UDC 007:304:659.1+81’33

FORMATION OF FOREIGN LANGUAGES CONNOTATION IN THE ADVERTISING TEXTS ASAN EFFECTIVE MANIPULATIVE METHOD

O. P. Mykhaylovych

*Ukrainian Academy of Printing,  
19, Pidholosko St., Lviv, 79020, Ukraine  
ola\_lviv@yahoo.com*

**Research methodology.** The methodological base of research is general and special scientific methods. To identify the degree of the elaboration of the problem has been used archive method; has been used; to study the peculiarities of trans-formation of terminological units in advertising texts were applied methods of observation and description; analysis, synthesis, comparison and typologization were used to identify tendencies in modern advertising market on the basis of empirical material; inductive method was an important for generalization and systematization; during the study an experimental method of linguistic interviews also was used aimed at identifying direct knowledge of the value of terms in advertising message.

**Results.** The article describes the method, based on the enlargement of stylistic possibilities of advertising texts. Its essence is to use the terminology vocabulary to form connotations in foreign languages. Using foreign language terminology in advertising text (especially in Latin transcription) has great manipulative potential. Connotations in foreign languages as a method should be used to provide the text of modern scientific and/or technological «sound», to emphasize the «foreign origin» of the advertised product that contributes to the image of the product as more prestigious.

**Novelty.** On the basis of analysis of modern advertising texts on the Internet, on television and in the print media, first time was proposed to use the connotations in foreign languages to improve the effectiveness of advertising texts.

**The practical significance** of the research results is the possibility of their use in the development of modern advertising concept and copywriting to improve the effectiveness and impact of advertising product. Facts and conclusions of the article can be used in the training courses on the Advertising and Public Relations.