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 , : (1) - , ,
 ; (2) - , ,
 ; (3) , ,
 , (4) -

[4, . 61].

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 [6, . 143].
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1. , , , , ,
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Lose weight now, ask me how!
Go on the SCENE with CNN

2. , , , , ,
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 :
If CANON can, anyone can!
Canon. You can.

Chew-rific a unique meaty treat with a twist on flavor!

, *EVEolution of the Web*
Eve evolution

[3].
 ()
 digital ().
 – digital all: *Digitall*
Samsung Digitall! Everyone's invited.

« » (commendatory)
 [7]. « » (the inverted commas)
 : « »
 » [5].

Exciting tours, exotic destinations and delicious food!
Valuable hints!

An explosive new book by David Shippers,
Enter for your chance to win hot movie soundtracks from sizzling summer blockbusters.

Introducing Super Pixel Fonts! Now Smoother and Cleaner, Sometimes Bigger and Better, Sell your stuff faster on Yahoo!

Earth's biggest selection just got bigger.

Bloodier blood, scarier scares and dinosaurier dinosaurs are guaranteed for you by this new state-of-art computer game "Jurassic Park".

Available: Free – Secure – Always Available.

LANGUAGE MEANS OF THE ENGLISH-SPEAKING ADVERTISING DISCOURSE

D.V. Strelchenko

The article deals with various language fillings of advertizing texts which are directed on realization of the main function: to convince the addressee to buy the advertized goods or service. Among widely usage of advertizing media language on different levels we allocate : the rhymed form of a slogan, a lexeme of a positive estimation, expressive-emotional lexemes, stylistic receptions and different aspects of semasiology), occasional innovations and etc.

Keywords: *an advertizing discourse, the rhymed form of a slogan, a lexeme, stylistic receptions*

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