## ADVERTISING: LANGUAGE AND MEANS OF PERSUASION

## Oana TATU<sup>1</sup>

**Abstract:** This paper highlights the gradually increasing importance that the vast phenomenon of advertising gains upon our world and, moreover, pinpoints the main linguistic strategies accounting for the strong social, economic, and psychologically persuasive impact of advertising on the audience - part of a more or less consumerist society.

Key words: advertising, persuasion, language, meaning.

<sup>&</sup>lt;sup>1</sup> Dept. of Foreign Languages and Literatures, *Transilvania* University of Braşov.