

Artículo de investigación

Genre-forming Signs of Advertisements Newspaper “Siberian Leaflet” XIX Century

ЖАНРООБРАЗУЮЩИЕ ПРИЗНАКИ РЕКЛАМЫ ГАЗЕТА "СИБИРСКАЯ ЛИСТОВКА" XIX ВЕКА

Formatos generales de publicidad del Periódico “Folleto Siberiano” Siglo XIX

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Abstract

The scientific article is devoted to the study of the genre-forming signs of advertisements of the newspaper “Siberian leaflet of the end of the XIX century.” In the process of studying the composition of newspaper informational announcements as an aggregate of the necessary constituent elements of an ad, we note that each of its details has a key role in determining the genre component of the ad text: indicating the date, time, place of event, addressee, description, description of the nature of the action. As a result of the linguistic analysis of advertising texts of the central Siberian newspaper, the specifics of Russian advertising at the turn of the centuries, its structure and main genre-forming signs were identified, thereby determining the place of Tobolsk advertising in the formation of the Russian literary language beyond the Urals.

Keywords: advertising texts, genre-forming signs, genre of informational announcements, regional historical stylistics.

Resumen

El artículo científico está dedicado al estudio de los signos genéricos de los anuncios del periódico “Folleto siberiano de finales del siglo XIX”. En el proceso de estudio de la composición de los anuncios informativos del periódico como un conjunto de los elementos constitutivos necesarios de un anuncio, observamos que cada uno de sus detalles tiene un papel clave en la determinación del componente de género del texto del anuncio: indica la fecha, la hora, el lugar del evento, el destinatario, la descripción, la descripción de la naturaleza de la acción. Como resultado del análisis lingüístico de los textos publicitarios del periódico central de Siberia, se identificaron los aspectos específicos de la publicidad rusa al final de los siglos, su estructura y los signos principales que forman el género, determinando así el lugar de la publicidad de Tobolsk en la formación de El lenguaje literario ruso más allá de los Urales.

Palabras claves: textos publicitarios, signos de formación de género, género de anuncios informativos, estilística histórica regional.

Аннотация

Научная статья посвящена изучению жанрообразующих признаков рекламы газеты “Сибирский листок в конце XIX века.” В процессе изучения состава газетных информационных объявлений как совокупности необходимых составляющих элементов объявления мы отмечаем, что каждая из его деталей играет ключевую роль в определении жанровой составляющей текста объявления: указание

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даты, времени, места события, адресата, адресата, описание характера действия. В результате лингвистического анализа рекламных текстов Центрально-Сибирской газеты была выявлена специфика русской рекламы на рубеже веков, ее структура и основные жанрообразующие признаки, что позволило определить место Тобольской рекламы в формировании русского литературного языка за Уралом.

Ключевые слова: рекламные тексты, жанрообразующие знаки, жанр информационных объявлений, региональная историческая стилистика.

Introduction

“Advertising is the engine of commerce” - such an association with this concept occurs in humans in our time. Meeting every day, a lot of advertising texts, we do not think about the origins and development of Russian advertising.

Primitive forms of advertising were before our era. In ancient Egypt, a papyrus was found with such information: “He hears well with both ears, sees with both eyes. I guarantee his moderation in food, honesty, humility” (Mironova, 2011).

19th century was the century of the emergence of numerous advertisements, the first free advertising newspapers. And it is this century that is central to the development of print advertising in our country. However, many of the forms that were developed in the advertising of the 19th century were actively used today subjected to the transformation of the digital community (Vyhrystyuk et al, 2017; Grushevskaya et al, 2018).

In the media, the main feature of the material “is its publicity, which is expressed in the fact that the transmitted content in the process of mass communication has become available to all members of society. The close connection of modern mass media with colloquial speech is due to their orientation towards the average recipient, which is widely spread in the independent press. The newspaper is the most widely read product” (Vyhrystyuk, 2014).

Newspaper advertising is a rapidly growing business area in which there are special laws and technologies. But a hundred years ago the same tricks were used in advertising as now. It is known that modern advertising, despite the sophistication of methods of influence, does not always cause a planned response from consumers - partly it lacks the simplicity, sincerity and truthfulness inherent in the ads published in the press in the second half of the 19th century (Lazareva, 2000).

Materials and methods

The research material consisted of 50 issues of the Siberian Leaflet newspaper of the end of the turn of the century (1890–1910), which are kept in the State Budgetary Labor Organization State Archive in Tobolsk.

The subject of the analysis was advertising texts extracted from the named source in the amount of 120 units.

The purpose of the study is to describe the genre and thematic features of advertisements based on one of the central newspapers of the Tobolsk province of the late XIX - early XX century “Siberian leaflet”.

New in the study consider the description of the formation of stable genre-forming signs of Russian advertising, taking into account the regional nature, significant is the influence of the cultural factor of Tobolsk residents of the named period on the structure of the newspaper advertising text.

The goal, the tasks set in this work, as well as the specifics of the object and subject of the study determined the use of methods and techniques that have become traditional in works on linguistic source.

The leading method used in describing observations of linguistic units at different levels of declarations in this work is the descriptive method, which includes observation of linguistic material, its systematization, generalization and interpretation (Karepova et al, 2015).

To establish common and individual features when comparing the structure of the texts of announcements and advertisements of different thematic organizations, the methods of the comparative method were used.

The collection of material aimed at the selection of a newspaper article as a unit of analysis was carried out by the method of continuous sampling.

In determining the nomenclature of ads and advertisements of the study period, a quantitative method was used.

When analyzing language material, linguistic sources and functional-stylistic approaches were integrated.

The study of the material was carried out using the following techniques: semantic interpretation techniques; component analysis; reception of quantitative accounting. The complex of the methods and techniques used made it possible to present the versatility and complexity of the object under study associated with different language representations.

The study is based on modern methodological principles of language learning: integrity (drawing on data from related humanities, primarily history and cultural studies), anthropocentricity (focusing on the linguistic-cultural aspect of the study), textocentricity (perception of ad texts as completed works of the speech-thinking process), communication functionality (consideration of genre and stylistic features motivated by pragmatic assignment). A special place is given to the principle of consistency and historicism, which predetermines the consideration of linguistic phenomena of past eras as natural stages in the development of the modern language.

Results and Discussion

In order to maintain commercial and industrial relations in the city of Tobolsk in the 19th century, a newspaper was needed that could inform about the opening of new stores, the range of goods, and new products in other cities. This publication was the newspaper "Siberian leaflet". The Siberian Leaflet Newspaper is a private Siberian newspaper whose main purpose is to consecrate the economic life of society by the general public. Published from 1890 to 1919 with a bi-weekly economic publication program. The founder of the newspaper and its first editor was the populist Alexander Syromyatnikov, later the chief editor was the teacher of history and geography of the Tobolsk gymnasium Ivan Lvov, and at the end of the century the bookseller Alexei Sukhanov.

The main information genre of the newspaper was an ad. They were placed on the first and second pages of the newspaper.

According to the definition given by A.A. Mironova, we consider the announcement to be

an informative speech genre, containing "a message, a notice about something, made public, posted somewhere for general information, with details: date, time, place, name of action, addressee, addressee; standardized non-expressive presentation of information in a neutral form" (Mironova, 2012).

Advertising genres are texts that are characterized by stable features depending on the communicative purpose, subject, image of the addressee and addresser, image of the time, features of the structure and language design. The communicative strategy of the text is determined by the type of language of the addressee. Depending on the author's intention in the advertising communication of newspaper editions of the XIX - early XX centuries (Karabulatova et al, 2017). Informational and analytical genres can be distinguished (Lazareva, 2000).

Thus, among the advertising genres of the Siberian Leaflet, we note two types of advertising texts: informational, to which we place an advertisement, abstract, advertising letter, and analytical, which include an advertising article and a review.

The purpose of informational genres is to transmit information, report a new product. Informational texts - these were mostly small texts, often reflecting one fact, one event. At the same time, they could have a standard design without the use of graphic fonts, frames, and a variety of text layout. Language means of evaluative vocabulary are also minimal. Less often, on the pages of the newspaper, there were detailed advertising messages in which several services could be offered (Vykhrystyuk et al, 2016).

The advertisement in the newspaper was made on the template. Its purpose is to induce the addressee to the necessary, from the advertiser's point of view, choice of goods or an act ultimately aimed at acquiring it: The "Alfa-Laval" separator, by its distribution, most of all proved to the great inventor that the service rendered to the people of all countries is invaluable. The famous separator can be purchased at the address for Siberia ... price ..." (Siberian leaflet, 1893).

Informational announcements are the most convenient form of notification for officials about public events: about hiring, about tenders, new services. The first official announcements contained lengthy addresses, sometimes with

significant explanations and additions. Genre ads in the XIX century represented by lingual-text variants with structural-thematic and functional features: certificate, notification, resolution, interrogation, etc., which confirms the syncretism of the genre. Taking into account the different approaches to the analysis of information genres, we will single out the following varieties: on the basis of the thematic indicator: announcement-inquiry, message, decree, notification; structural, or vector: reflecting the direction of communication (vertical and horizontal) and socio-linguistic (social and property status of participants of communication) signs.

Studying the composition of informational announcements placed in the newspaper "Siberian Leaflet" as a set of the necessary components of its elements, we note that each of these details has a key role in determining the genre features of the advertisement text (indicating the date, time, place of event, addressee, addressee, description of the nature of the action), therefore we consider it expedient to consider each of these components of the advertisement separately (Zelenskaya et al, 2018).

1. The use of dates in advertisements of the 19th century is not as frequent as we are used to seeing in ads in modern periodicals. In announcements about the opening of fairs, exhibitions, where the use of dates obviously, this does not happen. Dates are used mainly in subscription announcements for various publications: "Subscription is open, and for the time of the 1891 fair, the Irbit Fair Flyer" (twenty-seventh year of publication) was published by the Fair Committee following the example of previous years and the previous program. <...> The deadline for publication of the newspaper is from January 25 to March 1, daily, except on Sundays, on which special additions will be issued" (Siberian leaflet, 1890).

Also, the use of dates can be traced in the following messages: "In the banking office of Ya. P. Andreev in Tyumen on Sundays, from 11 am 8, 15, and 22 March of this year, AUCTIONS of overdue pledges of the loan fund were appointed, including over one hundred rubles № 17225, 38449, 38518, 44322, and 46176"; "At the club of clerks of the city of Tobolsk, the Buffet is rented for 1914. Applications are

accepted until December 1, 1913. Council of Senior Officers" (Siberian leaflet, 1893).

2. The use of time limits in advertisements of the newspaper "Sibirskiy Listok" is connected, for the most part, with reception by various specialists ("Doctor MP Tambovsky. Internal, children's and female diseases. Reception from 9 to 10 am in the morning and from 5 to 7 pm. B. Pyatnitskaya D. Bronnikova, outhouse to the courtyard (next to the post office) "or with the working hours of public institutions ("To Tobolsk Gubernskaya Veterinary Bacteriological Laboratory in the village of Dementieva, at the Veterinary Department, needed for the production of home rats (hamsters) live, unguarded. The delivered rat will be paid on a cop 20. Accepted in the laboratory from 11 to 3 hours daily") (Siberian leaflet, 1891).

There are frequent cases when the time is determined by various individuals, apparently due to the special employment of these individuals: "A rifle of the garden type is sold under the brand "Excelsior", with accessories, as well as a hunting library, Tulyatskaya ul. Makarova, from 4 to 6 hours"; "I give dance lessons and gymnastics. Reception from 4 to 5. B. - Pyatnitskaya, D. Mazurina, apt. Svishnyakov"; "A grand piano, a desk, an ottoman, a coffee shop, a wardrobe, a gramophone, card tables, flowers (araucaria, a palm tree, etc.) and other household things are sold in a hurry. You can see from 10 to 2 and from 5 to 8 am B. Arkhangelskaya Street, the village of Mazurin, the apartment of the Angry" (Siberian leaflet, 1905).

3. Despite the fact that the geography of a newspaper subscription is quite extensive (Tyumen, Omsk, Tomsk, Irkutsk, Yekaterinburg, Minusinsk, Moscow), the place of action in advertisements is determined by the city of Tobolsk and its surrounding neighborhoods. Other localities specified in the ad text are the cities of the located warehouses, places where you can still buy goods and their initial production, in fact, of the cities from which the products are distributed.

The main feature of determining the place in the advertisements of the newspaper "Siberian Leaflet" is their in-depth concretization. Often,

the indication of a place is not limited to the name of the settlement, street, house, it is also supported by more partial details. So, for example: "In Tobolsk, under the magistrate, where the city bank, in the shop E.N. Karamysheva cheaply sold in different colors of cashmere and goose fabric of kommece paints and fashionable patterns. Received from Moscow and Irbit fair new product. I will sell at moderate prices. Selling without asking"; "For sale is a two-storey house with an outbuilding, nice new buildings and a small garden. The house is located along the Arkhangelsk River, near the Kachalovago Bridge, and belongs to "Inozemets"; "T. Khatskelevich Chemical Laundry has been transferred from Tulatskaya y. from Tile on the post of the village of Ya. A. Yershov main entrance, between the house Ussakovskoy and apartment doctor Afonskago, as reported gg. Dear customers. And then the rooms are rented" (Siberian leaflet, 1905).

Sometimes in the ads there is a listing of all the places where the trade in the represented products goes, which again indicates the breadth of the geography of the investigated ads. Typical examples: "Trade in stone products E.A. Kochnev in Yekaterinburg. There is a large selection of Ural colored stones, cabinet things, and there are also gold and silver things, different mosaics and different things for gifts. Prices are very reasonable. At fairs: Nizhegorodskaya - the main house number 4; Irbitskaya - Passage number 15; in Kazan - on Bulak" (Siberian leaflet, 1893).

"Herring Sosvinsky salted and smoked AM Sibiryakova. Sold in Moscow, Nizhny, Kazan, Perm, Yekaterinburg, Tyumen from I.E. Kotovshchikov, Tobolsk from Shuksta, Omsk from V.A. Platunova, Tomsk, A.G. Small and in all colonial stores, in Krasnoyarsk at OG Cherepanov, in Irkutsk, M.I. Kurnosova. With the requirement of significant parties to apply in Tobolsk to Z.I. Bazhenov" (Siberian leaflet, 1893).

4. Specifying the addressee in ads is the rule rather than the exception. Judging by the use of addressees in the newspaper "Siberian sheet" can be accurately concluded: it is a newspaper of regional scale. It seems that all the people used as addressees, people known for these places, and to find them is not difficult. The announcements often use the names of famous merchants of the time A.A. Syromyatnikova, O.I. Bakakin, E.N.

Karamysheva, T.S. Aytmukhametova, N.A. Elizarov, as well as doctors M.P. Tambovsky, S.A. Topolnitsky, A. Vnuchinskaya-Rastorgueva. An indication was sent to public awareness of the name of the addressee and often his address: "The black punter, the chest and the ends of a white paw, nicknamed "Niger", escaped. Immediately ask to deliver to the village. Yankelevich. Zakharov; "I am looking for a companion to Tyumen on the mountain, the village of Mashanova, Trukhin"; "I need a girl to go to children for the summer. Address. Kuznechnaya street, d. 4, kv. Samoylovich (Siberian leaflet, 1906).

Often the absence of an address in the text of ads is considered. This is mainly due to the sale of certain goods from private individuals: "Green hay is for sale. You can see on the mountain, near the Museum, the house of Romanov"; "A good piano about an overseas factory is for sale or for hire. Kuznechnaya Street d. No. 7" (Siberian leaflet, 1893).

"Sale of four spring leaflets for sale in the village of Vorotynskys"; "I wish to hire a piano. Address: B.-Mokraya d.Zagvazdina below" (Siberian leaflet, 1893).

5. The text of advertisements directly indicates the addressee, however, by the nature of the ad, you can immediately guess who this or that ad is addressed to. In most cases, given the target audience of the newspaper, you can immediately assume that the recipient are middle-class people. This is also indicated by the frequently used phrases "moderate prices", "prices out of competition", "inexpensive", which are used in announcements about the opening of fairs, sales, and the sale of goods in various stores in the city.

However, let us pay attention to the announcements in which the appeal to the addressee is clearly visible: "To the attention of the deaf. Thanks to the artificial eardrum made by the Nicholson Institute, the rich lady, who was cured of deafness and tinnitus, sent 25,000 francs to the aforementioned Institute in order to give all unimportant deaf persons the opportunity to acquire said eardrums for nothing. Handle the requirements at the following address: Institut, Nicholson. "Logenett". Gunnersburg, Londres, W" (Siberian leaflet, 1893). It should be noted

that in these advertisements the indication of the addressee is a necessity.

Concretization in these cases helps readers to better navigate among the abundance of information, and to addressees to the right addressees.

6. The name of the action - the necessary requisite ads. Otherwise, the reader simply finds it difficult to understand the purpose of the announcement. This prop is entirely connected with the target setting of the addressee, in other words, what the addresser wants to convey to the reader, then, in fact, is the name of the action.
 - According to the ads we study, we can identify the main actions targeted by the addressees:
 - First, it is a sale: "A house with a debt transfer is for sale. The Zinger foot sewing machine is also sold there. Kuznechnaya Street, № 27";
 - Secondly, it is the demand for employers in working people, or the search for jobs for these same people: "We need a girl to go to children for the summer. Address. Kuznechnaya street, d № 4, kv. Samoylovich" (Siberian leaflet, 1893);
 - Thirdly, "Renting a house with commercial premises is inexpensive. M. Petropavlovskaya, № 10";
 - Fourthly, this is the performance of various types of services: "In the workshops of the house of industriousness, the repair of winter crews is accepted".

Having studied the composition of newspaper informational announcements as a combination of the necessary components of its elements, we note that each of these details has a key role in determining the genre features of the text of an advertisement (indicating the date, time, place of event, addressee, addresser, description of the nature of the action), therefore we consider The article discusses each of these components of an ad separately (Khachmafova et al, 2017).

As a result of the linguistic analysis of advertising texts of the central Siberian newspaper, the specifics of Russian advertising at the turn of the centuries, its structure and main genre-forming signs were identified, thereby determining the place of Tobolsk advertising in the formation of the Russian literary language beyond the Urals.

The field of application of the research results is determined by the possibility of using them in further studying the history of national journalism, while reading special courses related to the problems of linguistic study of local lore, source study, historical stylistics.

The study of regional written sources of the past is of great importance for the study of processes in the field of the formation of the genre-stylistic system of the Russian literary language.

Summing up and tog, let's say that the use of details is widely represented in the texts of ads (Grushevskaya et al, 2017). Their use is wider than in modern ads, and has specific features, mainly related to the frequency of use of details, their stylistic features, caused by the non-expressive presentation of information.

Scientists believe that the print ads of the late 19th - early 20th centuries demonstrate the dynamics in the formation of the stencil of the content and syntactic structure of the text sources. Not an exception and information genres of the newspaper "Siberian leaflet".

With the development of print advertising, the appearance of time and space distance, the exact parameters of place and time become a condition for the effectiveness of the advertising message. In the advertising texts of different genres mandatory since the 18th century there was a documentary indication of the temporal and spatial orientation for the addressee relative to the addressee.

The main feature of ads is non-expressive presentation of information in a neutral form, in the absence of such stylistic principles inherent in advertisements as originality and expressiveness, and the prevalence of others, such as brevity, concreteness and accuracy, consistency, simplicity and intelligibility.

The information in the ads is devoid of any emotional coloring, it is not inherent in the use of tropes and other means of expression. By virtue of this, it should be noted that the texts of the announcements are made very succinctly, clichéd, using as little information as possible.

Note that in ads, according to their stylistic form, the use of verbs is characteristic. However, the predominant use of verbs in declarations cannot be described as a consumer's call to action, and to a greater extent, verbs express the action of the addresser relative to the addressee; they are not

of a draft character. These are, for example, verbs, similarities “I sell”, “seek”, “entered”, “need”, “rehearse”, “received”, etc.

By the end of the XIX century, there is a genre stratification of advertising discourse. An ordinary dry ad grows to a full-blown ad. It becomes more informative, supplemented by informational, emotionally expressive, and pragmatic details, and later it turns into a specialist consultation, often signed by a well-known person. Specialist consultation had a slightly different direction: she emphasized not only the need for a product or service, but also the vital need for them to a certain category of consumer. In the event that the emphasis is not so much on the emotional as on the rational component of consciousness, the advertisement was expanded by listing the available goods or services. So it appeared in the print advertising of the XIX century catalog genre: “Productivity according to the catalog of the company 50 buckets of milk per hour; the separator stops only after 45 minutes, which confirms the ease of its movement ...” (Vykhristyuk et al, 2016).

Thus, newspaper advertising in the 19th century identified itself as a rapidly growing business area. Then, more than a hundred years ago, it was already created according to certain language rules, special laws and technologies. Analysis of the advertising texts of the newspaper “Siberian leaflet” showed that the creation of Russian advertising of past centuries used the same methods as now, which contributed to the achievement of the main goal - to cause a planned response from consumers.

Conclusion

Thus, the main genre-forming signs of information and advertisements of the newspaper “Siberian Leaflet” of the late 19th - early 20th centuries are: 1) the subject and the communicative purpose of the announcements; 2) addressee and addressee of announcements; 3) time and place in the announcement; 4) limitations or variability of the volume; 5) modality as a semantic attribute of ads: dominance in the text of informative or influential functions; 6) the use of language means of different functional styles; 7) graphic design of texts of advertisements and announcements.

The texts of the advertisements of the newspaper “Siberian Leaflet” of the turn of the century are directly dependent on the readership. They have a wide range of topics and are very informative, since they are designed for the general reader. In

Tobolsk advertising has its own discourse, which was formed in the process of its emergence and formation; Advertising discourse offers goods and services, puts them in a specific social context, translates them into the sphere of values, forming the necessary image.

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