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· ,) [5, . 30].

[7, . 2]. () – , ,

[8]. , , , , [4].

[3]. - , -

[2]. - -

[6, . 79]. - - , Clairol

“*The colour that changes everything. Perfect 10*” , ,

gorgeous shades of perfect 10” [9, . 197]. “*Experience the glossy,*

Dove:

“Can your body wash nourish this deeply?”

.....

“Superior natural nourishment for your skin” [10, .83].



[1].

25%

1 –

		%
-	500	25%
-	1500	75%
	2000	100%

: “Drew Barrymore is wearing Smoky ShadowBlast in Silver Sky and Liquiline Blast in Violet Voltage...”; “Emily is wearing Color Sensational in Red Revival...” –

Covergirl Maybelline [10, . 8].

(, , -)

: “Learn more at lancome.com”; “Match your department store shade for less covergirl.com” –

Lancome Covergirl [10, . 6].

75%

2 –

		%
	1500	75%
	500	25%
	2000	100%

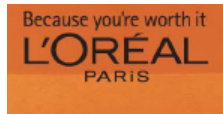
CLINIQUE

1 - Clinique

99,5% :

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	10	0,5%
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L'oreal

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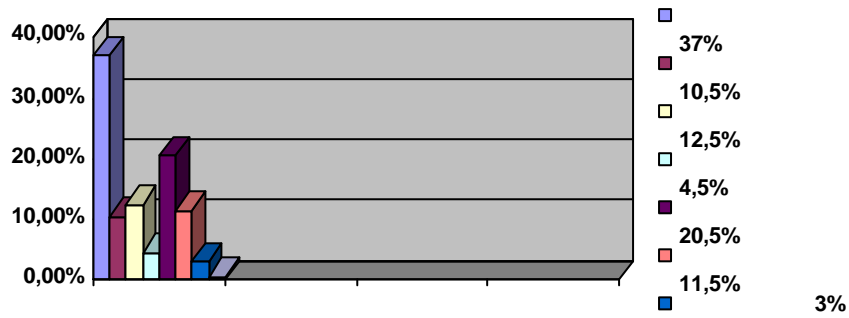
L'oreal [9, . 172]

3, 4 '2011

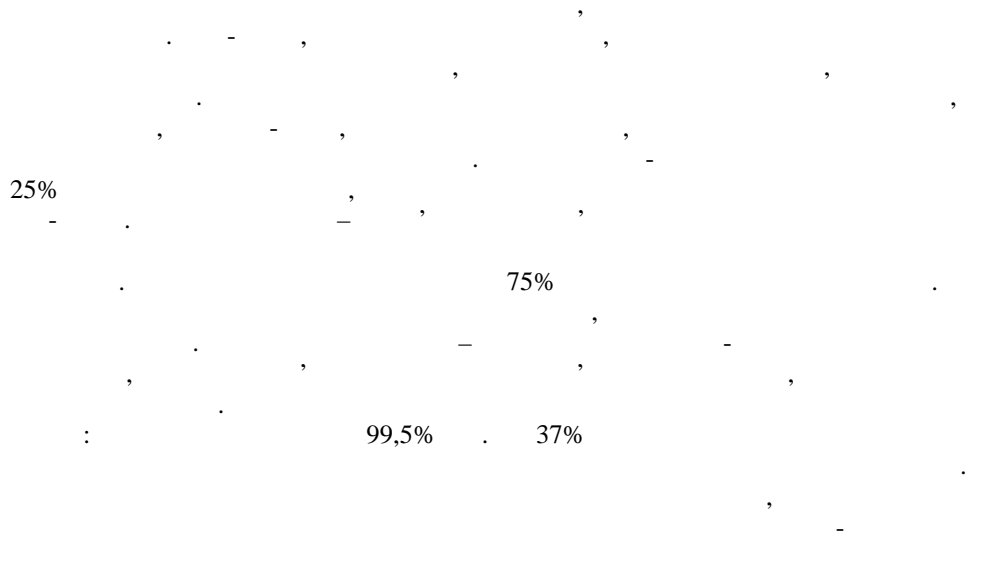
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	740	37%
	210	10,5%
	250	12,5%
	90	4,5%
	410	20,5%
	230	11,5%
	60	3%
	10	0,5%
	2000	100%



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**THE STATUS OF OPTIONAL VERBAL COMPOSITIONAL BLOCKS IN MAGAZINE
COSMETICS ADVERTISEMENTS
(IN TERMS OF ENGLISH MEDIA DISCOURSE)**

N. S. Reva

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

Key words: *echo-phrase, verbal logo, prescripiter, ad text.*

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