

( - )

« »,

[1, . 3].

[2, . 181].





[6, .15].

[7, .27].

[8, . 103],

**REPRESENTATION OF INFORMATIONAL AND ADVERTISING TEXTS  
(ON THE MATERIAL OF THE MODERN ENGLISH LANGUAGE)**

**I. V. Sokolova**

*The article represents results of research of main text-making and text-forming categories of informative-advertising text among which are integration, pragmatic orientation, addressee representation, explicit information representation, positive estimation. The definition of informative-advertising text as text-type and its ontological characteristics are given.*

**Key words:** *informational and advertising text, text categories, text type.*

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