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/	<i>new, soft, beautiful, glossy, ultimate, clean, fresh, clear, smooth, super, amazing, essential, bright, fabulous, sensational</i>	<i>beauty, shine, colour, softness, care, luxury, winner</i>	<i>younger-looking, anti-aging,</i>	<i>protection, volume, length, curl, improvement,</i>
	<i>revolutionary, radiant, sensitive, brilliant, unique, innovative, fun, gentle, superior, leading, nourishing, flawless, glossy, luscious, fabulous, awesome</i>	<i>velvety, shine, power, smoothness, color, gloss, perfection, richness, enchantment</i>	<i>patented, long-lasting, natural, healthy, youthful, organic, free, anti-aging, cleansing, eye-intensifying,</i>	<i>solution, long wear, protection, special offer</i>

Maybelline: "A sassy new spin on pearls so lustrous so luscious." [7, . 45];
 Veet "Experience long lasting smoothness with New Veet hair removal creams." [7, . 53];
 Neutrogena "It works, beautifully." [7, . 51]; Sally Hansen
 "Beauty that Works " [7, . 62].

: "A fresh new sensation in color. Softer, lighter, so innocent " (Maybelline) [9, . 123]; "... Smart, multi-tasking beauty solution. Revolutionary illumifill is more than a makeup; it's sheer luminous color... that activates a fresh, gorgeous glow" (Sephora) [9, . 143]; "Sophisticatedly rich, satin-smooth texture and alluring color combinations for an intense, sensational finish." (Shiseido) [9, . 227]; "Nice and Easy" (Perfect 10) [9, . 372]; "Easy breezy beautiful Covergirl" (Covergirl) [9, . 272].

: "*Intense Heat Protection...*" (GARNIER) [7, . 71]; "*For firmer, lifted skin, challenge the need for heavy creams with this lightweight serum from Olay*".(Olay) [9, . 115]; "*Healthy makes it happen*" (Pantene Pro-V) [7, . 215]; "*Only possible from the #1 anti-wrinkle brand worldwide.*" (L'oreal) [8, . 95]; "*I just love that my eyelashes look thick, long and healthy*" (L'oreal) [9, . 51].

Laura Mercier, *flawless, luminous, perfecting* – *protective, lightweight: "That's why Laura Mercier created flawless foundations from lightweight to luminous, protective to perfecting."* [9, . 249].

(2).

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	<i>skin, eyes, lips, lashes, body, hair, cheeks, nails</i>	<i>hair color, skin tone, pores, fine lines, wrinkles, photo-aging</i>
	<i>skin, eyes, lips, lashes hair, cheeks, nails, body</i>	<i>dead flakes, , dark spots, discolorations, skin-aging, pimples, crow's feet,</i>

: "*What are extremely long, no-flake lashes wearing this season?*" (

Covergirl); "It's the latest look in lashes..." (Covergirl) [7, . 123]; " Smoky Eyes in Shades That Enhance Your Eye Color..." (Studio Secrets); "...Dramatize your eyes in 4 easy steps..." (Studio Secrets) [8, . 324]; "Be natural at getting gorgeous hair" (TreSemme); "Tresemme Naturals makes Hair 10x Stronger" (TreSemme) [8, . 209].

: "Now defend against photo-aging: The # 1 cause of wrinkles" (L'oreal) [8, . 95]; "How Laser Focus softens lines, wrinkles, and sun damage." (Clinique) [9, . 24].

: "...Collagen smoothes away appearance of under-eye wrinkles and crow's feet... Reduce puffiness and bags for rejuvenated eyes..." (L'oreal) [9, . 73]; "...Eyes seem to magnify all those visible aging signs: fine lines, wrinkles and crow's feet, puffiness and dark circles, dryness and creepiness..." (Elizabeth Arden) [8, . 85].

Clinique "Allergy tested. 100% Fragrance free" ,

" " : , vitamin, extract, nectar : " ...vitamin-enriched berry nectar..." (Maybelline) [7, . 47]; "Color crème with bamboo extract" (Garnier) [8, . 52]. " " (3).

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	retinol, aloe, lanolin, velvet rose, oil, nylon, concentrate, hydration, olive oil
	bamboo extract, vitamin, honey, nectar, organic oil, pigment, moisture, butter, apricot, micro-oil, avocado, marine, collagen, hydration, glycerin, antioxidant, protein, mango, mandarin, calcium

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VOCABULARY OF MAGAZINE COSMETICS ADVERTISEMENTS
(IN TERMS OF ENGLISH MEDIA DISCOURSE)

N. S. R va

This article deals with the vocabulary of compositional-semantic blocks of the magazine advertisements in terms of English media discourse. The types of the lexemes in question are being classified; their polyfunctionality in ad texts is being analyzed.

Key words: headline, main ad text, slogan, echo-phrase, verbal logo, prescripser, ad text, lexeme.

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