Cognitive peculiarities of Classified advertisements in Russian and English languages

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Abstract: The present paper is dedicated to the study of cognitive peculiarities in English and Russian classifieds which attract reader's attention emphasizing this classifieds from some others. The goal of the research is to identify cognitive peculiarities of Classifieds through different cognitive models 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 cognitive peculiarities in Russian and English Classifieds. In this part of paper different ways cognitive models are reviewed and the comparative analysis of cognitive peculiarities in two languages which these expressions have is carried out.

 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.