as concrete and abstract elements. This interpretation is based on the modern cognitive science and cognitive linguistics concept of the plethora of ways of seeing the world: different kinds of mental characterizations supplement each other, resulting in a complicated idea of different objects that relate to both external to a person and internal (psychic) reality.

According to Kim B. Serota, Oakland University, and in his scientific article Deceptive Marketing Outcomes: A Model for Marketing Communications, in May 2019, "Deceptive marketing outcomes model. The model shows four paths of messaging, truthful-deceptive judgments, and judgment outcomes" [5]. Most researchers of linguistic and communication studies agree on the deceptive nature of advertising dialogue, though some insist on the existence of "truthful" advertising and most of them agreed on divided communicative influence strategies in advertising into manipulative and non-manipulative.

**Material and methods.** Analysis, synthesis, induction, deduction.

**Findings and their discussion.** We discussed slogans used in advertising. This study was an attempt to comprehend the purpose of advertisements and identify the strengths and weaknesses of the advertising markets. Ads rely on memorable phrases and lyrical language. This stark contrast highlights the point we made above while also reflecting the customer's precise area of interest. The market must direct the sellers to advertise properly, we deduce from the foregoing. Our opinion is that we should place a strong emphasis on language usage.

**Conclusion.** Ads are no longer just a means of communication; they are now a commodity used to generate income. The effectiveness of advertisements has always been a crucial and contentious issue in the advertising world, and international businesses today must communicate with customers from various linguistic and cultural backgrounds in order to successfully sell their goods in various markets.

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# NEOLOGISMS: WORD-BUILDING MODELS

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Keywords: neologism, borrowing, abbreviation, affixation, word composition, semantic way.

The lexical stock of the language is enriched in various ways. During certain periods in state history development new borrowed words come to the language, which is a constant process. However, the main source of vocabulary replenishment is not borrowing, but the formation of new words based on the native language through the

use of various ways of word formation. Words and phrases created to denote new phenomena, objects or concepts are called neologisms.

The relevance of the work is due to the need to study new vocabulary as a means of reflecting the changes taking place in modern linguoculture under the influence of socially significant factors. In our study, we analyze neologisms that appeared in the era of the coronavirus pandemic.

The purpose of this work is to identify word-formation models of neologisms in the modern German language.

**Material and methods.** In this work, materials of a publicistic style based on the newspaper "Süddeutsche Zeitung", specialized literature on this topic were used. Methods of continuous sampling, analysis and linguistic description were are.

**Findings and their discussion.** The process of new words formation in modern German occurs in the following ways:

– borrowings (to a greater extent we are talking about Anglicisms);
– abbreviations;
– affixations;
–  word composition (composition);
– in a semantic way (as a result of rethinking the existing meaning of the word; language game).

1. The borrowed vocabulary, mostly from English, reflects the fact of the worldwide impact of the pandemic on the linguistic composition. Anglicisms enter the German language in the same way as before the pandemic, acquiring all the necessary characteristics (nouns: spelling with a capital letter, article). For example, der Shutdown / der Lockdown – substantive English verbs – became widely used precisely with the onset of the pandemic, entering the lexicon (it is not yet known for how long) from a special vocabulary. There are many Anglicisms with the same root/component (mostly Corona, Covid).

2. In the process of abbreviation, namely by shortening, truncating the base, such lexemes as AHA (AbstandHygiene-Alltagsmaske), Munaschu (Mund-Nase-Schutz) and Munamaske (Mund-Nase-Maske) appear in German.

3. With the help of affixes, new words such as sogopisiegep, Coronials, Covidiot, Covidiotin appear.

4. The most common way of lexical neologisms is a word composition with the basic component of Corona: Coronaleugner (der) (covid dissident, a person who denies the danger of contracting a new coronavirus infection); Coronaausbruch (der) (outbreak of coronavirus infection); Coronapandemie (die) (pandemic caused by coronavirus infection); Corona-Warn-App (die) (an application for establishing and interrupting the chain of contacts of people infected with coronavirus infection); Coronaauflage (die) (the duty of a public authority to introduce measures to contain the pandemic, caused by coronavirus infection); Coronabeschränkung/sogopaieipshrpkipd (die) (restrictive measures imposed by the state to curb the spread and suppression of COVID-19); Coronahilfe (die) (subsidy paid by the state to enterprises and entrepreneurs to mitigate the economic burden caused by COVID-19); Coronabidingungen (Pl. / only in many hours) (conditions, circumstances caused by COVID-19); Corona-Welle (die) (wave of morbidity caused by COVID-19); CoronaImpfung (die) (vaccination against COVID-19); Corona-Impfstoff (der) (vaccine against COVID-19); Corona-Krise (die) (crisis caused by COVID-19); Corona-Maßnahmenpaket (das) (package of measures taken in connection with COVID-19);

CoronaRegel(n) (die) (rule(s) introduced in connection with COVID-19); Corona-Durststrecke (die) (the period of time during which you have to put up with the measures and restrictions imposed due to COVID-19).

5. Attention is drawn to the fact that a number of words partially or completely modify their meaning, move from one sphere of use to another. We observe various kinds of semantic transformations, for example: das Homeschooling — has significantly expanded its meaning in the context of a pandemic; das Social Distancing is one of the Anglicisms that has changed its meaning (not social distance). The importance of maintaining distance has led to the emergence of such a neologism as die Distanzschlange. The term systemrelevant has changed the sphere of use, came to the service sector from the field of economics and finance.

**Conclusion.** The process of new words formation in modern German occurs in the following ways: borrowing, abbreviation, affixation, word composition, semantic way. We have come to the conclusion that a number of words partially or completely modify their meaning, move from one sphere of use to another. It should also be noted that Anglicisms enter the German language in the same way as before the pandemic, acquiring all the necessary characteristics (nouns: spelling with a capital letter, article).

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## THE PROBLEM OF AUTHORIAL CONSCIOUSNESS IN J.A. PULINOVICH'S PLAY "BEHIND THE LINE"

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Keywords: Russian modern drama, authorial consciousness, genre structure of drama, postmodernism, realism, contamination.

One of the key features of Russian drama of the late 20th and early 21st centuries is an active genre and stylistic dynamic and a high level of experimentalism. In this regard, in modern literary studies there is a need to introduce new research categories