

This work is devoted to the Russian language advertising, which examines in an independent system. Its aims are analyzing the text of Russian advertising in terms of its information and formal structure. It focuses on specific aesthetic qualities of language, which the text uses. Work is further focused on the categorization of neologisms and neologisation of the Russian advertising. Next focus is on loanwords from the English language. Used research methods are descriptive and comparative. The outcome of this work is the systematization of information and the formal structure in the advertising text, we have also been shown to frequent infiltration of artistic means in the language of advertising and its active neologisation. Work can be used as a suitable basis for specifics in Russian advertising texts or a different language studies, possibly for development of marketing strategies and marketing research.