

Stylistic Analysis of Contemporary Russian Advertisement

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ABSTRACT

The paper explores the stylistic features of a contemporary Russian advertisement. Definition, classification and short historical development of a Russian advertisement are considered as well as a structure of the advertisement text and the function of slogan.

It can be argued that advertisement has its own place in functional style systems. Different frequency of functions of language (by Jakobson) form a specific communication with consumers. The analysis includes different levels of language, i.e. phonological, graphological, morphological, lexical and syntactic level, for ex., use of proverbs, neologisms or idioms on a lexical level or use of pronouns and adverbs on the morphological level.

Rhetorical figures are used very often, which makes advertisement persuasive, impressive and effective. Paper also explores their use and use of war metaphors.

The analysis is based on different types of advertisement in Russian magazines. It can be argued that the contemporary Russian advertisement has a complex linguistic and stylistic structure.