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(« »)

**CONCEPTUAL INTEGRATION
IN THE ENGLISH ADVERTISING DISCOURSE
(BY THE EXAMPLE OF THEATRE CONCEPT)**

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Abstract

At the end of the 20th century a linguistic science began to study the advertising discourse. But the unexplored field of the advertising texts is the implicit information hidden in them. The implicit information is an important part of an advertising text because it is impossible to imagine an advertising message in which the inner meaning would be conveyed explicitly, i.e. openly, without using subtext. The author of the article undertakes the linguistic study of advertising texts created by the conceptual integration method which helps to research the texts more profoundly. The practical basis of the research is the advertising texts semantically connected with the cultural concept "theatre". For the first time conceptual integration is considered in relation to advertising texts that are semantically related to the concept of "theater", which is the most important area of everyday English-language linguistic culture. The methodology of this study is based on cognitive and conceptual analysis revealed the implicit information of the concept "theatre" in advertising texts. The results of the research can be the basis for conceptual integration studying in linguoculturology. The study of the advertising texts concerning the theater as an element of the culture shows us the English-speaking worldview.

«Impossible Princess» («...»).

[...], 2019].

«...».

«...»

«...»

«...»

(...),

», «...» (...).

[...], 2014].

«...».

“International dance-pop princess Kylie Minogue lights up the stage with her chart-topping dance hits for a must-see performance at the Padang Stage” (Top Gear. 2016. August).

dance-pop, dance hit.

(...)

(Kylie Minogue), dance-pop princess.

(blending),

«Impossible Princess» («...»).

: dance-pop + dance-pop princess,

(dance + pop).

lights up the stage,

«...», «...», «...».

stage per-

formance,

Padang Stage (

).

“The National Theatre, located in the Illinois town’s Uptown business district, is a restored Art Deco gem that opened in 1937. A ticket there costs \$6. The average price for a movie in the U.S. is 7.95, according to Box Office Mojo. In New York and Los Angeles, a night at the movies can cost \$12per seat” (“**Bloomberg BusinessWeek**”. 2011. 2 Jan).

- National

Theatre.

« »,

Art Deco gem.

Art Deco () -

1930-gem

« ».

« ».

« » (

“Performance that moves you. Beauty that stops you in your tracks” (“**GQ**”. 2016. May).

().

beauty.

« » (performance).

performance.

“Skechers Performance

He represents you.

He represents us.

He represents greatness”

(“**Runner’s World**”. 2016. September).

Skechers -

performance.

Skechers.

«*Skechers* - ».

“*Turn a starry night into a sleepy night with a blackout blind designed for children rooms. Even the most epic battles must come to an end and when they do, our heroes need quality rest. Fresh air and a darken room let little Jedwi knights drift off quickly and continue their adventures in a galaxy far, far away*” (House Beautiful. 2016. May).

Starry night -

(*heroes need quality rest*)

starry night

sleepy night -

(*adventures in a galaxy far away*).

“*At Columbia University School of the Arts you can earn your MFA in Theatre in any of six concentrations.*

You'll practice your craft in the theatre capital of the world.

You'll learn from industry luminaries who are professional playwrights, directors, casting directors, and producers. They are winners of Tonys®, Obies® and Pulitzer prizes. They are master teachers” (“*American Theatre*” 2018. May-June).

theatre.

School of the Arts),

MFA).

- playwright, casting director, producer.

(*Columbia University
Master of Fine Arts (*

Tony Award (Tonys®) Obie Award (Obies®),

« ».

“THEATRE A TWO-YEAR MFA PROGRAM THAT KNOWS NO BOUNDARIES”.
MFA,

“Working with a faculty of active industry professionals, you’ll be immersed in a rich theatrical environment. Multidisciplinary studies in acting, design, playwriting, puppetry, and a wide variety of internships in New York City” (“American Theatre. 2016. September).

acting, design, playwriting, puppetry

internship

“Among the top 20 theatre programs in the country” -

theatrical environment.

“BRIGHT LIGHTS

Far from the big city, UNC School of the Arts is lit from within - a beacon inspiring bright young artists to find their voice, hone their craft, and unlock their potential. With unparalleled opportunities to create dazzling performances and productions, our students love what they do - and will do what they love ” (“American Theatre”. 2016. November).

(“Bright lights”),

« » (a beacon),

(“UNC School of the Arts is lit from within ”).

to find one’s voice to hone one’s craft.

dazzling performances and productions).
« » (to create

().

: “Ready to take on your next stage?”.

next stage

“At the University of South Carolina we know that the future of the theatre arts begins with you ”.

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