

СЛОГАН ДЛЯ РЕКЛАМЫ СМИ (ГАЗЕТЫ)

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ADVERTISING SLOGAN IN MASS MEDIA

ABSTRACT *One of the components of the language of advertisements is its slogan. Attention catching phrases appear in an advertising slogan in order to attract the advertised product. An element that brings attention to itself is also known as an “invitation” element. This is a special method of print media: a collocation, phrase, word or its part. Sometimes the “invitation” element can stand for a company’s name. According to the degree of objectivity and the nature of information, we distinguish between informative and culturo-lingual slogans.*

KEY WORDS *slogan, mass media, precedent text, lingvoculturology, newspaper headline, daily press*

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