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PSYCHOLINGUISTIC DIMENSIONS OF MODERN COMMERCIAL ADVERTISING: A SUGGESTIVE ASPECT

Introduction. Advertising has always contributed to the development of society, as an important link between the manufacturer and the consumer. It is one of the most important levers that stimulate the process of production and product improvement. Relying on cultural and civilized criteria, it affects the development of public relations. Today, advertising is becoming one of the most common types of information and communication. It promotes certain values and affects our attitude towards ourselves and the environment.

Objectives of the paper. The study of advertising in modern society does not lose its relevance, and, despite a fairly significant number of works devoted to this phenomenon, continues to cause scientific interest of researchers. Linguists often pay attention to the structural and functional characteristics of advertising texts, especially the creation of texts of advertising, stylistic design of advertising texts. The language suggestion also, like a magnet, attracted and attracted many scholars, but the proper definition of the suggestive function of using certain stylistic means in advertising texts has not yet been submitted, which also determines the relevance of the analysis of the suggestive measure of modern commercial advertising. To achieve the goal during the study, the following tasks were to be addressed: to clarify the concept of advertising, the differential features of commercial advertising; describe the evolution of views on advertising: the main aspects and dimensions; define the concept of discourse: signs, main varieties and consider the advertising discourse, the main components; characterize a suggestion in advertising; to set text quantities, patterns of their perception in the advertising discourse and to investigate the visualization in the advertising discourse; analyze creolization in commercial and advertising discourse; to describe metaphorization as a method of text-build in a commercial advertising discourse. The object of the research is modern advertising texts. The

subject of the study – visualization, creolization, metaphorization as a kind of trails, used in advertising texts.

Review of recent publications. Lots of scientists such as Yerokhina T. B. [2], Obrytko B. A. [4], Petrova H. L. [5], Romanyuk S.K. [7], Shevchenko I. S. [12] paid attention to advertising aspects and its effect on language development.

Results of the research. Commercial advertising aims to bring advertiser's commercial information to consumers in order to increase sales and profit, or to stabilize the position of the firm on the market. The commercial advertising has its traditional functions. Information function. Commercial advertising is distributed on a mass scale of information about a product or service, their nature, place of sale, the allocation of one or another brand or trademark, etc. The economic function of commercial advertising is to stimulate the sale of goods, services, as well as investment of investments. Educational function. Commercial advertising involves advocating a variety of innovations in all areas of production and consumption. Social function. Commercial advertising is aimed at the formation of public consciousness, the strengthening of communicative ties in society and the improvement of living conditions. Aesthetic function. Commercial advertising is aimed at forming the taste of consumers.

Advertising activity originated at the dawn of civilization, survived the various stages of evolution, along with the evolution of man, his needs and cultural development.

In Ukraine, advertising business is beginning to develop. This is due to the fact that Ukraine as an independent country has just begun the process of becoming. The beginning of the development of advertising business in Ukraine can be considered the adoption in 1996 of the Law "On Advertising".

Advertising discourse is understood as a communicative event in the field of advertising and its interpretation based on verbal and non-verbal contexts. The purpose of advertising discourse is to convince the recipient of the truthfulness and truth of the advertisement, according to which the advertising text is an education characterized by informative, figurative, expressive and suggestive color, achieved through the effective use of linguistic means designed to influence the addressee.

The following structure of an advertising message has been formed: slogan – a short advertising slogan that promises to satisfy the needs of consumers; incitement – part of the message, which partially explains the slogan and preceded the information block; information block – the main text containing the semantic load; reference – contact address, manufacturer's phone, seller's name.

Today appear different form and content of promotional materials. For example, nobody is already surprised by the appearance on the pages of a mass newspaper or magazine of advertising essay, advertising review, advertising reportage, advertising article, advertising review. Each of the components is described in the work. The emphasis is on the importance of the advertising slogan, because the well-thought-out slogan “pulls out”, exaggerates the entire promotional material, makes it effective and efficient.

Non-verbal elements of the semiotic organization of the text are divided into typographic and figurative. The set of non-verbal elements includes a font, spaces between words, fields, decorative elements. Instead, the non-verbal elemental images include pictures, drawings, charts, tables, charts, diagrams, and the like. According to the approximate scale, which indicates graphical means that are minimal and easy to adequately perceive information by the addressee (MIN ← table, complex graph, simple graph, diagram, diagram, drawing, map, photo → MAX), photo and drawing are the easiest to perceive. In advertising texts to the figurative elements also includes the logo. Logo is a visual symbol, which in combination with a slogan points to the manufacturer and the quality of the product. The main requirements for the logo are originality, memorable, evidence of respectability of the company and the high quality of the product. Thus, all three components of the visual series of the advertising message – illustration, logo and graphic design of the text - carry out the global purpose of advertising, promoting the suggestion to the consumer of the desire to purchase the goods.

It is noted that the effectiveness of an advertisement is determined by the nature of the interaction of verbal and non-verbal components. It is important how distributed information is between the text and the non-verbal channels of information transmission, how many of these two components of the message are consistent with each other.

The language metaphor is an important element of advertising discourse and performs a variety of functions, among which the most suggestive feature is the leading one. It provides the ability to manipulate the consciousness of the audience. Metaphor generates the conviction of target audiences in the right direction. In the process of perception of the metaphor there is a kind of launch of the necessary associations, the audience is drawn directly to the empathy of the situation or to experiencing the emotion that arose in connection with the situation in the advertising text. It is the strength of emotional influence that determines our consumer choice. Taking into account the above, one can conclude that the use of a metaphor in advertising is directed, primarily, not to memorization, but primarily to create the necessary emotional impact on the audience.

Conclusion. The study substantiates the discursive status of advertising, taking into account its communicative specificity and its relevance to the conceptual features of discourse; A short description of the key stages of advertising development is given; The essence of the concept of advertising discourse is highlighted and emphasized primarily on its influence, communicative, pragmatic orientation and poly-code, which determines poly-functional and multi-purpose orientation. It is proved that the tectonics of advertising discourse are linguistic and extra lingual components, among which the leading within the first group is the text and slogan, and within the second – the addressee and the addressee of the advertisement.

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IDIOMS OF PRESENCE / LACK OF MONEY IN UKRAINIAN AND ENGLISH: A DATABASE

Introduction. This linguistic study is based on the analysis of the language data. The result largely depends on the volume of the material under consideration: the more information we can cover, the more informative and correct the result is. Automated ways of collecting and processing information allow to maximize the volume of investigated corpus and reduce the research time significantly. Specialized computer complex of units plays an important role in the automation of the linguistic study. This set should be considered in connection with such a concept as a linguistic database (LD).

First, we refer to a concept of a “database” to reveal the specific features of LD. According to the classical definition, the database is “a set of interrelated data stored together, with a minimum redundancy that allows them to be used optimally for one or more applications” [4]. In general, the database contains schemes, tables, views, stored procedures, and other objects. The data within the database is organized according to the data organization model. Therefore, the modern database, in addition to the data itself, contains their description and may include means for their processing.

Review of recent publications. Linguistic databases, processes of their creation, benefits and other aspects have been described by scientists before. We should mention examples of works by G. E. Kedrova “Linguistic database as the basis of the learning environment”; E. A. Karpilovska described the LD in the textbook “Introduction to Applied Linguistics” in 2006; I. V. Harbera “Phraseme-ideographic model of concept *Man* in the Ukrainian eastern-steppe dialects as the basis of the linguistic database”, 2017; I. V. Harbera “Infological stage of the linguistic database model *Concept “Man”* in the phraseology of the Eastern steppe Ukrainian dialects”, 2017; Zh. V. Krasnobaieva-Chorna “Features of the design and functional assignment of linguistic databases in phraseology and phraseological