Concept “House” in English and Russian Classifieds

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Abstract: The present paper is dedicated to the study of ways of expressing concept “House” in English and Russian classifieds which attract reader’s attention emphasizing this classifieds from some others. The goal of the research is to identify what concepts are expressed through different words in Russian and English classifieds.

In Chapter I the theoretical background to this research is observed, the terms «advertisement», «genre» and «classifieds» are defined, and different types of advertisement are reviewed.

Chapter II is devoted to the study of expressing compositional features in Russian and English Classifieds. In this part of paper different ways of expressing of the concept “House” are reviewed.

So, the classification developed in this paper enables us to make a conclusion that despite the fact that advertisements are universal phenomena there is national specifics in the ways they are expressed by.