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Тема: МЕТАФОРА В РЕКЛАМНЫХ ТЕКСТАХ

### ABSTRACT

**Subjectmatter:**Metaphor in Advertising Texts.

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Ultimately, this work has led us to come to the following conclusions. Text in advertising comprises of several extralinguistic components. The methodology or translation method depends on a number of factors. Within these methods one may attribute the nature of the text being translated, as well as the targeted demographic of the advertised product and in particular the psychology of the translator.

By nature of the advertising text it should not be translated literally. In this case the text may lose meaning and impact. When you translate advertising texts into other languages you must take into consideration many aspects: ethical, personal, psychological, audience and consumer preferences and nature of the culture.

Analysis revealed, that the main methods for translation of advertising texts may be defined as follows: lexical methods: transcription, transliteration, description, calquing, combined translation; grammatical methods: grammatical replacement, transformations, antonymic translation; stylistic methods: transcreation, figure of speech's replacement, word composition's replacement.

In the work was examined in detail the main specifics of metaphor usage and the examples of their application in English advertisement.

The metaphorical advertising image is created with the help of metaphor as the way of the world meaning existence, and also as a phenomenon of syntactics. Filling the space of advertising text, the images created by metaphors allow the user to see at what point the language of advertising is rich and effective.