

... , , .

[1, c. 14].

[2, . 121].

(,) (,) (,)

[3].

[4, . 38].

[5, . 237].

[6].

[7].

" [8, . 62].

" [9].

" [10, . 132-135]

:1)

; 2)

;3)

); 4)

(

)

(, ,) (); 5) ,
 (,);
 6) (,);
 7) [11,
 .87-91].
 1) (, :
 2) / ; 3) ; 4) ; 5))
 ; 6) ([12, .245-246].

Skittles: Taste the rainbow,
 :
*Skittles –
 rainbow,*
Skittles.

taste
 :
*Energizer: Do you have the **bunny***
inside? ?
Energizer, *bunny.*
Energizer.
 ,
bunny
 (" , " , "),
 (" , ").

(,),

Nintendo: Now You're **Playing** with **Power!**

!

Nintendo -

power,

Nintendo -

Esso: Put the **tiger** in your tank,

Esso,

tiger

Bounty:

A taste of **paradise.**

Bounty

paradise

Bounty

paradise

taste

()

ENGLISH METAPHORIC AD SLOGANS AND THEIR TRANSLATION INTO UKRAINIAN

I. Shukalo

The article deals with stylistic devices of the lexical level in the process of ad slogan creation. The attention is paid to the main approaches to the translation of metaphor. Metaphoric ad slogans have been analysed and their ways of rendering into Ukrainian have been defined.

Key words: ad slogans, stylistic devices, metaphor, translation.

1. . . . / . . . // , 2001. – 3 – . 32–38.
2. . . .) : 10.02.04 / (2005. – 327 .
3. Loaded language [. . .] . – : http://en.wikipedia.org/wiki/Loaded_language
4. . . . , – . : , , , 1984. – 248 .
5. 1 / – . : TEMPUS, 1997. – 317 .
6. (. . . .) / // . – 1995. – 2. – . 22–23.
7. [. . .] / : <http://www.journ-orel.ru/download.php?view.119>
8. / – . : , 1990. – 304 .
9. – 1983. – 6. – . 26. / //
10. : – 2000. – 270 . // :
11. Newmark P. About Translation / P. Newmark. – Clevedon: Philadelphia Multilingual Matters, 1991. – 184 p.
12. / – . : , 2002. – 320 .

24 2012 .