и фразеологизм, а из стилистических фигур – анафора, анафорический повтор и риторический вопрос. Во время выступления ораторов в их речи не было замечено грубых нарушений, что говорит о прекрасном владении языком и знании риторики выступающими.

Public speech is traditionally the main subject of rhetoric. Modern public speech is much different from classical one in both rhetorical and linguistic aspects, but it is still socially important and abounds in stylistic means of attracting and holding the audience's attention.

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PECULIARITIES OF PUNS IN AMERICAN AND BRITISH ADVERTISEMENTS

Представлены результаты исследования механизмов языковой игры в рекламных текстах США и Великобритании: классификация приемов языковой игры в рекламе, результаты проведенного опроса, а также примеры использования фонетических приемов в слоганах, опубликованных в Интернете.

Since advertising is all around us, we don't often pause to think about its nature as a form of discourse, as a system of language use whereby, on a daily basis, huge numbers of readers have fleeting 'conversations' with the writers of countless texts [1, p. 8].

In recent years, linguists have become increasingly interested in the language of advertising because they want to know how various linguistic means are used to grab the attention of potential customers. Copywriters have always deliberately exploited rhetorical figures to make their products stand out from other goods and services. American and British advertisements employ various wordplay devices in order to capture the attention of potential customers. Besides, wordplay allows advertisers to communicate with their audience on a number of levels – from phonological to semantic.

The objective of the research is to single out and classify wordplay devices in American and British slogans published on the Internet, and analyse their impact on recipients.

All in all, 87 slogans which contain wordplay have been analysed. So, all the wordplay devices can be classified into several types:
– phonological devices (rhyme, rhythm, alliteration and assonance),
– graphic devices (colour, type; graphic expression of acronyms and initialisms),
– formation of new words and phrases (compounding, affixation, shortening, blending and conversion),

– syntactic devices (parallelism, anaphora, epiphora, antimetabole, ellipsis and incomplete sentences),

– semantic devices (personification, simile, hyperbole, metaphor, metonymy and antithesis).

100 students of 1st–5th years (aged 17–23) of the School of International Business Communication (the Belarus State Economic University) have been surveyed by means of a questionnaire in order to find out which slogans appeal to them most. The point worth noting is that the questionnaire contained no brand names as they may alter the perception of advertisements. The research findings show that the majority of respondents have chosen the slogans containing alliteration. Therefore, phonological devices proved to be the most effective way of creating a slogan.

Examples of phonological devices are as follows:

– rhyme: *"Love this skin you are in"* ('skin – in'), *"Stop seeing broken hair everywhere"* ('hair – everywhere'),

– rhythm: *"Live your life, love your home"*, *"Flatter your figure with Dietrim"*,

– alliteration: *"Performance. Prestige. Passion for Innovation"* (alliteration of /p/), *"Perfect Pictures Posted Pronto"* (alliteration of /p/), *"Clear Picture, Clean Sound"* (alliteration of /kl/), *"We want you to be the best in your business"* (alliteration of /b/),

– assonance: *"Men will melt"* (assonance of /e/), *"Meet the king of prints"* (assonance of /ɪ/), *"Make the paper work better"* (assonance of /eɪ/), *"Twice the lashes for eyes that smile"* (assonance of /aɪ/).

Newness of the research is that for the first time the impact of wordplay devices on recipients (students of the School of International Business Communication) has become the object of the research.

Area of practical application: the research materials can be used in the marketing sphere by showing the most effectively used devices in advertising texts, and in the English language teaching. The research findings can also be used by copywriters to improve the quality of advertising texts.

REFERENCES

1. *Goddard, A.* The Language of Advertising. Written texts / A. Goddard. – London : Routledge, 1998. – 134 p.

The article deals with the wordplay devices used in American and British advertising texts published on the Internet. The research findings show that phonological devices are the most effective way of creating a slogan as slogans containing alliteration appeal to the respondents most.