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**COMPARATIVE ANALYSIS OF THE UKRAINIAN  
AND ENGLISH ADVERTISEMENT TEXTS**

**ПОРІВНЯЛЬНИЙ АНАЛІЗ ТЕКСТІВ УКРАЇНОМОВНОЇ  
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Modern mass media space is difficult to imagine without the use of advertisement texts. TV and radio programmes, shop signboards, big-boards, stands of newspaper and magazine kiosks, internet-editions and social networks are full of announcements of advertising character.

Nowadays the main tasks of the advertisement are increasing the demand and spreading a peculiar product or service among customers with the help of the use of particular lexical-semantic structures that perform informing and impact on the recipient in the form of successfully created advertisement texts.

The research of language and speech advertisement design is in the centre of attention of Ukrainian and foreign scholars (O. Areshenkova, L. Bilokonenko, Yu. Bulyk, O. Zelinska, V. Zirka, N. Kovalenko, L. Koniukhova, W. Budzyński, J. Lapšanska, M. Spsychalska, J. Surmanek and others).

Multi-aspect nature of the advertisement research complicates terminological formulation of this linguistic phenomenon. For example, Yu. Bulyk qualifies the advertisement text to be a verbalized advertisement component which transmits positive information about advertisement object with the help of mass media and therefore forms addressee and sender's modality [4, c. 5]. V. Zirka defines the advertisement text to be functionally organized by extralingual and lingual signs of the message that is concentrated on the situation of advertisement communication in order to create favourable and pragmatic models of social behaviour [5, c. 209]. O. Areshenkova gives such a definition of the advertisement: «a peculiar kind of mass communication that is oriented mostly on persuasion, impact or pressure to choose (to buy) the advertisement object» [1, c. 39–40].

However, the most linguists note that any advertisement text supposes the realization of communicative and pragmatic functions. As advertisement announcements function in the mass communication sphere and are aimed at informing and impact on customers and due to their content, they must be concrete, pragmatic, persuasive, clear and concise.

The main task of advertisement is the change of a potential customer's attitudes and behaviour that is realized through suggestive impact on being presented in advertisement texts in the form of request, persuasion, proof, argumentation, order and etc. [1, c. 49].

O. Areshenkova notes that in advertisement texts addressing to a customer supposes not only impact and informing but mostly persuasion and motivation to special activities peculiarly to buy or use some goods and services. The researcher makes an accent on such a fact that addressing can be defined in the form of motivating constructions, interrogative sentences, key words use etc. in advertisement announcements.

Analyzing illustrations of Ukrainian language examples, she points out that the most part is constituted by the examples of incentive one-member defined person sentences in which motivation is defined by imperative verbs of different semantic groups. Moreover, Ukrainian advertisement texts are structurally presented in sentences where addressing is realized through the verbs in second-person singular and plural in present and future tenses (*спілкуйся, приєднуйся, дізнайся, знайомтеся, купуйте, відчуйте, зробіть*, etc.). Such constructions are usually spread by applications and conditions that call an advertised object or the place of its sale (*Приєднуйся*

до команди кращої торговельної мережі електроніки та побутової техніки «Фокстрот»; *Jacobs Monarch* «По-віденськи». Відчуйте незрівняний Аромоксамит у віденському стилі!). Not less impact on a recipient is made by simple one- and two-member verbal defined person interrogative sentences (*Купуєш смартфон?; Дбаєш про здоров'я?; Як ми робимо соки Galicia?*) which encourage creating of remote contact with a customer and make an effect of stating the dialogue with a potential customer [1, с. 75 – 83; 94 – 101].

As opposed to Ukrainian language advertisement the English language examples are characterized with greater dynamics due to the wide use of verbs in present tense in active voice. English language advertisement texts differ in their simplicity and conciseness as advertisers tend to create a brief, clear announcement that is easy to percept and memorize. English advertisement vocabulary keeps its expression functionally and stylistically and therefore it is left in potential customer's memory. S. Kolomiets and A. Deineka note that lexical level means give a wide scale of expressive colouring and presence of connotative meaning is reflected in its word pragmatic function [6].

Syntactically English language advertisement texts as their Ukrainian equivalents are presented by one-member defined person imperative or motivating sentences: *Join our Adiclub and get 15% off* [1]; *Apple – Mix. Match. Magsafe* [2]; *Nike – Bring cheer to your inbox* [7]; *Toyota – Make every drive count* [8]; *L'Oreal – Create the beauty that moves the world* [3]; *McDonald's – Order anytime anywhere* [6]; *Microsoft – Power your dreams* [5]. The examples presented by two-member defined person constructions are more rarely used: *Visa – We are transforming iconic goals into digital art* [9]; *MasterCard – Like you have never experienced us before* [4].

As opposed to Ukrainian language advertisement the use of interrogative sentences as a way to attract attention and to establish a dialogue with a potential customer is hardly used, instead the analyzed material shows the use of key words in the English advertisement that call either a product or trade mark therefore that coincides with Ukrainian language illustrations.

In conclusion, communicative and pragmatic function of advertisement is carried out through using suggestive principles of text construction that is presented in the form of brief, laconic, easy to memorize announcements which appeal to the customer. The basic ways of direct advertisement impact in English and Ukrainian discourses is the use of simple defined person motivating sentences which contain key words connected with the titles of goods of trade companies. Further scientific research is seen in statistical an comparative analysis of the use of verb set presented in English and Ukrainian advertisement texts.

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