

The graphic level techniques of the language game in advertising texts include various types of pseudo-articulation of words, font and color selections; intentional violation of word spelling; abbreviation. This technique is noted as the most effective one due to its brightness and noticeability. Consider the example of an advertising slogan of “Polo Jeans/Ralph Lauren” with abbreviation technique: *G.I.V.E. Get Involved. Volunteer. Exceed* [7]. In this example, the verb *to give* contributes to build a certain advertising image of the brand and forces people to react to the advertisement faster.

Conclusion. The language of advertising texts as a whole has a huge range of various means and techniques for expressing the idea and message of advertising itself. At the same time, advertising texts are characterized by huge variety of lexical, stylistic, syntactical, phonological and graphical means, the main purpose of which is to achieve the greatest impact on the recipient and to attract their attention to the product with the help of language games.

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UDK 811.11

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COMPULSION EXPRESSION MEANS IN ENGLISH PHRASEOLOGICAL UNITS

Introduction. In linguistics the issue of studying phraseology is always relevant since each generation recognizes the universality of phraseological units and finds new facets of meaning in them. Proverbs combine in their structure the signs of units of different language levels and are represented by sentences of all communicative types. At the same time scientists remark the lack of knowledge of phraseological units as means of will verbal representation [1], as well as ways of transmitting compulsion, especially if it is transmitted indirectly. This issue is in the center of our scientific interest.

Main part. During our study 2.300 English proverbs were analyzed and only 170 were found with compulsion semantics.

The proverbs were selected from lexicographic sources by a solid sampling method. We refer to the class of English proverbs of compulsion semantics as a group of one-part/two-part sentences expressing the direct meaning, direct with reverse meaning, indirect or hidden compulsion aimed at direct will expression, the result of which is the commission/imperfection by the addressee of causal actions expressed by various lexical and grammatical means.

It is generally recognized that all the moods of the verb and both voices participate in the expression of compulsion. Depending on the leading means of compulsion expression — the structure of the communicative-pragmatic form of compulsion itself or a certain linguistic unit included in it — the whole set of means is divided into morphological, syntactic and lexical means. At the morphological level the meaning of will expression is most often conveyed by the verb in the imperative mood. We have identified 89 such proverbs, for example: “*Eat, drink and be merry for tomorrow you die.*”; “*Don’t put all your eggs in one basket*”; “*Make hay while the sun shines.*” This fact proves that imperative sentences express compulsion directly.

The construction “let + Infinitive” is used to convey compulsive semantics and it corresponds to a Russian imperative sentence with the particles «пусть», «пускай» and still has not unambiguous interpretation in terms of its status among the ways to express the meaning of compulsion in English. This construction involves performing an action expressed by the infinitive of a notional verb. In the “let + Infinitive” construction, the indirect appeal to the 3rd person through the 2nd [2, p. 88] is formally preserved but the obligatory metaphoricity of the subject of the 3rd person obscures it. As a result a compulsive meaning of the proverb is focused not on the impact on the 3rd person who must perform/not perform the action named by the infinitive but on the impact on the 2nd person to whom the proverb is actually addressed, for example: *Let bygones be bygones*, which also brings it closer to imperative forms.

These constructions somewhat differ in the degree of categoricity, but in the morphological form of predicate verbs they contain potencies that allow, on the one hand, “to express an order, demand, request, advice, etc.” directly and indirectly [3, p. 192]; on the other hand, they should be attributed to one functional-semantic imperative field of the English language, which is a “two-sided (content-formal) unity formed by grammatical (morphological and syntactic) means of this language together with lexical, lexico-grammatical and word-forming elements interacting with them, belonging to the same semantic zone” [4, p. 40], based on the implementation of a single communicative task of the utterance-proverb which makes the addressee to commit/imperfect some action.

Conclusion. The results of the analysis of practical material show that compulsion is objectified in

phraseological units by means that belong to different levels of a language system: morphological, syntactic and lexical. The fact of the multiplicity of ways and means of compulsion expressing in the English language proves the universality of the category of “motivation”. The study of phraseological units with modal verbs can complement the picture of the expression of the compulsion category in the phraseological layer of the English language. This is the prospective of continuing our research.

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