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DISCOURSE OF TV COMMERCIALS

Media advertising, which is designed to increase company profit and with the purpose of influencing specific consumers' needs, is creating an alternative society scene as its side effect. The content of a TV commercial is not only the linguistic discourse but also a subliminal message which addresses to viewers by way of subconscious images and sets off a strong urge to obtain the advertised product so as to be up to date and to become an active and appreciated society member, who is not too different from others. TV commercials are the most complex kind of ads, because they use both images and sounds and, what is most important, words, which are hovering between our Ego and subconscious. In order to be as strong and effective as they could be, they use specific words, style, figures of speech and discourse.

Key words: *commercial ad discourse, subliminal message, language style in ads, social context of ads*

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