

1) () ; 2) (-) ;

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(/) -

() . « » :

« » [6, . 115].

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[2, . 26].

[8, . 491].

[6, . 327]:

- 1) (-) ;
- 2) () ;
- 3) () .

[4, .34-35].

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[5, .18-19].

[3, .34].

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[7, . 131-132].

[2, .4].

: *Hyundai. Drive your way* (11); *Saab. Move your mind* (12).

[1, .7].

- 1) : *Jaguar X-type Sportwagon. The New Jag Generation* (10);
- 2) : *BMW Mini. Is it Love?* (10);
- 3) : *Mitsubishi Montero Sport car. Montero Sport. Perfect for damaged surfaces* (10);
- 4) : *KIA cee'd automobiles. KIA cee'd. Responds to your life!* (10).

[2, .4].

**COMPOSITIONAL AND FUNCTIONAL FEATURES OF THE CREOLIZED
ADVERTISING TEXT BASED
ON THE ADVERTISING MATERIALS OF CARS**

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In the article are considered results of analysis of creolized advertising text and his functional features. Complex analysis of verbal and un verbal components. The structure of creolized advertising texts.

Key words: *creolized advertising text, verbal and un verbal components.*

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