

identify its structural and semantic unity, scientists distinguish the following types of text analysis: graphical, phonetic, phonological, orthoepic, accent analysis, orthoepic, morphemic, derivative, paradigmatic, morphologic, with intaxic, lexicological, lexicographic, semasiological, phraseological, stylistic, linguistic, and etymological. As for the linguistic analysis of artistic text, one should say that all the linguistic units that interact in this type of text create a multifaceted image that affects the human consciousness, its mind and feelings.

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## LANGUAGE FEATURES OF ADVERTISING TEXTS (BASED ON THE PRESS OF VINNYTSIA)

**Introduction.** It is well-known that the word has a great power. Philosopher M. Heidegger emphasized that a language is a house of being. A person lives in the language of the language. Our unhidden will and activity are embodied in a language that serves as an instrument of our dominance over other creatures. The ability of words to influence people is actively used by advertisers now. Advertising as a phenomenon of the socio-cultural life has been in the spotlight of various sciences representatives: cultural studies, sociology, psychology, art studies, philosophy, economics and others. Linguistics can stand aside from the world tendency where advertising is taking more and more minds and positions [1: 143].

**Review of recent publications.** Language features of advertising texts are the research subject for N. N. Kochtev, A. V. Litvinova, A. A. Ksenzenko, Yu. K. Pirohova, P. B. Parshina, N. I. Klushina, N. F. Nepyivoda etc. However, the scientific approach to the linguistic aspects of advertising needs constant updating, since the pragmatic orientation of advertising determines the continuous enrichment and diversification of its linguistic means that allow manipulation of the consciousness and behavior of recipients.

**Objectives of the paper.** The purpose of the research is to analyze and reveal the purpose of the newspaper press in Vinnytsia (based on «The Ria» newspapers and «Channel 33» of 2017-2018). The purpose of the study involves the following tasks: to define the concept of advertising, to analyze and find the language features in the advertising texts.

**Results of the research.** Advertising is a complex form of the human activity. It is formed in such a way as to exert influence on our subconsciousness. The language of advertising is the language of the subconsciousness. Advertising is defined as a unidirectional transfer of information, the purpose of which is to sell goods or services non-violently. The impact of advertising is increasingly reflected not only in the consumer market, but also in the political and cultural life of the society [2: 151]. Philosopher Erich Fromm dwelled upon: «Advertising appeals not to reason, but to feelings; like any hypnotic suggestion, it does not attempt to influence its objects intellectually. An advertisement contains an element of a dream, an air castle, due to which it brings certain satisfaction to a person ... advertising ‘completes’ the individual, adding weight to him / her in their own eyes» [1: 145]. That is, the task of advertising at any rate is to convince the consumer to take advantage of the service offered. No wonder, in order to achieve the goal, advertisers resort to different ways, taking into account the special, unique power of words.

In general, advertising is the promotion of goods, shows, services, etc. in order to attract the attention of consumers, viewers, customers, etc., dissemination of information about someone, something for the sake of popularity; visual and other media products – posters, announcements, video clips – are used as the means of attracting the attention of potential consumers [2: 112].

Advertising always refers to a person, affects his / her consciousness, making a decision, therefore, without knowledge of the human psychology advertising can't be effective.

This study covers the language features of «The Ria» newspaper and «Channel 33». The investigated material showed a high frequency of using metaphors in advertising. According to N. D. Arutiunova, the metaphor is a «trope or mechanism of speech, which consists in the use of a word denoting a certain class of objects, phenomena, to describe or name an object that is included into another class, or to name another class objects that are similar in a given aspect» [1: 29].

The metaphor in advertising is not just a linguistic means of expression, it is a mechanism of manipulation based on the general cultural knowledge, which results in the emergence of a certain linguistic unit, representing the information about the advertised object, and it must encourage a recipient to act, to purchase the advertised product [1: 35]. The successful application of a figurative approach, which consists of expressing the known facts in an unexpected way, creating an image capable of displaying ordinary information from unexpected viewpoints gives a much more convincing proof of the benefits of the advertised object. E.g., this phrase is used for the advertisement of computers: «Laptops, tablets are always reliable and loyal friends» (Ria, № 27, 2017). Metaphorization in advertising allows the author to create an image of a computer-friend, an assistant, for this computer acquires the features of humans, which increase the emotional and estimated saturation of the text with prevailing informative load.

In addition to metaphors, the use of lexical means (mostly adjectives) is often used in the urban advertising of Vinnytsia, which is characterized by the predominance of the emotional significance over the subject-rational: unusual, fantastic, original, high-speed, impressive, safe, etc. Basically, as shown by the given examples, vocabulary units express a positive evaluation explicitly for convincing through the appeal to feelings. Moreover, this lexicon renders a positive evaluation of the advertised product, as well as implicitly gives a negative characteristic to similar goods [5]. For example: «Metal-plastic windows and doors of our production are the safest» (Channel 33, N. 13, 2018). The explicit idea in this advertising text receives its expression in the statement that the windows and doors are recognized as the safest and most reliable.

**Conclusion.** Advertising is a phenomenon that is actively developing and using the most diverse linguistic means as the main way of influencing recipients. The analysis of the newspaper advertisements of Vinnytsia during 2017-2018 reveals the leading position of the linguistic means appealing to human senses, aimed at creating a certain emotional state for readers (metaphors, emotional evaluation lexemes, imperative forms), which allow the advertising slogans to be fast and to influence the mass audience effectively.

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## **THE SPECIFICS OF TRANSLATION OF GERMAN MEDIA TEXTS INTO UKRAINIAN ACCORDING TO THEIR LEXICAL FEATURES**

**Introduction.** Despite the fact that the phenomenon of media discourse has been studied for a long time, the problem of controlling the masses through the media has reached its peak only now. Magazines, newspapers, books, TV- and radio channels, social networks are the means which perform the function of forming social views of the majority. As the twenty-first century experiences globalization, it can be surely assumed that all media are influenced externally and internally. The best example of this is translation/interpretation of foreign media texts into the recipient's language and vice versa. That is why the specifics of translation of the media discourse texts are an urgent topic for linguists.

**Review of recent publications.** Many linguists, media linguists and journalists, such as Yu. Kiiko, T. Dobrosklonskaya, O. Biletska, S. Baranova, G. Melnyk, C. Cots and others have studied this issue. Their scientific achievements have become the main theoretical background of this research. In addition, it was decided to analyze short information-based texts of two Instagram channels and two pages on Facebook in order to prove the hypothesis.

**Objective of the paper.** The goal of this work is to determine the specifics of the translation of the German media texts into Ukrainian using available and acquired during the research theoretical knowledge on exact practical tasks.

The objectives of this scientific work are to investigate the lexical features of translation of the media discourse texts comparing German and Ukrainian languages, as well as to find out how the units of nationally biased lexicon of the two languages influence the relevance and adequacy of the transmission of information to the masses.

Taking into account these objectives it is necessary to distinguish research methods. So, analyzing this scientific work it should be mentioned that such methods were used in its implementation:

a) comparative method (the structure of Ukrainian and German languages was