

SOCIAL INTERNET ADVERTISING IN THE FORMAT OF CREOLIZED TEXT

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In modern society, advertisements have a basic communicative function, convey important information, and influence people's worldview. The amount of visual information in our lives has been increasing, that results in growing role of creolized advertising texts. Creolized text is a combination of verbal and nonverbal signs that create a complex text. The form of such a text corresponds to the needs of society. This article is concerned with environmental and moral and ethical social Internet advertising in the aspect of structural and thematic analysis. The research material was the texts of social Internet advertising with a total volume of 102 units selected from the electronic resources of the Internet. The material was the texts of social Internet advertising, taken from several information groups: "I love the Russian language", "Typical creative", "Welcome to Earth", "Rest on high: all about interesting travel!", the website "ZooCare - help homeless animals in Khakassia", etc. However, due to the fact that information content in the world wide web can change the location from one information resource to others, these texts can be found on other sites. Method of continuous sampling by collecting factual material, a comparative method of qualitative and quantitative data analysis were used as research methods. The theoretical and practical significance of the study can be determined by its contribution to the development of pragmalinguistics, affecting the issues of linguistic and visual impact on the recipient, the theory of Internet communication. The results obtained can be used by developing courses of lectures on pragmalinguistics, the theory of Internet communication. The materials and results of the research can be applied by interested persons or institutions in organizing campaigns to protect the environment, promote humane treatment of animals in the format of Internet communication.

Keywords and phrases: social advertising, creolized text, anti-commercial advertising, Internet advertising, verbal and non-verbal component.

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