product

addressee:

"Kids and Grown-ups Love It So, the Happy World of Haribo" (Haribo; advergize.com, 08.11.2021).

There is a fairly diverse arsenal of means to attract attention, create trust and convince, namely:

-In one specific text, related vocabulary is combined to different groups (technicalities, terms, colloquial vocabulary, poeticisms, etc. expressive capabilities).

-Advertising texts are naturally addressed to a wide consumer base audience, so they use colloquial vocabulary.

-They use slang words and phrases because they are advertising appeals are addressed to a youth audience.

-The use of expressive advertising slogans is encouraged, which is similar to folk talk.

One of the tasks of an advertising slogan is to emphasize the advantages of the product, which is advertised and, if possible, carefully hide its shortcomings. Any public organization or even a private individual has the right to file a lawsuit for the advertiser to court for the obvious lies contained in the advertising slogan.

Therefore, advertisers today use stylistic techniques that allow "not to lie". As a rule, these are humorous hyperboles, and antitheses and others. However, one of the most successful is the technique of using words whose meaning is intentionally distorted by the advertiser.

For example: "You Too Can Have A Body Like Mine". Here is one of these options: can - "can" is not will - "you will", and if you couldn't, then the company is not at all to blame, because it was just a question about the possibility "Preparing to be a beautiful Lady" - as in the case of can, it is possible to notice that the overall

expressiveness of the slogan, the emphasis on “a beautiful lady” prevent you from paying attention to the following: preparing is preparation, but not at all the statement that you will become her.

Note that the largest group of such slogans consists of slogans from in reverse: "Helps do something"; "Helps overcome skin problems"; "Helps you feel better"; "Helps you look younger" etc.

Therefore, to enhance the expressive impact, a large is used an arsenal of lexical tools. And one of the most important functions of advertising text fulfills the advertising slogan. After all, he draws the attention of a potential buyer actually on advertising, and therefore there is hope that the advertising slogan can cause further interest already in the product.

We should now consider the stylistic and lexical features of the possible advertising texts. Since the main purpose of advertising is intensive concentrated influence on a potential buyer, the authors use a rich spectrum of various means of expression, moreover, at all language levels.

Allusions, metaphors, comparisons, parallelisms, various types of repetitions, alliteration, onomatopoeia, concentrations of imperative verb forms and connotative adjectives.

Advertisers can skillfully use all the possibilities of word creation and to find advantages both in an exquisite expressive style and in a simple presentation.

Apparently, the main role of advertising language is to attract the attention of the buyer, using his imagination and memory.

This is achieved with the help of various expressive and stylistic methods means:

- connotative vocabulary;
- bright metaphors;
- rhythmically organized sentences;
- rhyming slogans;
- infinite repetitions.

Undoubtedly, the use of various stylistic techniques often evokes difficulties for translators due to the presence of linguistic and stylistic features systems The need to preserve the image of the original in the translation is emphasized all without exception are linguists. They rightly believe: first of all, the translator should aim to reproduce the reception function, not the reception itself. Let's consider examples of stylistic techniques. It is one of the most popular among advertisers stylistic means is considered to be alliteration. It provides often repetition of the

same or homogeneous consonants. This is used for increasing expressiveness of speech: sound and intonation.

The uniqueness of this technique is that a certain sound, repeating has a certain suggestive effect on the consumer, and this sound also carries a certain phonetic coloring. It affects the consumer's hearing. The slogan becomes rhythmic through alliteration, it makes it easy for memorization and repetition .

It is known that the most popular products are often used in advertising humor, pun, pun. In advertising, you can find phrases that contains a play on words based on the use of similar but completely different than meaning of words or completely different meanings of the same word. Often it is is used to beat the product. In the process of using this reception takes place certain phrases-mottoes - slogans with subtext. Contrast between the content of words that sound the same is provided by the effect a pun At the same time, the pun should be new-fashioned and surprise the unknown a combination of words. All this is necessary in order to make an impression and to be remembered by the future buyer.

As you know, hyperbole is a deliberate exaggeration of properties subject It is successfully used to create about the product potential buyer a stronger impression by highlighting the most successful features of the advertised product or service. However, due to excessive exaggeration can cause a feeling of opposition to reality:

"Now...There is only one Mars" (Mars bar; advergize.com, 11/12/2021).

Occasionalisms, which are given to advertising, are also important texts of expressive color [36, c. 18]. Characteristic features occasionalisms have a persistent association with the brand name, usually in a blurred way lexical meaning, as well as the presence of an evaluative component and individual character:

“Irresistabubble” (Aero; talkingretail.com, 10/25/2019).

“Wonderfilled” (Oreo; theadvertisingcritic.com, 10/09/2019).

To convey a more dynamic force, advertisers use metaphor With its help, goods acquire an expressive color, and this causes a peculiar effect of purchasing demand. Example:

“Gillette. The best a man can get" (Gillette; advergize.com, 11/14/2021).

“Catch the fever” (Heat fragrance by Beyoncé; advergize.com, 11/12/2021).

An allusion, that is, a hint of a well-known fact, was also sometimes used.

Dell is an American computer company technologies and support of related services, has a common for all advertising activity slogan "Easy as Dell", which sends consumers to the whole a number of phraseological units with the word easy – easy as breathing, eas off a log, easy as pie, easy as shelling peas, easy as teadrinking. Quite a good wording, because at least one of such expressions must have caught the eye of everyone who reads or speaks English, which gives a pleasant feeling of understanding the allusion in of possible users of this company's services around the world. No less famous electronics manufacturer Samsung has the slogan "Digital Yours". An even more transparent hint, understood by almost everyone - few are not encountered the closing phrases of business letters "Sincerely yours",

"Respectfully yours", "Yours faithfully" - a connection with impeccable English politeness

Contrast can make a particularly strong impression on the reader. It an expressive means that allows him to convey the author's strong excitement for due to the very rapid change of concepts that are opposite in content, which are used in the text of a poem or prose. As an object of opposition, they can opposite emotions, feelings, and experiences of the author should be used or his hero: "Strong enough for a man..." As mentioned earlier, in the commercials slogans often use puns, as well as comparisons, example:

"Look how good you look now" (Avon; advergize.com, 11/12/2021).

The difference at the morpho-syntactic level of the advertising text is possible name the frequent use of the imperative form of the verb. It is significant enhances the dynamism of a particular advertising appeal, for example:

"Play" (Givenchy; advergize.com, 11/12/2021).

"Live. Love. Now" (Yves Saint Laurent; advergize.com, 08.11.2021).

So, we see that English-language advertising slogans are a source various stylistic means used by advertisers for increasing the expressiveness of advertising expressions, and as a result – for creating certain effects, a positive impression about the product and its standing out against the background of others. Among the most used techniques: alliteration, using wordplay, puns, and hyperbole or juxtaposition. They give an emotional color to the advertising text and thus build strong connections and associations with the advertised product, being imprinted for a long time in consumer memory.

Recently, two opposite trends have been manifested in the reproduction Englishlanguage advertising slogans in Ukrainian - full or partial borrowing and

adaptation to the local market. Let's take a look at these trends in a little more detail.

1. Full or partial borrowing is when a foreign text or fully borrowed without the intention of translation, or partially, where a certain part of the text is transmitted in Ukrainian, and the other is completely borrowed. Let's consider examples:

(1) Vodafone – the future is exciting. Ready? (YouTube.com, 06.11.2021).

(2) Gucci – Gucci by Gucci. – Gucci – Gucci by Gucci (brandchannel.com, 11/12/2021).

(3) Honda – The Power of Dreams. – Honda – The Power of Dreams (brandchannel.com, 07.11.2021).

(4) Hut, Hut, Pizza Hut. - Hut, Hut, Pizza Hut (YouTube.com, 09.11.2021).

(5) Josera: petfood with passion. – Josera: petfood with passion (YouTube.com, 08.11.2021).

As you can see, in the given examples, the entire construction is transferred to of the Ukrainian language without changes, i.e. complete borrowing. And this trend is everything more covers the Ukrainian market. This phenomenon can be connected with the fact that the modern world is increasingly presented in the English language, it occupies dense place among other languages. Ukraine was no exception. This is indicated numerous foreign advertising campaigns, the names of which most Ukrainians know by heart, and English words not only enter Ukrainian colloquialism languages, but are increasingly replacing already existing Ukrainian analogues.

(6) Enjoy the real. KFC so good. - Enjoy the real thing. KFC so good (YouTube.com, 11/16/2021).

In this example, a combination of two translation methods is observed - tracing, which transferred the first part of the slogan and complete borrowing, which transferred the final part of the slogan: KFC so good. - KFC so good.

2. Adaptation to the local market. This type of translation evolves from conveying English realities in Ukrainian words before creating a new advertisement with different text.

But next to borrowing and adaptation, for English translation advertisements, Ukrainian translators use a number of translation tools.

They are divided into two main classes - grammatical and lexical.

Grammatical transformations – transformations at the grammatical level.

The application of grammatical transformations does not imply significant changes to the original content. In analytical English, direct is more often used, while translating into Ukrainian often occurs the need to convert a direct application into an indirect application, for example:

(7) I'm loving it. MsDonalds. - Я це люблю. Макдональдз
(mcdonalds.com, 15.11.2019).

When translating the slogan of the American fast food "MsDonalds" a slight permutation of the "it" application is applied. If in English version it is at the very end of the sentence, then in the Ukrainian translation – it is put between the main members of the sentence: "I love it."

Thus, the permutation of the clauses in most cases is this a personal choice of the translator, since secondary members of the sentence can stand both at the beginning of the sentence and at the end. But because of certain grammatical rules, sometimes it is not possible to reproduce the exact word order of the original text and the translator is forced to resort to permuting the parts of the sentence.

A frequently used grammatical transformation is transposition, example:

(8) The pause that refreshes (Coca-Cola). – Освіжаюча пауза
(cocacolacompany.com, 11/22/2019).

A part change was applied to the translation of the Coca-Cola ad languages. So, in the original "refreshes" is expressed by a verb meaning "to refresh", while in the translation the verb turned into the adjective "refreshing": refreshes (Verb) refreshing (Adjective).

(9) A taste of paradise (Bounty). – Райська насолода (YouTube.com, 22.11.2019).

In the Ukrainian translation of the slogan "Bounty", one part is also changed language into another. In our case, it is the lexeme "paradise", which is expressed noun in the original text, and in the Ukrainian translation it turned into adjective "paradise": paradise (Noun) - райська (Adjective).

Another type of translation transformations are lexical transformations. From them it can be used to convey the content of the original advertising message indirect lexical means of translation. At the same time, they will remain not equivalent to the applied means of the source language. Lexical transformations are an essential aspect of translation activity and are capable of significant changes in the framework of the translation text.

The main methods of lexical transformations include:

- specification;
- generalization;
- modulation;
- semantic development;
- antonymic translation;
- lexical replacement;
- complete transformation, etc.

Lexical substitution turned out to be one of the most common lexical substitutions transformations in the translation of English advertisements, for example:

(10) Have a break, have a Kit-Kat! - – Є перерва, є Кіт-кат! (nestle.com, 10.11.2019).

Here the English verb "to have" has several meanings: to have, to own, consist of, consume. In the Ukrainian translation, instead of the usual "mother" the specialist used the verb "is", which refers to a synonymous series the verb "to have".

Antonymal translation, which, unlike the previous method, is not quite common.

Example:

(11) Colombia: The Only Risk is Wanting to Stay. - Колумбія. Ризик тільки один – їхати не захочеться (YouTube.com, 08.11.2021).

Here the phrase "wanting to stay", which in literally means "бажаючи залишитися". While in «їхати не захочеться»: is applied to the Ukrainian version: wanting to stay- [desiring to stay] -will not want to go

Among the lexical transformations in the translation of advertising is found generalization and specification, for example:

(12) Where's the beef? - Де м'ясо? (YouTube.com, 07.11.2021).

The English noun "beef" means "beef", that is, the meat of a cow, in while in the Ukrainian translation the general word "meat" is used, and it becomes I don't understand what kind of meat it is. This fact is very important for Muslims, because in for them, the question of the type of meat is allocated a separate place in the Koran, where the consumption of pork equates to the worst sin. Therefore, sometimes it should be bypassed generalization to avoid cultural misunderstandings. beef - [beef] - meat

The opposite of generalization is specification, for example:

(13) It Gives You Wings (Red Bull) - Red Bull надаєєє крииииила (redbull.com, 11/15/2019).

In the original text, “It” is a third person singular pronoun, and in the text the translation uses the proper name of the brand "Red Bull", i.e. "it" (something not concrete) turned into concrete, namely the name of the advertised product: It - [it] - Red Bull

Lexical transformations also include amplification and reduction.

Amplification (addition) is the addition of words and phrases in the text translation, for example:

(14) Nobody is good enough for Heaven. Go to Aruba! - Ніхто не добрий в потрібному ступені для Рая. Їдьте на Аруба! (YouTube.com, 07.11.2021).

Here the preposition “enough” is conveyed by two words that refers to amplification: enough -[sufficient] - to the required degree

The opposite of the other b translation to amplification is reduction - when one and more elements are transferred to the translation text by one token, example:

(15) Hungry? Grab a Snickers (Snickers). -Зголоднів?Снікерсни!!(YouTube.com, 07.11.2019).

Here, the expression “Grab a Snickers” consists of three elements: 1) to grab – verb; 2) "a" is an indefinite article; 3) Snickers is a noun (proper name).

It is interesting how the expression "Grab a Snickers" was translated into Ukrainian.

Literal translation: Grab a Snickers - Take Snickers. The author of the translation went further and created a new word (occasionalism) by analogy with the existing one verbs: Snickers - snacks + Snickers.

But from the point of view of translation, this is a reduction, because in the text of the original there are three elements, while in the translated text - one.

It should also be noted that among all translation methods, the most there are two - tracing and complete conversion.

Tracing is a literal translation of the text, for example:

(16) Probably the best beer in the world (Carlsberg). - Мабуть, найкраще пиво в світі (adsoftheworld.com, 11.11.2021).

(17) Panasonic, ideas for life. - Панасонік. Ідеї для життя (YouTube.com, 11/13/2021).

(18) Taste the rainbow (Skittles). – Спробуй веселку (YouTube.com,07.11.2019).

One of the most successful examples of the absence of literal translation, you can consider the advertisement of the already mentioned Bounty bar, whose advertising slogan is "A taste of paradise". The literal translation is "Райський смак". As a result of replacing the noun "taste" with "pleasure" the advertising slogan acquired the appropriate suggestive sound and became an effective tool influence on consumer preferences of the audience. "Pleasure" causes the consumer involuntary associations with something pleasant, desirable. Literal translation as well often irrelevant due to different mentalities of residents of individual countries.

Full transformation (holistic transformation) – a complete change of the original text, for example:

(19) Imagine customizing your touchscreen (TouchWiz). - Нові слова – нові технології. Тачвіз... віджети... дрег'н'дроп (YouTube.com, 11/16/2021).

(20) Everything in one touch. – Смартфон, в якому є все (YouTube.com, 14.11.2021).

(21) Built to feel like it'll last forever (Mercedes, Porsche). - Бути першим на будь-якій вершині (medium.com, 11/16/2021).

Therefore, due to their specificity, advertising slogans should not be translated literally, since in this case they can lose their meaning and power impact on the target audience. Translation of advertising texts is creativity language level. The process of translation is creative work, while translation is advertising slogans is a doubly creative process. As already mentioned above, advertising texts are built taking into account the linguistic and cultural characteristics of the respective ones population groups. Therefore, the translation must take into account the specifics of the worldview pictures of the target audience.

CONCLUSION

The result of our research was the discovery linguistic features of English language advertising slogans and their specific translation. The main results of the conducted research can be summarized as follows provisions:

1. Today there are more than two thousand definitions of advertising, however some of them have lost relevance, while others are broad or too broad narrow. At the same time, everyone interprets advertising in their own way: from the point of view product or as a means of transmitting information. There are also many definitions advertising text, as this phenomenon is extremely multifaceted and multifaceted Advertising text is a special type of text, it is complex a phenomenon where various factors of social, psychological and linguistic. Advertising text is classified as a complex genre of volitional-informational appearance, namely as an appellative-representative genre combining appellative-emotional functions, properties (pragmatically interested appeal to the addressee), representative (presentation certain information to the consumer) and suggestive (prompts to buy, acquisition, etc.).
2. Advertising slogan – the final phrase of the advertising text. An advertising slogan is a short phrase that is memorable and conveyed in a bright and the main idea of the advertising campaign in a figurative form. It is the slogan that helps the company to stand out from the competition, helps support the campaign brand and reflects its main specificity. An advertising slogan can be classified as an independent slogan genre type of advertising text, as it is the most vivid and an expressive component of the advertising text.
3. There are three main methods of advertising slogan research:
 traditional method; a formalized
 method; multimodal method.
4. Advertising slogans should not be translated literally, because in this case, they may lose their meaning and power of influence on the target the audience Translation of advertising texts is creativity at the language level. The translation process is a creative work, and the interpretation of advertising slogans is twofold creative process. Therefore, it is necessary to take into account when choosing a translation strategy many factors such as the audience (if you need to localize the text) or the purpose advertising. If you want to focus on well-known products, you can leave some words or even sentences without translation. If necessary evoke positive emotions, use more emotional words and expressions.

Therefore, the translator must take into account the specifics of the worldview target audience. The scientific research conducted by us can become the basis for further study of other constituent parts of advertising text and adaptation material for carrying out practical works on the translation of English speakers advertising slogans.

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ANNEX

1.	"Pure inspiration"	"Чисте натхнення"
2.	"Good things take time! "	"Для хороших речей потрібен час"
3.	"It's hard to be nice if you don't feel comfortable."	"Важко бути милим, якщо Ви не почуваетесь комфортно"
4.	" The ultimate driving experience "	" Виняткове враження від водіння "
5.	" Waitrose, the best of everything this Christmas "	" Waitrose, найкраще на це Різдво "
6.	" Dirty mouth? Cleans it up like Orbit "	" Несвіже дихання? Нічого не освіжить його, як Orbit "
7.	"Lancôme Unique! Magnifique"	" Неповторно! Чудово! "
8.	" Because you're worth it "	" Тому що Ви цього варті "

9.	"Real health. Real beauty "	"Справжнє здоров'я. Справжня краса "
10.	" Where do you do your best thinking?"	" Де ти продумаєш свої найкращі ідеї? "
11.	"Pure. Fresh. Clean. "	" Чистий. Свіжий. Білий "
12.	" Beautiful. Colorful. You"	" Красива. Яскрава. Ти "
13.	"Keeps you informed "	"Він завжди тримає вас в курсі "
14.	" Vitalizes body and mind"	" Поживляє тіло та розум "
15.	" Creating a Higher Standard. "	" Створюючи вищі стандарти "
16.	" Accelerating the future. "	" Прискорюючи майбутнє "
17.	" Perfect to you "	" Найкраще для вашого волосся "
18.	" Saturn. Like Always. Like Never Before"	" Сатурн. Як завжди. Як ніколи раніше "
19.	" A style for every story. "	" Стильні для будь-якого випадку "
20.	" The Great Tea from Great Britain."	" Великий чай із Великобританії "

21.	" More defined. More conditioned. More beautiful lashes "	" Більш виразні, більш розділені, прекрасні вії "
22.	" They said it couldn't be done. It couldn't! "	" Вони казали, що це неможливо зробити. Невже! "
23.	" Drink responsibly, drive responsibly, live responsibly."	" Пий відповідально, води відповідально, живи відповідально"
24.	" Better ideas. Driven by you. "	" Найкращі ідеї. За кермом яких Ви "
25.	" Ready, set, go! "	" На старт! Увага! Марш!"
26.	" Don't dream it. Drive it! "	" Досить мріяти. Час їхати! "
27.	" Better buy Buick? "	" Чи не настав час купити Б'юік? "
28.	" A taste of paradise "	" Смак насолоди "
29.	" Sense and simplicity "	" Розум і простота "
30.	" Bring out the champion in you "	" Виявіть у собі чемпіона"
31.	" Don't let hunger happen to you "	" Не дозволяйте голоду статись з вами "
32.	" "Maybe she's born with it. Maybe it's Maybelline"	" «Усі в захваті від тебе, а ти – від Maybelline"
33.	" I'm loving it. McDonalds. "	" Я це люблю. Макдональдз"
34.	" The pause that refreshes "	" Освіжаюча пауза"
35.	" A taste of paradise "	" Райська насолода "
36.	" Have a break, have a Kit-Kat! "	" Є перерва, є Кіт-кат! "
37.	" Colombia: The Only Risk is Wanting to Stay"	" Колумбія. Ризик тільки один – їхати не захочеться "
38.	" It Gives You Wiings "	" Red Bull надаєєє криииииила "
39.	" Nobody is good enough for Heaven. Go to Aruba! "	" Ніхто не добрий в потрібному ступені для Рая. Їдьте на Аруба!"
40.	" Hungry? Grab a Snickers "	" Зголоднів? Снікерсни! "
41.	" Probably the best beer in the world "	" Мабуть, найкраще пиво в світі "
42.	" Panasonic, ideas for life. "	" Панасонік. Ідеї для життя"

43.	” Taste the rainbow ”	” Спробуй веселку”
44.	” Everything in one touch ”	” Смартфон, в якому є все ”
45.	” Built to feel like it’ll last forever ”	” Бути першим на будь-якій вершині ”
46.	” Smart. Very smart ”	” Розумний. Дуже розумний ”
47.	” Oh! That’s smart! Oh! That’s delicious! Oh! that’s quick! ”	” О! це практично! О! це смачно! О! це швидко!”
48.	” For those who do not brush their teeth after every meal ”	” Для тих, хто не чистить зуби після кожного прийому їжі”
49.	” My card. My life ”	” Моя карта. Моє життя ”
50.	” It’s Miller time!”	” Настав час Міллер! ”

Резюме

Курсова робота присвячена комплексному аналізу лінгвістичних особливостей англомовної реклами, слоганів та їх перекладу українською мовою. У дослідженні також розглядаються особливості перекладу англійських рекламних слоганів. В даний час у зв'язку зі зміцненням міжнародних зв'язків нашої країни зріс інтерес людей до реклами. З цієї причини актуальним вважається поглиблене вивчення рекламних текстів, написаних англійською, однією з найпоширеніших мов світу. Крім того, ця робота присвячена вивченню проблем, які виникають у процесі перекладу. Переклад рекламних текстів вважається одним із найскладніших видів перекладацької діяльності. Іноді недостатньо просто знати мову, оскільки цей тип перекладу цінує креативність, навіть здатність перекладати коротко, смішно та захоплююче. Крім того, метою перекладу слогана є донесення головної ідеї товару (послуги) і привернення уваги покупців до його унікальності.

При оцінці перекладу, слід враховувати, чи вправся перекладач зберегти зміст оригінального тексту та чи може він його створити емоційний вплив на споживача.

Актуальність дослідження зумовлена важливістю та поширеністю реклами в сучасному суспільстві, а також необхідність її більш поглибленої систематизації та опис мовних особливостей англомовних рекламних слоганів. Це є також важливо більш детально вивчити специфіку відтворення англомовних рекламних слоганів українською мовою та застосовані методи перекладу. Завданнями дослідження є вивчення структурно-семантичного аспекту.