

FASCINATIVE SPACE OF ENGLISH ADVERTISING COMMUNICATION

Koziarevych-Zozulia L. V.

*Candidate of Philological Sciences,
Senior Lecturer at Department of Foreign Languages and Translation,
Kyiv National Linguistic University*

The article investigates the notion "fascination" in the context of English advertising communication. Special attention is drawn to the discursive

characteristic features of fascination, its pragmatic potential. Discursive strategies and tactics of fascination are represented in the advertising discourse.