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Comparative research of the semantics of international tourism terminology units seems to be a relevant direction in modern science. The terminology of international advertising is of scientific interest from the point of view of its structure, formation, variability and variations in use.

The object of the research is the linguistic units of international advertising, functioning in the texts of slogans. The subject of the research is the lexical and semantic features of the formation of the terminology of international advertising in English and Russian.

The research material of this article is the terminological units that are used in the slogans of widely known international commercials. The purpose of this article is to study the terminology of marketing and travel advertising, often used in Russian.

The goal put forward the following tasks:

- characterize tourism advertising as a component of the globalization of modern society;
- determine the main lexical innovations of the marketing sphere, borrowed into the Russian language;
- to conduct a comparative analysis of the translation of lexical units in the field of tourism advertising (including abbreviations in the field of marketing);
- provide a list of the most successful advertising slogans.

The scientific novelty of this article lies in the fact that it examines the features of translation of the terminology of marketing and international advertising in the texts of slogans of popular advertising videos. We [Write Essays For Money](#) for you at any time just come and visit our website.