

Annotation.

The authors of advertising texts are constantly looking for the most effective ways to attract the attention of the recipient. The use of precedent phenomena in advertising can increase its effectiveness. The thesis describes various types of advertising, as well as types of precedent phenomena and their functional and semantic specificity. The purpose of this study is to analyze the features of the use of precedent phenomena in Russian advertising and to identify different types of precedent phenomena used in advertising texts. In addition, an important part of the work is the database of advertising texts containing precedent phenomena.