

**Title:** “Means of various argumentation types implementation in English-language social advertising”

**Author:** V.A. Leyko

**Research Supervisor:** E.E. Naumenko, Candidate of Philological Sciences.

**Research Initiator:** FSBEI of HE “Pyatigorsk State University”

**Topical Importance:** Scientific uncertainty in the sphere of social advertising, as well as poor development of this advertisement type in Russia.

**Goals:** to investigate which types of argument prevail in social advertising, to analyze in what way they all affect a recipient and to find out with the help of which stylistic devices they are implemented.

**Tasks:**

- to define the term ‘argumentation’ and to determine its classification;
- to define the term ‘social advertisement’ and to study its functions;
- to study the differences between commercial and social advertising;
- to make a classification of arguments used in public advertisements and to determine the stylistic levels of their actualization;
- to analyze argumentation in public advertisements on the phonetic, lexical and syntactic levels and to quantify the most effective stylistic means of implementing the argumentation strategy.

**Theoretical value and practical applicability:** Conforming to the given goals and tasks, a serious theoretical base to the research has been created focused on the main theories of argumentation, linguistic strategies of argumentation, types of advertising, types of argumentation used in public advertisements, stylistic devices used in argumentation applied in social advertising. The results of the research can be used in educational activities - courses of lectures and seminars in such disciplines as sociolinguistics and stylistics. The material can also be used in practical courses of the English language.

**Results.** The conducted research has revealed that the ‘persuasive argumentation’ strategy is the leading factor when choosing the linguistic means for creating slogans of social advertisements. In this work, we have found stylistic means at three language levels, most recurrent and effective of which are: rhyme and consonance at the phonetic level, metaphor and personification at the lexical level, imperative constructions at the syntactic level. The usage of these linguistic means contributes to highlighting the main idea of advertising slogans, as well as harmonizing and enhancing their expressiveness, which is an important element in the argumentation in social advertising.

**Future Reference:** The practical results of the research are presented in the form of a Glossary “Phonetic, lexical and syntactic means of argumentation in social advertising”. The Glossary can be useful for copywriters, as it provides a research base of the most effective linguistic means used in public advertising slogans.