

SUMMARY

Subject matter: MEANS OF EXPRESSIVITY IN GERMAN ADVERTISING TEXTS.

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Topicality of the research: in last decades the features of communication process are researched by the linguists, and their conclusions and recommendations lead to a successful communication, that is necessary in all fields of human life.

Objectives of the research: exploring the verbal and non-verbal means of expressivity in German advertising texts.

The tasks of the research:

- to find out what are the categories of expressivity and emotionality;
- to study the linguistic peculiarity of German advertisements;
- to analyse the linguistic devices of the category of expressivity in German advertising texts;
- to classify the types of means of expressivity;
- to characterise the means of expressivity.

The theoretical significance of the research consists in further understanding of usage of the means of expressivity in advertising.

The practical significance of the research consists in objective necessary of appropriate use of the most effective means of expressivity in advertisements. **The**

result of the research: Linguistic analysis of means of expressivity on phonetic, morphological, syntactical and stylistic levels. Separately there was analysed the 2 of linguistic means of expressivity in internet-advertisements.