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[1, .71].

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[2, .235].

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[1, .72].

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[3, 15].

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, [4, :71].
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1. _____ ,
 2. _____
 3. _____
 4. _____ (_____) .
- _____ ;
- _____ ;
- _____ (_____ you) .

∴ When you pay for a comfortable business class seat, you shouldn't have to build it yourself (Hemispheres, 24).

Now you can get all your telecom service from a single company. Enjoy the lowest rates and earn super rewards while you're at it! (Hemispheres,8).

we --- you,

we, " _____ "

∴ How did we know it was time to design new seats? We watched you try to sleep in the old ones. Then we build one of the most comfortable business class seats in the air (Hemispheres, 24).

We make run-flat tires for people who don't even drive. Nobody looks out for your family better than you do. But Goodyear can help. (Time)

he, she, they;

∴ He gets premier points. He gets a guest office. He gets to try out his Spanish. And try on that other suit. He gets all the perks. (Hemispheres, 46)

Having saved the day in three time zone Superman takes a moment to ponder the next move. Is she a Superman? Or does she use R5? (Time)

∴ This week, 20,000 more people got their price at priceline.com. You should be next! Name your price for airline tickets and more! (Time)

" _____ "

" _____ ": _____ 1 - 2

_____ "

*∴ So get the SkyWord Plus. And get the message .(Hemispheres, 15)
So take a weekend to do some living. And come to life at The Sutton Place Hotels.
(Hemispheres, 16)*

*∴ The new Ericsson GH 688 offers full data and fax compatibility, so now you can
do your business whatever you like. (Hemispheres, 31)*

*We guarantee you'll get your page: if your pager is turned off; if you're in a tunnel,
subway or plane; if your battery's dead; no matter what. (Hemispheres)*

*Right now, thousands of Kosovar refugees risk diseases and starvation because they
lack the basic necessities...but you can make a difference. Call toll-free to contribute.
(Time)*

*If you don't stop someone from driving drunk, who will? Do whatever it takes. Friends
don't let friends drive drunk. (Time)*

*∴ Enjoy the convenience of having a single, reduced rate source for your business
or residential long distance, calling card and internet access (Hemispheres, 8)*

*The Phenom has a wide 640x240 backlit screen, an easy to type keyboard and voice
memo capability. In short, the Phenom is the most complete handheld Pc solution out there.
(Hemispheres, 29)*

*∴ The biggest thing you carry into a meeting ought to be you ideas. Now there's a
projector that makes you look brilliant, yet fits in the same bag as your notebook computer.
[...] So now, not only are in Focus projectors the world's most popular, they're also the
easiest to carry (Hemispheres, 27)*

[5, .86].

you;

(the world's best, easy-to-use, perfect);

LANGUAGE MEANS OF FORMING MOTIVATIONAL COMPREHENSION OF INFORMATIVE AND ADVERTISING TYPE OF TEXT

I.V. Sokolova

The article represents results of analysis of the link between motivational aspects of comprehension of informative and advertising type of text and its linguistic parameters. Complex usage of certain language means, determined the system of recipients' values, is aimed at encouraging recipients to act, modelling their motivational basis and creating a new system of recipients' values.

Key words: *motivational aspects of comprehension, informative and advertising type of text, system of recipients' values.*

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