

*A. Kamenchuk, Student*  
*N. Plakhotniuk, PhD in Ped., research advisor*  
*Zhytomyr Polytechnic State University*

## **LEXICAL CHARACTERISTICS OF ENGLISH LANGUAGE COSMETICS ADVERTISING**

The aim of this study is to research English-language cosmetics advertising texts on the Internet, which predetermines the following tasks: to analyse the definition of an advertising text and its structural components; to consider the classification of advertising texts; to characterise the means of expression in cosmetics advertising; to examine the non-verbal component of Internet cosmetics advertising; to determine the lexical features of English-language Internet advertising.

The relevance of the research topic is determined by the increasing role of online advertising in the linguistic and cultural society and the need to analyse the linguistic and paralinguistic features of Internet advertising of cosmetic products.

Advertising is a unique phenomenon not only in the socio-economic, political, cultural sphere, but also in linguistic reality. It is not just an announcement, a message, a reminder, but also a means of attracting attention, creating image and popularity [1, c. 3].

It has been established that advertising has informative, economic, social and ideological functions. However, the main function of advertising is considered to be pragmatic (stimulating), the purpose of which is to influence the consciousness of the recipient.

The verbal part of an advertising text consists of four basic elements: the slogan, the title, the main advertising text and the echo-phrase. Only when they are combined in harmony is the advertisement text adequately perceived and effectively translated. The presence of all the components in each advertising message is not necessary.

The title is the most important verbal part of advertising. It contains the advertising message and the main advertising argument. The purpose of the title is to attract the audience's attention and generate interest in the advertised product or service [4, c. 1].

A slogan is the main catchphrase of a media text that contains an advertising proposition; a short stand-alone advertising message that can exist independently of other advertising products. The main functions of a slogan are: to attract attention, to arouse interest, to suggest an idea, to reinforce it in the mind of the recipient [3, c. 159].

An echo-phrase is an expression that stands at the end of an advertising text message and repeats the title or main theme of the message; a phrase in the text that comments on and clarifies the slogan [3, c. 49].

Advertising text is classified according to its social purpose: commercial, social; functional purpose: prestigious, consumer; presentation method of advertising information: oral, written; presentation method of advertising material: descriptive, nominative, statistical; nature of content: argumentative, non-argumentative; the way the information is presented: dialogue, monologue; by subject matter: advertising text for clothes, cosmetics, food; by gender: male, female; by territory coverage: international, national, regional, etc. [2, c. 6].

The main layer of vocabulary in advertising texts consists of common words. Among the main lexical features of cosmetics internet advertising are: adjectives in the higher and highest degree of comparison, verbs, personal and possessive pronouns, and attributive conjunctions. Epithets (“*Vibrant colors*”, “*Dramatic, seductive and captivating. Your eyes speak volumes*”), metaphors (“*The butterfly effect*”, “*The winged eye*”), hyperboles (“*The gift of kings*”, “*It’s the next era in color care*”), comparisons (“*Like a shot of espresso for tired skin*”, “*Hair like silk, just smoother*”), antitheses (“*Less makeup. More coverage*”), anaphors (“*New hair. New you*”) and epiphors (“*Lift it. Boost it. Own it*”) and rhetorical questions (“*Doesn’t your skin deserve better care?*”) are also often used. Authors of texts distinguish parts of a single sentence as independent sentences by separating them with dots (parcelling). For example, “*One. With the power of Two*”, “*The skin of your dreams. Instantly. And for the future*”. Verbs (*buy, try, ask, see, feel, taste, watch, discover, do, let, look, etc*) are widely used in English, while adjectives or adverbs are widely used in Ukrainian. The main non-verbal components of advertising texts include kinemes (image, font, colour, text placement on the page plane, background colour).

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