UDC (659.1:624):(008:81’27)

**ADVERTISEMENT AS AN EFFECTIVE FACTOR OF INFLUENCE   
ON THE SPEECH CULTURE OF THE CUSTOMER  
(on the example of advertising texts in the field of construction service)**

**O. V. Derpak**

*Lviv National Agrarian University,*

*1, Volodymyra Velykoho St., Dubliany, 80381, Ukraine*

*olena.derpak@gmail.com*

***Research Methodology.*** *The method of observation has been used in the work. Elements of the structural method, namely the method of descriptive analysis and some techniques of typological and contextual analysis have been applied for the effective research of speech errors in the advertising texts in the field of construction services.*

***Results.*** *The problem of effective speech influence of the advertising text on the culture of speech has been clarified. Different types of speech errors in advertising texts in the field of construction services as negative factors of influence on the speech consciousness of the potential consumer have been studied.*

***Novelty.*** *The types of speech errors in modern advertising texts in the field of construction services have been studied systematically for the first time in Ukrainian linguistics. Numerous examples of violations of orthographic, lexical, word building, grammatical, punctuation errors in the advertisement have been analyzed and presented. In this connection, the author comes to the conclusion that non-normative Ukrainian advertising texts fix traced surzhyk forms in the minds of the consumer. And if errors occur frequently, the user can perceive them as the norm.*

***Practical Significance.*** *The results of the work can facilitate the in-depth study of the problems of effective advertising text creating. In addition, the obtained results can be used in the practical courses in advertising and also in the study of advertising as a means of modern communication in the context of the disciplines “Ukrainian Language for Professional Purposes”, “Rhetoric and Modern Communications” etc.*