

The Translation of Advertising Texts

*A Study of English-Language Printed Advertisements and their
Translations in Russian*

Volume 2

Bibliography
Plates
Appendices

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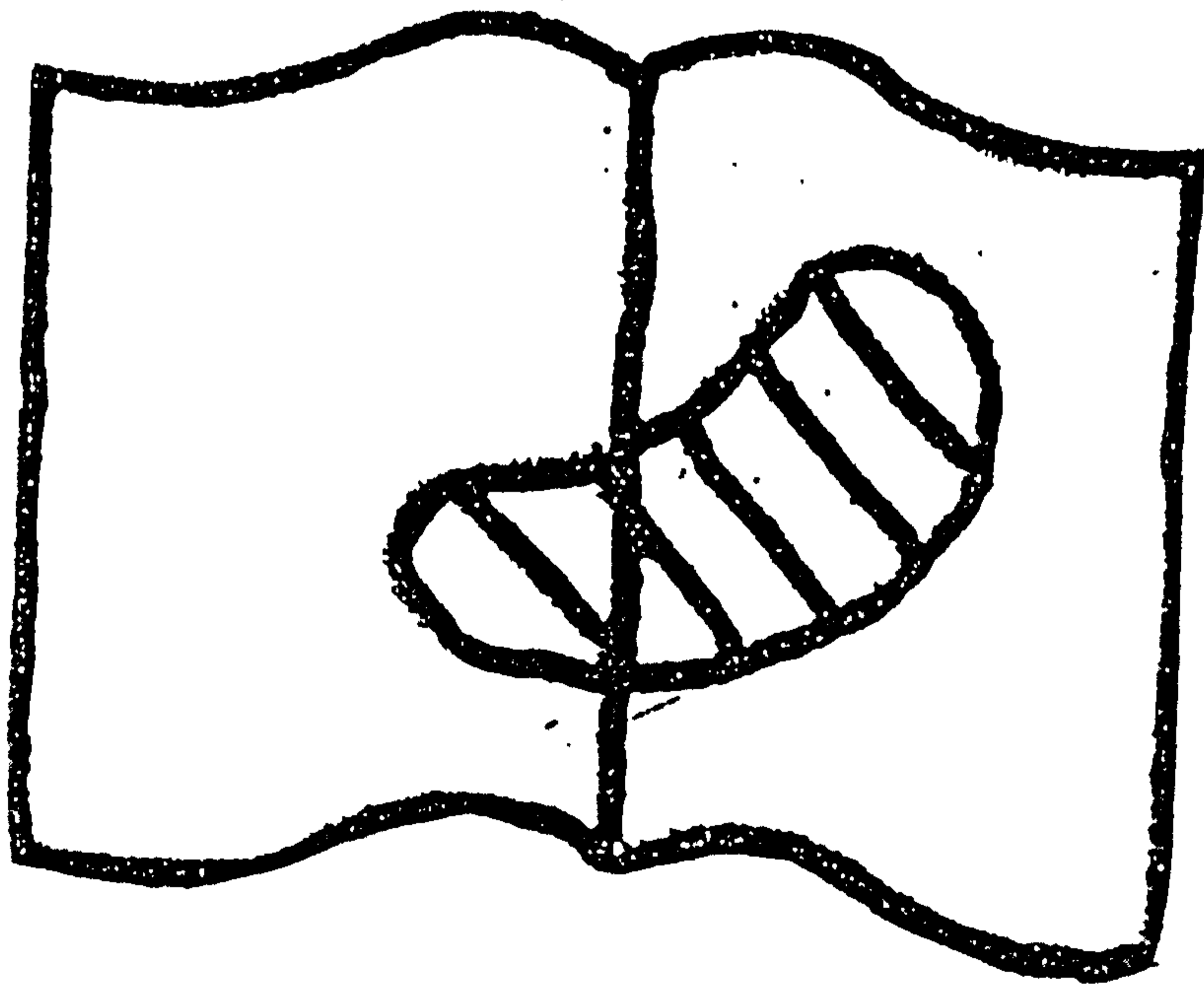
Thesis submitted for the degree of Doctor of Philosophy

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Bibliography

The bibliography is divided into four sections. The first is a list of the books and articles used in this research (including Internet articles); the second, dictionaries consulted; the third, websites used for reference; and the fourth, the publicity material received from advertising agencies, companies and publishers.

The following abbreviations are used in this bibliography:

<i>EnT</i>	<i>English Today</i>
<i>JCR</i>	<i>Journal of Consumer Research</i>
<i>RRe</i>	<i>Russkaja Reč'</i>
<i>VMU</i>	<i>Vestnik Moskovskogo universiteta</i>
<i>VSPU</i>	<i>Vestnik Sankt Peterburgskovo universiteta</i>

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Ogilvy June 2000 Credentials, supplied by Ogilvy, 2000

Plate One

Mineral Water Advert – 1753 (*Sankpeterburgskija vedomosti* 3, 8 January 1753)

корпуса.

Симъ объявляється, ежели кто желаетъ на будущей 1753 годѣ цѣлебныя воды имѣть, а именно Шпавассеръ, Зельцарской, Пирмонтской и Бристольской, тѣ могутъ заблаговременно требованія свой присылать въ Москву въ Медицинскую канцелярію, а въ Санктпетербургѣ въ Медицинскую кантору, почему каждый будущимъ лѣтомъ оныя воды изъ Санктпетербургской нижней аптеки съ платежемъ денегъ получить имѣютъ.

Plate Two

Ford Advert – 1913 (*Argus* 6, June 1913)

АВТОМОБИЛИ ФОРДЪ

ДУБЛЬ-ФАЭТОНЪ 5 м 2375 р.		ДОРОЖНЫЙ 2 м. 1965 р.
ДОРОЖНЫЙ 3 „ 2175 „		ЛАНДОЛЕ 6 „ 3175 „

Въ цѣну включено полное оборудование и, по желанію, электрическое освѣщеніе безъ аккумулятора.

Въ продажѣ у всѣхъ представителей въ Россіи.

ГЛАВНЫЙ СКЛАДЪ: || СОБСТВЕННОЕ ОТДѢЛЕНІЕ:
СПБ., ИТАЛЬЯНСКАЯ, 35. || МОСКВА, Петровская лин., 18
АДРЕСЪ ТЕЛЕГР. ФРИДЕКО.

ФОРДЪ
UNIVERSAL MOTOR SYSTEM

Plate Three

Dummy Advert – 1923 (Ljaxov 1972: plate 26)

ЛУЧШИХ СОСОК
НЕ БЫЛО И НЕТ



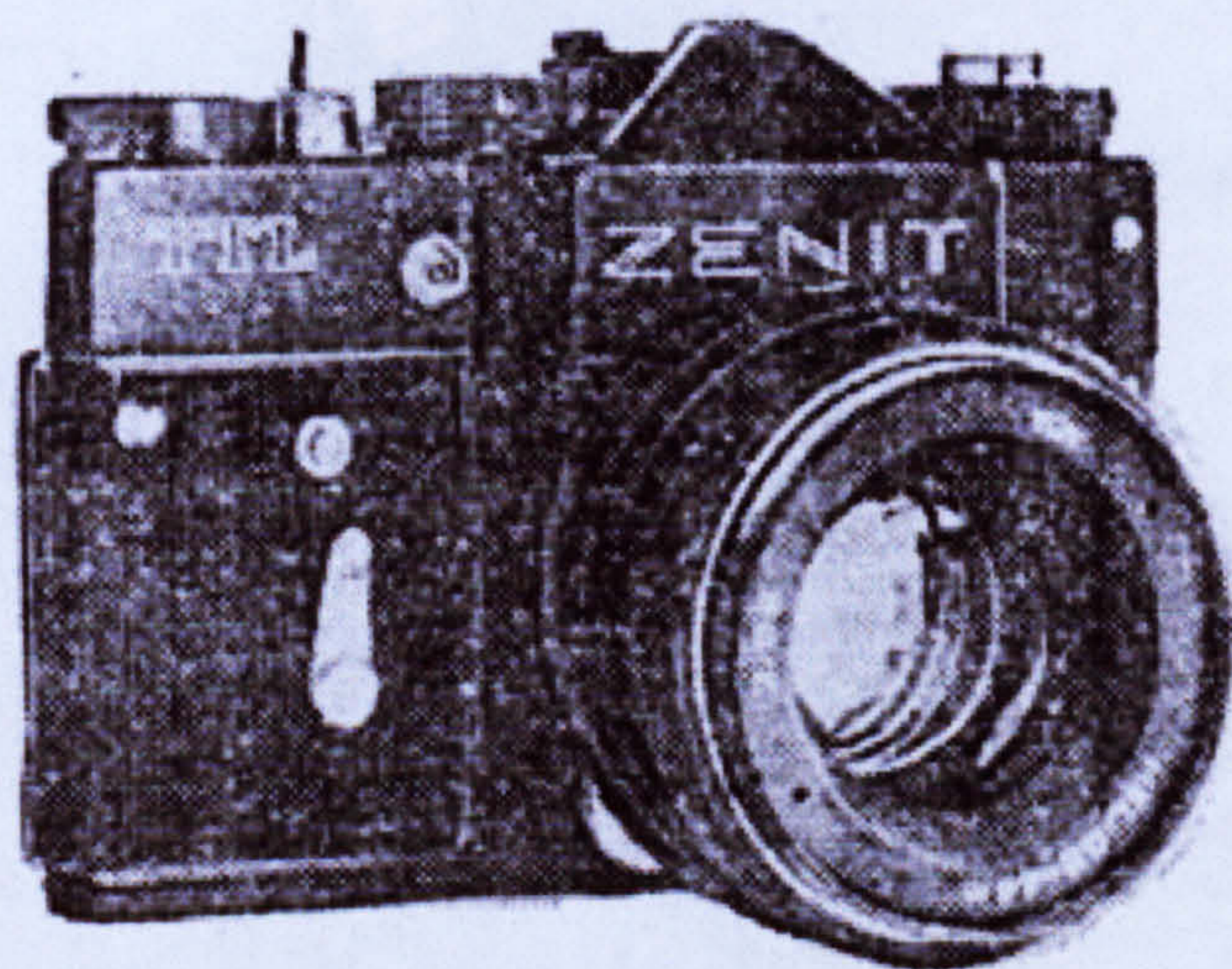
ГОТОВ СОСАТЬ ДО СТАРЫХ ЛЕТ
ПРОДАЮТСЯ ВЕЗДЕ

РЕЗИНОТРЕСТ

Plate Four

Camera Advert – 1982 (*Ekonomičeskaja gazeta* 11, March 1982)

ЗЕРКАЛЬНЫЙ ФОТОАППАРАТ «ЗЕНИТ-ТТЛ»



Главное его достоинство — полуавтоматическое экспонометрическое устройство системы TTL.

Наводка на резкость осуществляется по микро-растру или по матовому стеклу.

Фотоаппарат снабжен зеркалом постоянного визи-рования, «прыгающей» диафрагмой, линзой Френеля.

Цена — 210 рублей.

ЦРКО «РАССВЕТ»
ТЕЛЕПРЕССТОРГРЕКЛАМА

Plate Five

Guerlain's Issima – 1996 (*Cosmopolitan* – Russian Edition, February 1996)



issima
super
aquasérum
optimum hydrating*
revitalizer

Moisturization
that turns
the clock back.

Water is the source of the skin's youth and radiance. Even when young, the skin begins to lose its capacity to retain the water that is vital to its beauty. Guerlain has created Super-Aquasérum, Optimum Hydrating Revitalizer with Hydrosérine. This original and innovative complex revitalizes the essential functions of the epidermis. It helps the skin to retain moisture, immediately and durably. Even 24 hours after application, its hydrating power remains effective. Hour after hour, day after day, wrinkles fade. The skin remoisturizes itself and glows with youthfulness once again. Super-Aquasérum: the first moisturizer that turns the clock back.

GUERLAIN
PARIS

* By penetrating the upper layers of the skin.

SUPER-AQUASÉRUM IS PROTECTED BY A USE-BY DATE TO ENSURE THAT THE PRODUCT IS FRESH AND IN OPTIMUM CONDITION

Plate Six

L'Oréal's Jet-Set – 1999 (EP/RP 22)

L'OREAL PARIS

1 MINUTE
1 COAT!

New
JET-SET
SPEED DRY
NAIL ENAMEL
24 DAZZLING COLOURS

L'OREAL PARIS
Because I'm worth it.

Milla is wearing Jetset colour Snappy No 410

L'OREAL PARIS

ВЫСЫХАЕТ ЗА 1 МИНУТУ
ДОСТАТОЧНО 1 СЛОЯ

НОВШЕСТВО
JET-SET
СВЕРХБЫСТРОСОХНУЩИЙ
ЛАК ДЛЯ НОГТЕЙ

ПАЛИТРА
ИЗ 28 ОТТЕНКОВ

L'OREAL PARIS
Ведь я этого достойна.

Burda NOV 99.

ТО ВАМ СЕРЬЕЗНО РАДИ

Appendix One

Cyrillic Transliteration

Throughout this thesis the Slavistic transcription system with diacritics is used to convert Cyrillic to Latin script. A copy of this system is reproduced below.

А	а	a	Ј	ј	j	Ч	ч	č
Б	б	b	К	к	k	Ц	ц	(S, M) dž
В	в	v	Ќ	ќ	ķ	Ш	ш	š
Г	г	(U, BR) g	Л	л	l	Щ	щ	(B, CS) št
Г	г	(U, BR) h, g (all others) g	Љ	љ	(S, M) lj			(all others) šč
Ґ	ґ	(M) ğ	М	м	m	Ъ	ъ	(B) â
Д	д	d	Н	н	n			(all others) °
Ђ	ђ	(S) dj	Њ	њ	(S, M) nj	Ы	ы	y
Е	е	e	О	о	o	Ь	ь	'
Ё	ё	ë	П	п	p	Э	э	ě
Є	є	(U) jc	Р	р	r	Ю	ю	ju
ЈѸ	јѸ	(CS) jc	С	с	s	Я	я	ja
Ж	ж	ž	Т	т	t	Ѳ	ѳ	f
З	з	z	Ѳ	ѳ	(S) é	Ѵ	ѵ	i
С	с	(M, CS) dz	У	у	u	Ѷ	ѷ	(CS) e
И	и	(U) y (all others) i	Ѹ	ѹ	(CS) u	Ѻ	ѻ	(CS) je
І	і	i	ОУ	ou	(CS) u	Ѽ	ѽ	(CS) q
І	і	(U) ji	Ў	ў	(BR) w	Ъ	ъ	(B) ə
Й	й	j	Ф	ф	f	Ѹ	ѹ	(CS)jq
			Х	х	x			
			Ц	ц	c			

B— Bulgarian
BR—Belorus
CS— Church Slavonic
M— Macedonian

R— Russian
S— Serbian
U— Ukrainian

Appendix Two

Translations of Texts for Colour Plates

Plate One: Mineral Water Advert – 1753 (*Sankpeterburgskija vědomosti* 3, 8 January 1753)

<p>Sim'' ob''javljaetsja, eželi kto želaet'' na buduščej 1753 god'' čelitel'n'ija vody imět', a imjanno Špavasser'', Zel'carskoj, Pirmontskoj i Bristol'skoj, tě mogut'' zablago vremjanno trebovanija svoi prisylat' v'' Moskvu v'' Medicinskiju kanceljariju, a v'' Sanktpeterburg v'' medicinskiju kankoru, počemu každyj buduščim'' lětom'' onyja vody iz'' Sanktpeterburgskoj nižnej apteki s'' platežem'' deneg'' polučit' imějut''.</p>	<p>'Herewith it is declared, if anyone wants in the future 1753 to have curative waters, and in particular Spawasser, Seltzer, Piermont and Bristol water, these can be sent in advance on request to Moscow to the Medical Chancellery, and to Saint Petersburg to the Medical Office, so that next summer everyone will collect the above mentioned waters from the Saint Petersburg lower chemist with payment on receipt.'</p>
--	--

Plate Two: Ford Advert – 1913 (*Argus''* 6, June 1913)

<p>Avtomobili Ford'' Avtomobili Ford'' Avtomobili Ford''</p> <p>Meždunarodnaja Avtomobil'naja IV Vystavka</p> <p>Avtomobili Ford'' Dubl'faeton'' 5 m. 2375 r. Dorožnyj 2m. 1965 r. Dorožnyj 3m. 2175 r. Landole 6m. 3175 r.</p> <p>V'' čenu vključeno polnoe oborudovanie i, po želaniju, èlektričeskoe osvěšćenie bez'' akkumuljatora.</p> <p>V'' prodažě u vsěx'' predstavitelej v'' Rossii.</p> <p>Glavnyj sklad'': SPB, Ital'janskaja, 35</p>	<p>'Ford'' Automobiles Automobiles Ford'' Ford'' Automobiles</p> <p>IV International Automobile Exhibition</p> <p>Ford'' Automobiles Touring 5 seats 2375 roubles Roadster 2 seats 1965 roubles. Roadster 3 seats 2175 roubles Town 6 seats 3175 roubles.</p> <p>Full equipment is included in the price and, on request, electric lighting without a battery.</p> <p>On sale at all representatives in Russia.</p> <p>Main showroom: 35 Ital'janskaja</p>
---	--

Sobstvennoe otdělenie: Moskva, Petrovskaja lin, 18	street, Saint Petersburg Official branch: 18 Petrovskaja line, Moscow
Adres'' Telegr, Frideko. Ford''	Telegraph Address. Frideko Ford''

Plate Three: Dummy Advert – 1923 (Ljaxov 1972: plate 26)

Lučšix sosok Ne bylo i net Gotov sosat' do staryx let	'There are not and have not been Better dummies Ready to suck until old age
Prodajutsja vezde Rezinotrest	Sold everywhere Rezinotrest [State Trust of Rubber]'

Plate Four: Camera Advert – 1982 (*Ekonomičeskaja gazeta* 11, March 1982)

Zerkal'nyj Fotoapparat "Zenit-TTL"	'Reflex Camera "Zenith-TTL"
Glavnoe ego dostoinstvo – poluavtomatičeskoe eksponometričeskoe ustrojstvo sistemy TTL.	Its main asset is the TTL system, semi-automatic exposure mechanism.
Navodka na rezkost' osuščestvljaetsja po mikrorastru ili po matovomu steklu.	Focusing is carried out on micro-prism circles or by ground glass.
Fotoapparat snabžen zerkalom postojannogo vizirovanija, "prygajuščej" diafragmoj, linznoj Frenelja.	The camera is provided with an instant- return mirror, fully automatic diaphragm and Fresnel lens.
Cena – 210 rublej.	Price - 210 roubles
CRKO "Rassvet" Telepresstorgreklama	CRKO "Rassvet" Telepresstorgreklama'

Plate Five: Guerlain's Issima – 1996 (*Cosmopolitan* – Russian Edition, February 1996)

The whole text appears in English in the Russian advert.

Plate Six: L'Oréal's Jet-Set – 1999 (EP/RP 22)

Appendix Three

Composition of Parallel Corpus

	Advertiser	Product	English Publication	Russian Publication
1	Calvin Klein	Contradiction	<i>Good Housekeeping</i> , February 2000	<i>Elle</i> , October 1999
2	Calvin Klein	Truth	<i>Glamour</i> , April 2001	<i>Elle</i> , April 2001
3	Clinique	Anti-Gravity	<i>Marie Claire</i> , April 2001	<i>Elle</i> , April 2001
4	Clinique	Clarifying	<i>Hello</i> , 18 th July 2000	<i>Elle</i> , September 2000
5	Clinique	Happy	<i>Zest</i> , November 1999	<i>Cosmopolitan</i> , December 1999
6	Clinique	Stop Signs	<i>She</i> , March 2000	<i>Elle</i> , March 2000
7	Cointreau	Alcoholic drink	<i>Cosmopolitan</i> , November 2000	<i>Elle</i> , January 2001
8	Elizabeth Arden	Ceramide Herbal	<i>Marie Claire</i> , October 1999	<i>Cosmopolitan</i> , December 1999
9	Elizabeth Arden	Splendor	<i>Marie Claire</i> , October 1999	<i>Ona</i> , March 1999
10	Estée Lauder	Pure Color	<i>Marie Claire</i> , February 2001	<i>Elle</i> , September 2000
11	Estée Lauder	Pure Color Crystal	<i>Glamour</i> , June 2001	<i>Elle</i> , April 2001
12	Ford	Ka	<i>Elle</i> , July 2000	<i>Elle</i> , April 2001
13	Hewlett Packard	Vectra	<i>Economist</i> , 2 nd October 1999	<i>Itogi</i> , 12 th October 1999
14	Hugo Boss	Boss	<i>Marie Claire</i> , September 1999	<i>Cosmopolitan</i> , December 1998 – January 1999
15	Hugo Boss	Innovate	<i>Cosmopolitan</i> , December 1999	<i>Burda</i> , November 1999
16	Kenzo	Peace	<i>Cosmopolitan</i> , December 1999	<i>Cosmopolitan</i> , December 1999
17	Lancaster	Sun cream	<i>Marie Claire</i> , April 2000	<i>Elle</i> , July 2000
18	Longines	Watch	<i>Red</i> , November 2000	<i>Elle</i> , March 2000
19	L'Oréal	Color Riche (Heather)	<i>She</i> , March 2000	<i>Elle</i> , July 2000
20	L'Oréal	Color Riche (Milla)	<i>Marie Claire</i> , February 2001	<i>Marie Claire</i> , October 2000
21	L'Oréal	Féria	<i>Marie Claire</i> , August 1999	<i>Elle</i> , April 2001
22	L'Oréal	Jet-Set	<i>Marie Claire</i> , August 1999	<i>Burda</i> , November 1999
23	L'Oréal	Quick Stick	<i>Marie Claire</i> ,	<i>Shape</i> , October

Appendix Three

			October 1999	2000
24	Margaret Astor	Soft Sensation	<i>Bella</i> , 25 th July 2000	<i>Marie Claire</i> , March 2000
25	Max Factor	Lasting Performance	Supplied by the advertiser	<i>Burda Woman</i> , March-April 1999
26	Max Factor	Lip Silks	<i>OK</i> , 21 st July 2000	<i>Cosmopolitan</i> , December 1999
27	Max Factor	Midnight Passion	Supplied by the advertiser	<i>Shape</i> , October 1999
28	Max Factor	Sleeping	Supplied by the advertiser	<i>Cosmopolitan</i> , April 1999
29	Maybelline	Express Foundation	<i>Zest</i> , November 1999	<i>Elle</i> , January 2001
30	Maybelline	Express Nail varnish	<i>B</i> , July 2000	<i>Cosmopolitan</i> , July-August 1998
31	Maybelline	Moisture Whip	<i>Company</i> , October 2000	<i>Elle</i> , September 2000
32	Naomi Campbell	Perfume	<i>Glamour</i> , June 2001	<i>Cosmopolitan</i> , December 1999
33	Omega	Cindy Crawford	<i>Marie Claire</i> , September 1999	<i>Elle</i> , October 1999
34	Omega	James Bond	<i>Cosmopolitan</i> , December 1999	<i>Men's Health</i> , November 1999
35	Paco Rabane	XS	<i>Marie Claire</i> , October 1999	<i>Elle</i> , September 1998
36	Paul Smith	Perfume	<i>Glamour</i> , May 2001	<i>Elle</i> , January 2001
37	Ralph Lauren	Romance	<i>Cosmopolitan</i> , December 1999	<i>Elle</i> , March 2001
38	Rimmel	Exaggerate	<i>Marie Claire</i> , September 2000	<i>Cosmopolitan</i> , April 2001
39	Shiseido	The Skincare	<i>Marie Claire</i> , April 2000	<i>Vogue</i> , April 2000
40	Tommy Hilfiger	Tommy	<i>Cosmopolitan</i> , November 2000	<i>Cosmopolitan</i> , December 1998 – January 1999
41	Valentino	Very Valentino	<i>Cosmopolitan</i> , October 1999	<i>Cosmopolitan</i> , December 1999
42	Van Cleef and Arpels	First	<i>Woman and Home</i> , December 1999	<i>Elle</i> , November 1998
43	Waltham	Advance Cat food	Supplied by the advertiser	<i>Burda</i> , November 1999
44	Waltham	Advance Dog food	<i>Prima</i> , August 1999	<i>Burda</i> , November 1999
45	Wonderbra	Variable cleavage	<i>Cosmopolitan</i> , November 2000	<i>Elle</i> , April 2001

Composition of Russian Monolingual Corpus

	Advertiser	Product	Russian Publication
1	Arbat prestiž	Department store	<i>Cosmopolitan</i> , May 1999
2	Bjust'e	Lingerie	<i>Cosmopolitan</i> , April 2001
3	Dar'ja	Food	<i>Elle</i> , April 2001
4	Dikaja orxideja 1	Lingerie	<i>Shape</i> , October 2000
5	Dikaja orxideja 2	Lingerie	<i>Harper's Bazaar</i> , March-April 1997
6	Flagman	Vodka	<i>Cosmopolitan</i> , December 1999
7	Gracija	Tights	<i>Liza</i> , 2 nd October 2000
8	Liksar	Vodka	<i>Delovye ljudi</i> , January 1998
9	Ljuks galereja	Clothes store	<i>Cosmopolitan</i> , May 1999
10	Nèskljusiv	Interior design shop	<i>Vogue</i> , April 2000
11	Ruskij standart	Alcohol	<i>Marie Claire</i> , September 2000
12	Ruskij stil' 1	Cigarettes	<i>Itogi</i> , 10 th October 2000
13	Ruskij stil' 2	Cigarettes	<i>Playboy</i> , August 1999
14	Sed'moj ètaž	Clothes store	<i>Cosmopolitan</i> , December 1999
15	Serebrjanyj vek	Champagne	<i>Liza</i> , 16 th December 1997
16	Skul'pturnye kovry	Carpets	<i>Profil'</i> , 8th November 1999
17	Stoličnaja	Vodka	<i>Playboy</i> , July – August 1998
18	Tekstil' dlja doma	Material	<i>Cosmopolitan</i> , December 1997
19	Volga	Cars	<i>Playboy</i> , August 1999
20	Zolotaja kollekcija	Champagne	<i>Cosmopolitan</i> , December 1999
21	Zolotaja linija 1	Cellulite Gel	<i>Elle</i> , April 2001
22	Zolotaja linija 2	Bust firming gel	<i>Elle</i> , April 2001
23	Zolotce moë	Jewellery	<i>Cosmopolitan</i> , July 1999

Appendix Four

Parallel Corpus Texts¹

	English Parallel Corpus (EP)	Russian Parallel Corpus (RP)	Russian Parallel Corpus 'English Translation'
1	she is always and never the same Contradiction a fragrance for women Calvin Klein the Contradiction fragrance and essential body collection instinctively capture the essence of the modern woman.	vsegda raznaja neizmenno prežnjaja {Contradiction} {a fragrance for women} {Calvin Klein} {Hermitage S.A.} – èksljuzivnyj distrib'jutor v Rossii. Tel.: ..., faks.: ... Tovar certificirovan	'always different. invariably as before {Contradiction} {a fragrance for women} {Calvin Klein}' {Hermitage S.A.} – exclusive distributor in Russia. Telephone..., fax... Certified product'
2	the senses don't lie Truth Calvin Klein a new scent for women	Čuvstva ne obmanyvajut {Truth Calvin Klein} novyj aromat dlja ženčšin {Hermitage S.A.} – èksljuzivnyj distrib'jutor v Rossii. Tel.: ..., faks.: ... Tovar certificirovan	'Senses do not deceive {Truth Calvin Klein} new fragrance for women {Hermitage S.A.} – exclusive distributor in Russia. Telephone..., fax... Certified product'
3	Things are looking up. New <u>Anti-Gravity</u> <u>Firming Eye Lift Cream.</u> Allergy Tested. 100% Fragrance Free. www.clinique.com	Pobeda nad gravitacijej. Novyj ukrepljajuščij liftingovyj krem dlja glaz <u>Anti-Gravity Firming Eye</u> <u>Lift Cream.</u> Provereno na allergiju. Bez otdušek. Tovar certificirovan. www.clinique.com Posetite magaziny KLINIK: Moskva: GUM – Krasnaja ploščad', 3: CUM – ul. Petrovka, 2; Galereaja "Akter" – ul. Tverskaja, 16; Kalinka- Stokmann v Smolenskom Passaže; butik Bosko di Čil'edži Artikoli – Manež, L'Ètual' v Ramstore 1 i 2. Sankt-Peterburg: "Dom Mertensa"; Almaty: "Butja – Planeta Krasoty" v Ramstore.	'Victory over gravity. New strengthening lifting cream for eyes <u>Anti-</u> <u>Gravity Firming Eye Lift</u> <u>Cream.</u> Allergy tested. Without perfume. Certified product www.clinique.com Visit the KLINIK shops: Moscow: State Department Store [GUM] – 3 Red Square; Central Department Store [CUM] – 2 Petrovka Street; "Akter" Gallery – 16 Tverskaja Street; Kalinka- Stokmann in Smolenskij Arcade; Boutique Bosko di Čil'edži Artikoli – Manež, L'Ètual' in Ramstor 1 and 2. Saint Petersburg: "Dom Mertensa"; Almaty:

¹ Please note that all capitalization reflects that of the original adverts, even in cases, such as *Dikaja Orxideja* (RM: 4), where there are deviations from standard Russian practice and one expects only the first word in the name to be capitalized.

		Magaziny L'Ètual' i L'Èskal' v rjade gorodov Rossii i Ukrainy.	"Butja – Planeta Krasoty" in Ramstor. L'Ètual' and L'Èskal' shops in a selection of cities in Russia and the Ukraine.'
4	3-Step Skin Care System. Allergy Tested. 100% Fragrance Free. www.clinique.com	www.clinique.com Tovar certificirovan <u>3-x Stupenčataja programma uxoda za kožej.</u> Provereno na allergiju. Bez zapaxa. Posetite magaziny KLINIK: Moskva: GUM – Krasnaja ploščad', 3; CUM – ul. Petrovka, 2; Galereja "Akter" – Tverskaja ul., 16; Kalinka-Stokmann – Smolenskij Passaž; Butik "Bosko di Čil'edži Artikoli", TRK "Oxotnyj Rjad"; Sankt-Peterburg: "Modnyj Dom" – Nevskij prospekt, d. 21; Magaziny L'Èskal' v Nižnem Novgorode, Volgograde, Rostove-na-Donu i Ekaterinburge.	'Certified product. <u>3x – stepped programme of maintenance for skin.</u> Allergy tested. Without perfume. Visit the KLINIK shops: Moscow: State Department Store [GUM] – 3 Red Square; Central Department Store [CUM] – 2 Petrovka Street; "Akter" Gallery – 16 Tverskaja Street; Kalinka- Stokmann – Smolenskij Arcade; Boutique "Bosko di Čil'edži Artikoli", "Oxotnyj Rjad" Shopping Complex; Saint Petersburg: "Modnyj Dom" – 21 Nevskij Prospect; L'Èskal' shops in Nizny Novgorod, Volgograd, Rostov-on- Don and Yekaterinburg.'
5	now for men clinique happy www.clinique.com	www.clinique.com Tovar certificirovan teper' i dlja mužčin {clinique happy} Posetite magaziny KLINIK: Moskva: GUM – Krasnaja ploščad', 3; CUM – ul. Petrovka, 2; Galereja "Akter" – ul. Tverskaja, 16; Kalinka-Stokmann – Smolenskaja ploščad', 3- 5; butik "Bosko di Čil'edži Artikoli", TRK "Oxotnyj Rjad"; Sankt- Peterburg: "Modnyj Dom", Nevskij Prospekt, 21; Magaziny L'Èskal' v Nižnem Novgorode, Volgograde, Rostove-na- Donu i Ekaterinburge.	'www.clinique.com Certified product now also for men {clinique happy} Visit the KLINIK shops: Moscow: State Department Store [GUM] – 3 Red Square; Central Department Store [CUM] – 2 Petrovka Street; "Akter" Gallery – 16 Tverskaja Street; Kalinka- Stokmann – 3-5 Smolenskaja Square; Boutique "Bosko di Čil'edži Artikoli", "Oxotnyj Rjad" Shopping Complex; Saint Petersburg: "Modnyj Dom", 21 Nevskij Prospect; L'Èskal' shops in Nizny Novgorod, Volgograd, Rostov-on-

6	<p>Happy birthdays. New <u>Stop Signs Cream</u> and <u>Serum</u> reduce the look of lines, wrinkles and age spots. Allergy Tested. 100% Fragrance Free. www.clinique.com</p>	<p>Každyj den' roždenija – v radost'! Novyj krem {Stop Signs} i syvorotka umen'sajut vidimye priznaki starenija koži, takie kak morščiny i pigmentnye pjatna. Provereno na allergiju. Bez zapaxa. Tovar certificirovan. www.clinique.com</p> <p>Posetite magaziny KLINIK: Moskva: GUM – Krasnaja ploščad', 3; CUM – ul. Petrovka, 2; Galereja "Akter" – Tverskaja ul., 16; Kalinka-Stokmann – Smolenskij Passaž; butik Bosko di Čil'edži Artikoli – Manež; L'Ètual' v Ramstore 1 i 2; Sankt-Peterburg: Modnyj Dom "Nevskij prospekt"; Almaty: "Butja – Planeta Krasoty" v Ramstore; butiki L'Èskal' i L'Ètual' v rjade gorodov Rossii i Ukrainy</p>	<p>Don and Yekaterinburg.'</p> <p>'Each birthday – to celebrate! New cream {Stop Signs} and serum decrease the visible signs of ageing of the skin, such as wrinkles and pigment spots. Allergy tested. Without fragrance. Certified product. www.clinique.com</p> <p>Visit the KLINIK shops: Moscow: State Department Store [GUM] – 3 Red Square; Central Department Store [CUM] – 2 Petrovka Street; "Akter" Gallery – 16 Tverskaja Street; Kalinka-Stokmann – Smolenskij Arcade; Boutique Bosko di Čil'edži Artikoli – Manež; L'Ètual' in Ramstor 1 and 2; Saint Petersburg: Fashion House "Nevskij prospekt"; Almaty: "Butja – Planeta Krasoty" in Ramstor; L'Èskal' and L'Ètual' boutiques in a selection of cities in Russia and the Ukraine.</p>
7	<p>GLOW WITH COINTREAU THE SPIRIT OF ORANGE INSIDE www.cointreau.com</p>	<p>KUANTRO. ŽAR PREDVKUŠENIJA. {THE SPIRIT OF ORANGE INSIDE} www.cointreau.com</p>	<p>'KUANTRO THE HEAT OF ANTICIPATION {THE SPIRIT OF ORANGE INSIDE} www.cointreau.com'</p>
8	<p>New Now An important innovation in botanical skincare with Ginkgo and Echinacea Introducing Ceramide Herbal Botanical Supplement for the Face Each pure green capsule is ... POTENT: infused with a perfect combination of echinacea and ginkgo plus 10 more of nature's most potent botanicals</p>	<p>Novinka Značitel'nyj proryv v rastitel'nyx sredstvax po uxodu za kožej s Ginkgo i Èxinaceej Predstavljajem Zelenye Kapsuly s ceramidami Rastitel'noe Pitanie dlja Vašego Lica Každaja zelenaja kapsula èto ... SIL'NOE DEJSTVIE: nastoj iz velikolepnoj kombinacii èxinacei, ginkgo i ešče 10 trav.</p>	<p>'New Important break-through in vegetal substances for the care of skin with Ginkgo and Echinacea [We] introduce Green Capsules with ceramide A Vegetal Substance for Your Skin Each green capsule is... STRONG ACTING: an infusion of the magnificent combination of Echinacea, ginkgo and 10 more herbs</p>

	<p>PREVENTATIVE: gives your skin an immediate feel good glow today and environmental defence for lasting benefits</p> <p>PURE: our freshest skincare – absolutely no fragrance, emulsifiers or preservatives</p> <p>Echinacea: Nature's self-defence</p> <p>Ginkgo: Natural radiance booster</p> <p>Elizabeth Arden</p>	<p>PREDOKRANENIE: mgnovennaja zaščita ot vnešnega vozdejstviya i estestvennyj zdorovyj cvet Vašej koži.</p> <p>ČISTOTA: čistyj produkt bez zapaxa, èmul'gatorov i konservantov</p> <p>Èxinaceja: Prirodnaja zaščita Vašej koži</p> <p>Ginkgo: Estestvennoe sijanie Vašej koži</p> <p>Tovar certificirovan {Elizabeth Arden} {ARIA L.t.d.} – èkskljuzivnyj distrib'jutor na territorii Rossii. Tel.: ...; faks.: ...</p>	<p>PREVENTATIVE: instant protection from external influences and natural healthy colour of your skin</p> <p>PURE – pure product without fragrance, emulsifiers and conservatives</p> <p>Echinacea: Natural protection of your skin</p> <p>Ginkgo: Natural radiance of your skin'</p> <p>Certified product. {Elizabeth Arden} {ARIA L.t.d.} – exclusive distributor in Russia. Telephone: ...; fax.: ...'</p>
9	<p>Elizabeth Arden Splendor</p> <p>The enchanting new fragrance</p>	<p>{Elizabeth Arden}</p> <p>{Splendor}</p> <p>{The enchanting new fragrance}</p> <p>Tovar certificirovan {ARIA L.t.d.} – èkskljuzivnyj distrib'jutor na territorii Rossii. Tel.: ...; faks.: ...</p>	<p>'{Elizabeth Arden}</p> <p>{Splendor}</p> <p>{The enchanting new fragrance}</p> <p>Certified product. {ARIA L.t.d.} – exclusive distributor in Russia. Telephone: ...; fax ...'</p>
10	<p>Intense colour, ultra shine, long wear.</p> <p>Pure Color</p> <p>Long Lasting Lipstick</p> <p>Discover colour in 3 dimensions. Pure, intense, deep.</p> <p>Ultimate comfort in 24 amazing and vibrant shades.</p> <p>ESTÉE LAUDER</p> <p>www.esteelauder.com</p> <p>Pure Color shade Black Wine 103</p>	<p>Tovar certificirovan</p> <p>Ustojčivaja pomada, nasyščennyj cvet i ul'trablesk.</p> <p>{Pure Color}</p> <p>{Long Lasting Lipstick}</p> <p>Otkrojte dlja sebja cvet v trex izmerenijax – čistyj, nasyščennyj i glubokij. Estestvennoe oščuščenje na gubax, 24 soblaznitel'nyx ottenka.</p> <p>{ESTÉE LAUDER}</p> <p>Moskva: butik i Centr makijaža v GUMe, CUM, "Kalinka-Stokmann" v Smolenskom Passaže, Bosko di Čil'edži Artikoli – GUM i Artikoli – Manež, "Rivoli" v Petrovskom Passaže; Sankt-Peterburg: Modnyj Dom "Nevskij prospekt"; Almaty: "Butja – Planeta Krasoty" v Ramstore</p>	<p>'Certified product</p> <p>Steadfast lipstick, rich colour and ultra-shine</p> <p>{Pure Color}</p> <p>{Long Lasting Lipstick}</p> <p>Discover for yourself colour in three dimensions – pure, rich and deep.</p> <p>Natural sensation on your lips, 24 alluring shades</p> <p>{ESTÉE LAUDER}</p> <p>Moscow: boutique and makeup centre in the State Department Store [GUM], Central Department Store [CUM], "Kalinka-Stokmann" in Smolenskij Arcade, Bosko di Čil'edži Artikoli – State Department Store [GUM] and Artikoli – Manež, "Rivoli" and Petrovskij Arcade; Saint Petersburg: Fashion House "Nevskij prospekt"; Almaty: "Butja – Planeta Krasoty" in Ramstor.'</p>

11	<p>Pure Color Crystal New for lips and nails. Sheer colour. Brilliant shine. A pleasure to wear. ESTÉE LAUDER</p>	<p>{Pure Color} {Crystal} Novaja pomada i novyj lak dlja nogtej. Prozračnyj cvet i vosxitel'nyj blesk. Nastoljaščee naslaždenie. {ESTÉE LAUDER} www.esteelauder.com Moskva: butik i Centr makijaža v GUMe, CUM, "Kalinka-Stokmann" v Smolenskom Passaže, Bosko di Čil'edži Artikoli – GUM i Artikoli – Manež, "Rivoli" v Petrovskom Passaže; Sankt-Peterburg: "Dom Mertensa"; Almaty: "Butja – Planeta Krasoty" v Ramstore; magaziny L'Étual' i L'Éscal' v rjade gorodov Rossii i Ukrainy.</p>	<p>{Pure Color} {Crystal} New lipstick and new varnish for nails. Transparent colour and ravishing shine. Genuine delight. {ESTÉE LAUDER} www.esteelauder.com Moscow: boutique and Makeup Centre in the State Department Store [GUM], Central Department Store [CUM], "Kalinka-Stokmann" in Smolenskij Arcade, Bosko di Čil'edži Artikoli – State Department Store [GUM] and Artikoli – "Rivoli" Hall in Petrovskij Arcade; Saint Petersburg: "Dom Mertensa"; Almaty: "Butja – Planeta Krasoty" in Ramstor'; L'Étual' and L'Éscal' shops in a selection of shops in Russia and the Ukraine.'</p>
12	<p>hi ho silver Cut a dash in the Ka Silver, the limited edition car with unlimited luxury features. Leather trim, air conditioning, CD player, alloy wheels, electric windows, central-locking. It's all on the new Ka Silver. Precious metal indeed. Call ..., or visit www.ford.co.uk the fordka silver Ford</p>	<p>blesni-ka jarče vsex Èto top-model', èto čempion, èto zvezda, pritjagivajuščaja vzgljady. {Ford Ka Silver} – žemčužina èkskluzivnoj serii {Ka Collection}. Lite disk, central'nyj zamok, kožanyj salon, èlektroprivod stekol, kondicioner i blestjaščaja vnešnost' – vot vyigryšnaja kombinacija {Ka Sliver}. Interesujut podrobnosti? Pozvonite našim oficial'nym dileram. {Silver fordka collection} {Ford} www.ford.ru TOVAR SERTIFICIROVAN</p>	<p>'how about shining brightest of all. It's a top model, it's a champion, it's a star, attracting stares. {Ford Ka Silver} – the pearl of a/the exclusive series {Ka Collection}. Alloy wheels, central locking, leather saloon, electric windows, air conditioning and a brilliant appearance – that's the winning combination of {Ka Silver} Are the details interesting? Call our official dealers. {Silver fordka collection} {Ford} www.ford.ru CERTIFIED PRODUCT'</p>
13	<p>intel inside Pentium III Protector. Defender. Sentinel.</p>	<p>{intel inside Pentium III} Žaščitnik. Straž. Teloxranitel'.</p>	<p>{intel inside Pentium III} Defender. Custodian. Bodyguard.</p>

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Appendix Four

		Sivaškaja ul. d.4, korp.7 Tel: .. Fax:.. E-mail: arus@arus.ru WEB: www.arus.ru	E-mail: arus@arus.ru WEB: www.arus.ru.'
14	BOSS HUGO BOSS BOSS, BOTTLED	{Boss Hugo Boss} Stil' {BOSS} ... teper' vo flakone Novyj aromat ot {Hugo Boss} OTKROJTE.	'{Boss Hugo Boss} {BOSS} style now in a bottle New fragrance from {Hugo Boss} OPEN.'
15	don't imitate innovate Pull www.hugo.com	ne podražaj tvori Tovar certificirovan	'don't imitate create Certified product.'
16	AVAILABLE EXCLUSIVELY AT BOOTS. TIME FOR PEACE KENZO FOR HIM. FOR HER.	TOVAR CERTIFICIROVAN {TIME FOR PEACE} {KENZO} DLJA NEGO. DLJA NEĖ Èkskluzivnyj distrib'jutor v Rossii – kompanija "Seldiko": Tel: ..., faks: ...	'CERTIFIED PRODUCT TIME FOR PEACE KENZO FOR HIM. FOR HER. Exclusive distributor in Russia – "Seldiko" company: Telephone:..., fax...'
17	LANCASTER One with the sun A full range of products based on highly effective ingredients allowing you to enjoy fully the pleasure of being in and out of the sun whilst obtaining a wonderful Golden Tan. For your nearest stockist please phone SUN CARE TREATMENT	{LANCASTER} Naedine s solncem Naslaždajtes' solncem i priobretajte zolotistyj zagar blagodarja vysokoèffektivnym solnečnym sredstvam. Gamma solnečnyx sredstv Èksljuzivnyj distributor {COFIDEC}. Telefon: ... faks ... www.lancaster- beauty.com	'{LANCASTER} Alone with the sun Take pleasure in the sun and acquire a golden tan thanks to the highly effective sun products The range of sun products Exclusive distributor {COFIDEC}. Telephone: ... Fax... www.Lancaster- beauty.com'
18	Longines DolceVita £1195 Elegance is an attitude LONGINES L'ELEGANCE DU TEMPS DEPUIS 1832 LONGINES WATCHES ARE AVAILABLE FROM LEADING RETAIL JEWELLERS FOR A CATALOGUE PLEASE TELEPHONE...	{Longines DolceVita Elegance is an attitude L'ELEGANCE DU TEMPS DEPUIS 1832}	'{Longines DolceVita Elegance is an attitude L'ELEGANCE DU TEMPS DEPUIS 1832}'
19	L'ORÉAL PARIS Rich in colour, rich in	{L'ORÉAL PARIS} Roskoš' cveta. Roskoš'	'{L'ORÉAL PARIS} Luxury of colour. Luxury

	<p>moisture, rich in shine And won't feather into fine lines. Is it too much to ask?</p> <p>NEW Color Riche MOISTURISING LIPSTICK WITH VITAMIN E</p> <ul style="list-style-type: none"> • RICH, DAZZLING COLOUR • CONCENTRATED CARE: MOISTURISES AND SOFTENS LIPS • LONG-LASTING, NON-SMUDGE FORMULA <p>L'ORÉAL PARIS Because I'm worth it</p> <p>Heather Locklear is wearing shade No 178 Bordeaux Noir</p>	<p>bleska. Roskošnyj uxod. Vse pri nej.</p> <p>Novšestvo {Color Riche} Kolor Riš UVLAŽNJAJUŠČAJA GUBNAJA POMADA – SOVERŠENNYJ KOMFORT S VITAMINOM E.</p> <ul style="list-style-type: none"> • Jarkij blestjaščij cvet • Maksimal'nyj uxod – uvlažnjaet i smjagčæet guby. • Ostaetsja nadolgo i ne rastekaetsja <p>{L'ORÉAL PARIS} Ved' ja ètogo dostojna.</p> <p>Tovar certificirovan www.lorealparis.com</p> <p>Xizer Loklir ispol'zuet uvlažnjajuščuju pomadu Kolor Riš No. 249</p>	<p>of shine. Luxurious care. Everything is in it.</p> <p>New {Color Riche} Color Riche MOISTURIZING LIPSTICK – TOTAL COMFORT WITH VITAMIN E.</p> <ul style="list-style-type: none"> • Bright, shining colour • Maximum care – moisturizes and softens lips. • Stays for a long time and does not run <p>{L'ORÉAL PARIS} After all, I am worth it.</p> <p>Certified product. www.lorealparis.com</p> <p>Xizer Loklir is using moisturizing lipstick Kolor Riš No. 249.'</p>
20	<p>L'ORÉAL PARIS RICH, CARING AND NEVER LETS ME DOWN. MY LIPS HAVE FALLEN IN LOVE!</p> <p>Color Riche RICH CREAMY LIPCOLOUR</p> <p>RICH IN COLOUR: 30 SHADES FROM DAZZLING TO DELICATE RICH IN MOISTURE: WITH VITAMIN E TO HELP PREVENT LIPS FROM DRYING OUT LONG LASTING: WON'T FEATHER INTO FINE LINES</p> <p>Milla Jovovich is wearing Color Riche No. 123 Chocolate</p> <p>www.lorealparis.com</p> <p>L'ORÉAL PARIS Because I'm worth it.</p>	<p>{L'ORÉAL PARIS} DARIT MNE ROSKOŠ' ... EŠČE I BLESK ... MOI GUBY VLJUBILIS' S PERVOGO VZGLJADA! NOVŠESTVO {Color Riche} UVLAŽNJAJUŠČAJA GUBNAJA POMADA "KOLOR RIŠ" KOMFORT S VITAMINOM E.</p> <p>Tovar certificirovan</p> <p>ROSKOŠ' CVETA – 30 OSLEPITEL'NYX OTTENKOV. ROSKOŠNYJ UXOD – KOMPLEKS PROTIV VYSYXANJA S VITAMINOM E. OSTAETSJA NADOLGO I NE RASTEKAETSJA.</p> <p>{L'ORÉAL PARIS} Ved' ja ètogo dostojna.</p>	<p>{L'ORÉAL PARIS} GIVES ME LUXURY... AND MOREOVER SHINE MY LIPS HAVE FALLEN IN LOVE AT FIRST SIGHT. NEW {Color Riche} MOISTURIZING LIPSTICK "KOLOR RIŠ" COMFORT WITH VITAMIN E</p> <p>Certified product</p> <p>LUXURY OF COLOUR – 30 DAZZLING SHADES. LUXURIOUS CARE – A COMPOUND AGAINST DRYING OUT WITH VITAMIN E. STAYS FOR A LONG TIME AND DOES NOT RUN.</p> <p>{L'ORÉAL PARIS} After all, I am worth it.</p> <p>Mila Jovovič is using</p>

		Mila Jovovič ispol'zuet uvlažnjajuščuju pomadu "Kolor Riš" No. 123 www.loreal.com	moisturizing lipstick "Kolor Riš" No. 123 www.loreal.com.'
21	<p>L'Oréal invents the new language of colour.</p> <p>L'ORÉAL PARIS</p> <p>Milla is wearing shade No 66, Ruby Fusion. Ivana is wearing shade No. 63, Sparkling Amber, and Janine is wearing shade No. 83, Nude Gold.</p> <p>The absolute end of flat colour Introducing Féria Color Colour so multi-faceted, it shimmers. Crystal pure colorants. Undiluted and clean. Not flat. Not matte. A permanent hair colour filled with intense highlights – for shimmering highs and lows Won't wreak or ravage hair. For first timers or tenth timers. Brilliant diversity. What to wear? Féria The new language of colour. L'ORÉAL PARIS Because I'm worth it</p> <p>Féria Color makes it easy: Gentle, Gel-Based Formula. Virtually drip-free, totally easy For the first time, a permanent haircolour with the exclusive one-step applicolor* system. A result that you can be sure of. Rich, Nourishing, Aftercare Conditioner with UV filter protects your hair from drying out.</p>	<p>L'Oreal' izobretaet novyj jazyk cveta.</p> <p>{L'ORÉAL PARIS}</p> <p>Mila ispol'zuet Ferija 6.60, Ivona ispol'zuet Ferija 5.33, Žanin ispol'zuet Ferija 9.30.</p> <p>www.lorealparis.com</p> <p>Zabud'te navsegda o ploskom cvete! NOVINKA. {Féria Color} Stojkaja kraska Ferija Kolor L'Oreal' sozdaet trexmernyj cvet. Pokončeno s odnoobraznymi cvetami. Pokončeno s ploskimi cvetami! S Ferija Kolor – cvet živoj, vibrirujuščij, blestjaščij kak v trex izmerenijax. Cvet takoj mnogogrannyj, čto on perelivaetsja. Kristal'no čistyj, bez vreda dlja volos. Dlja načinjajuščix i dlja iskušennyx!</p> <p>Tovar certificirovan</p> <p>NO. 1 V MIRE V KRASKAX DLJA VOLOS</p> <p>{L'ORÉAL PARIS} Ved' ja ètogo dostojna.</p> <p>{Féria Color} Ferija Kolor – prosto i legko! Vpervye stojkaja kraska dlja volos gotovitsja odnim dviženiem blagodarja èkskluzivnoj sisteme APPLIKOLOR ®</p>	<p>'L'Oreal' invents a/the new language of colour.</p> <p>{L'ORÉAL PARIS}</p> <p>Mila is using Ferija 6.60, Ivona is using Ferija 5.33, Žanin is using Ferija 9.30.</p> <p>www.lorealparis.com</p> <p>Forget forever about flat colour! NEW-THING {Féria Color} Permanent dye Ferija Kolor L'Oreal' creates three-dimensional colour</p> <p>Finished with monotonous colour Finished with flat colour! With Ferija Kolor – lively, vibrating, shining colour, as in three dimensions. Colour so multi-faceted, that it shimmers</p> <p>Crystally pure, without harm for the hair. For beginners and for the experienced!</p> <p>Certified product.</p> <p>NO. 1 IN THE WORLD OF HAIR DYES</p> <p>{L'ORÉAL PARIS} After all, I am worth it.</p> <p>{Féria Color} Ferija Kolor – simple and easy! For the first time a permanent hair dye which is ready with one movement thanks to the exclusive APPLIKOLOR ® system.</p>

	<p>Féria shimmers in 19 shades. Starlet, Blush Blonde, Candleglow, Nude Gold, Sunset Blaze, Copper Simmer, Ruby Fusion, Red Ember, Sparkling Amber, Bronze Shimmer, Cinnamon, Hot Ginger, Deep Currant, Chocolate Cherry, Midnight Ruby, Starry Night. including 3 special shades for men. Teak, Rum, Graphite L'ORÉAL PARIS Because I'm worth it</p>	<p>Vaši volosy: Rezul'tat: Rezul'tat, v ktorom Vy uvereny zaranee. Zaščiščajuščij bal'zam + fil'tr {UV}, kotoryj oberegaet volosy ot peresušivanja. 16 nevidannyx, čistyx ottenkov. 1 – special'no dlja mužčin. {L'ORÉAL PARIS} Ved' ja ètogo dostojna.</p>	<p>Your hair: Result: Result of which you are sure earlier. Protecting balsam + {UV} filter, which protects hair from over-drying-out. 16 unprecedented, pure shades. 1 specially for men {L'Oréal Paris} After all, I am worth it.'</p>
22	<p>L'ORÉAL PARIS 1 MINUTE 1 COAT! New JET-SET SPEED DRY NAIL ENAMEL 24 DAZZLING COLOURS Milla is wearing Jet-Set colour Snappy No 410 Accelerate, B52, Rocket, Warp Speed, Presto, Departure, Dash, Zoom, Zippy, Shooting Star, Concorde, Volcano, Storm, Snappy, Activate. L'ORÉAL PARIS Because I'm worth it</p>	<p>{L'ORÉALPARIS} VYSYXAET ZA 1 MINUTU DOSTATOČNO 1 SLOJA NOVŠESTVO {JET-SET} SVERXBYSTROSOXNUŠČIJ LAK DLJA NOGTEJ PALITRA IZ 28 OTTENKOV TOVAR SERTIFICIROVAN {L'ORÉAL PARIS} Ved' ja ètogo dostojna</p>	<p>{L'ORÉAL PARIS} DRIES IN 1 MINUTE 1 COAT IS ENOUGH NEW {JET-SET} SUPER-FAST-DRYING VARNISH FOR NAILS A PALETTE OF 28 SHADES CERTIFIED PRODUCT {L'ORÉAL PARIS} After all, I am worth it'</p>
23	<p>L'ORÉAL PARIS Quick. Can a make-up that's fast, last and last? NEW QUICK STICK INSTANT LONG-LASTING MAKE UP 1. Fast: a perfect finish in one minute, wherever you are, whatever you're doing. 2. Perfect: a silky texture; apply this all-over foundation with its easy blend,</p>	<p>{L'ORÉAL PARIS} Nanositsja za 1 minutu. Deržitsja ves' den' NOVŠESTVO {QUICK STICK} MOMENTAL'NYJ TONAL'NYJ KARANDAŠ "KVIK STIK" 1. Bystryj: ideal'nyj cvet lica vsego za 1 minutu – v ljuboe vremja, v ljubom meste. 2. Soveršennyj: odnorodnaja</p>	<p>{L'ORÉAL PARIS} Applies in 1 minute. Stays all day. NEW {QUICK STICK} INSTANT FOUNDATION PENCIL "KVIK STIK" 1. Fast: ideal face colour in all of 1 minute – anytime, any place. 2. Total: uniform silky texture. Easy to apply and the nice velvet effect</p>

	<p>cream formula and it transforms into comfortable powder finish.</p> <p>3. Long lasting: perfect for full make-up or just for touch ups, for a long-lasting, flawless complexion</p> <p>Milla Jovovich is wearing Quick Stick in Sand Beige</p> <p>L'ORÉAL PARIS Because I'm worth it</p>	<p>šelkovistaja tekstura. Legkoe nanesenie i prijatnyj barxatistyj èffekt pudry.</p> <p>3. Stojkij: na vsem lice ili otdel'nymi štrixami – bezuprečnyj makijaž na celyj den'</p> <p>Tovar certificirovan</p> <p>www.lorealparis.com</p> <p>Mila Jovovič ispol'zuet momental'nyj tonal'nyj karandaš "Kvik Stik" No. 16 {Beige Nu}. {L'ORÉAL PARIS} Ved' ja ètogo dostojna</p>	<p>of powder.</p> <p>3. Steadfast: on the whole face or on individual features – impeccable makeup all day.</p> <p>Certified product</p> <p>www.lorealparis.com</p> <p>Mila Jovovič is using instant foundation pencil "Kvik Stik" No.16 {Beige Nu} {L'ORÉAL PARIS} After all, I am worth it.'</p>
24	<p>Margaret Astor colour your emotion</p> <p>New: Soft Sensation Lipstick</p> <p>New: Soft Sensation Lipstick. Sensational shimmering colour with moisture you can feel. In 46 perfect shades. Only by Margaret Astor.</p> <p>Night in Brazil No. 450</p>	<p>{Margaret Astor} {colour your emotion}</p> <p>Novinka: pomada Soft Sensejšin</p> <p>Novinka: pomada Soft Sensejšin. Isključitel'no mjagkaja, neobyčajno nežnaja.</p> <p>34 velikolepnyx blestjaščix ottenka.</p> <p>Tol'ko ot Margaret Astor</p> <p>Tovar certificirovan</p> <p>{Angel Red 820}</p>	<p>'{Margaret Astor} {colour your emotion}</p> <p>New-thing: lipstick Soft Sensejšin</p> <p>New-thing: lipstick Soft Sensejšin. Exceptionally soft, unusually delicate.</p> <p>34 splendid shiny shades.</p> <p>Only from Margaret Astor.</p> <p>Certified product</p> <p>{Angel Red 820}'</p>
25	<p>"A foundation that's virtually touchproof? I've seen the proof"</p> <p>Sarah Monzani Make-Up Artist 'Evita'</p> <p>MAX FACTOR. The make-up of make-up artists.</p> <p>Lasting performance foundation from Max Factor. It's so practical – it's virtually touchproof.</p>	<p>"Tonal'nyj krem, kotoryj ne stiraetsja ot prikosnovenij? Ja videla èto svoimi glazami"</p> <p>{Sarah Monzani} Sara Monzani. Vizažist fil'ma "Èvita"</p> <p>{MAX FACTOR}</p> <p>Sovetujut professionaly Tonal'nyj krem {Lasting Performance} ot {Max Factor}. Po-nastojaščemu ustojčivij. Po-nastojaščemu udobnyj.</p> <p>TOVAR CERTIFICIROVAN</p>	<p>"A foundation cream which is not wiped off by touch? I've seen it with my own eyes."</p> <p>{Sarah Monzani} Sara Monzani. Makeup artist for the film "Evita"</p> <p>Professionals advise {MAX FACTOR}</p> <p>Foundation cream {Lasting Performance}. Genuinely steadfast. Genuinely convenient.</p> <p>CERTIFIED PRODUCT.'</p>
26	<p>Lip Silks</p> <p>More moisturising than a</p>	<p>TOVAR CERTIFICIROVAN</p> <p>{Lip Silks}</p>	<p>'CERTIFIED PRODUCT</p> <p>{Lip Silks}</p>

	lip balm. MAX FACTOR GOLD The make-up of make-up artists MADONNA'S WEARING RISKY RUBY	Šelkovistaja pomada, koja uvlažnjaet lučše, čem bal'zam dlja gub. Madonna ispol'zuet ottenok 34 - "Smelyj rubinovj" {(Risky Ruby)} {MAX FACTOR GOLD} Sovetujut professionaly	Silky lipstick which moisturizes better than balsam for lips. Madonna is using shade 34 - "Daring Ruby" {(Risky Ruby)} Professionals advise {MAX FACTOR GOLD}'
27	Tina Earnshaw, make-up artist: <i>The Talented Mr Ripley</i> "Bewitching eyes and bejewelled nails. The look is Midnight Passion." The Midnight Passion Collection. Plum MetalEyes liquid liner. £5.99 Passionate Plum eye shadow. £4.00 Midnight Plum 3 in 1 nails. £5.00 MAX FACTOR. the make-up of make-up artists	Vizažist fil'ma "Talantlivyj mister Ripli" Tina Èrnšo: "Koldovstvo glaz i dragocennyj blesk nogtej. Tak vygljadit Povelitel'nica Noči" Tovar certificirovan Kolekcija "Povelitel'nica Noči" Podvodka dlja glaz {Metal Eyes} ottenka "Slivovj" {(Plum)} Teni ottenka "Strastnaja Sliva" {(Passionate Plum)} Lak "3-v-1" ottenka "Slivovaja polnoč'" {(Midnight Plum)} {MAX FACTOR} Sovetujut professionaly	'Makeup artist for the film "The Talented Mr Ripley" Tina Èrnšo: "Sorcery of eyes and jewelled shine of nails. That's what Mistress of the Night looks like." Certified product. Collection "Mistress of the Night". Ink liner for eyes {Metal Eyes} shade "Plum" {(Plum)} Eye shadow shade "Passionate Plum" {(Passionate Plum)} "3-in-1" varnish shade "Plum Midnight" {(Midnight Plum)} Professionals advise {MAX FACTOR}'
28	"Touchproof. It means you can actually forget you're wearing mascara" Tina Earnshaw. Make-Up Artist 'Titanic'. MAX FACTOR. The make-up of make-up artists. Introducing Max Factor's range of mascaras. No more smudges. No more panda eyes. No.1 Lash Enhancer. Natural Look No.2 Stretch. Classic Look No.3 2000 Calorie. Dramatic Look	"Stojkaja tuš'?. Èto kogda Vy možete ne dumat' o tom, čto u Vas nakrašeny resnicy" {Tina Earnshaw} Tina Èrnšo Vizažist fil'ma "Titanik" TOVAR CERTIFICIROVAN {MAX FACTOR} Sovetujut professionaly Novaja stojkaja tuš' ot {Max Factor} v trex variantax. Bol'she nikakix temnyx razvodov vokrug glaz. {New: No.1 Lash Enhancer} Estestvennost' {New: No.2 Stretch} Klassiko {New: No.3 2000 Calorie} Jarkaja krasota	"Steadfast mascara?. It's when you don't think about the fact that your eyelashes are made up." {Tina Earnshaw} Tina Èrnšo. Makeup artist for the film "Titanic" CERTIFIED PRODUCT Professionals advise {MAX FACTOR} New steadfast mascara from {Max Factor} in three options No more dark spots around the eyes. {New: No.1 Lash Enhancer} Natural {New: No.2 Stretch} Classical {New: No.3 2000 Calorie} Bright beauty'

29	<p>NEW MAYBELLINE NEW YORK EXPRESS MAKEUP 3 in 1 1 lightweight stick 3 things quick</p> <ul style="list-style-type: none"> glides on liquid smooth dots on to conceal finishes powder-light <p>For a no-fuss natural look that lasts all day. Oil-free. SPF 15 "It's makeup made easy!" MAYBELLINE NEW YORK EXPRESS MAKEUP 3 in 1 Sarah Michelle Geller MAYBELLINE NEW YORK MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.</p> <p>Sarah is wearing Express Makeup 3 in 1 in Nude and Lip Express in Mocha Blast</p>	<p>{MAYBELLINE NEW YORK} "Makijaž? Legko!" Sara Mišel' Gellar Sara ispol'zuet tonal'nyj karandaš Èkspress Mèjkap 3 v 1, ton {Buff} www.maybelline.com NOVINKA {EXPRESS} {MAKEUP} {3 in 1} TONAL'NYJ KARANDAŠ ÈKSPRESS MÈJKAP 3 V 1. 1 nevesomyj karandaš 3 bystryx dejstvija:</p> <ul style="list-style-type: none"> Ložitsja gladko, kak tonal'nyj krem Maskiruet nedostatki Zaveršaet makijaž legkim èffektom pudry <p>{IVORY} – SVETLO- OPALOVYJ {SOFT CAMEO} – OPALOVYJ {NUDE} – SVETLO- BEŽEVYJ {BUFF} – NATURAL'NYJ</p> <p>Natural'no klassnyj vid ... i nadolgo! Tovar certificirovan. Nežirnyj. Fil'tr UV 15.</p> <p>MÈJBELLIN N'JU-JORK</p> <p>VSE V VOSTORGE OT TEBJA, A TY OT MÈJBELLIN.</p>	<p>{MAYBELLINE NEW YORK} "Makeup? Easy!" Sara Mišel' Gellar Sara is using foundation pencil Express Makeup 3 in 1, tone {Buff} www.maybelline.com NEW-THING {EXPRESS} {MAKEUP} {3 in 1} FOUNDATION PENCIL EXPRESS MAKEUP 3 IN 1 1 weightless pencil 3 quick effects</p> <ul style="list-style-type: none"> Slides on smoothly, like a foundation cream Hides imperfections Completes makeup with a/the light effect of powder <p>{IVORY} – LIGHT OPAL {SOFT CAMEO} – OPAL {NUDE} – LIGHT-BEIGE {BUFF} – NATURAL</p> <p>Naturally classy look... and for a long time! Certified product. Non-greasy. UV 15 filter</p> <p>MÈJBELLIN NEW YORK</p> <p>EVERYONE'S DELIGHTED WITH YOU, AND YOU WITH MÈJBELLIN.'</p>
30	<p>MAYBELLINE NEW YORK NEW, improved EXPRESS FINISH 15 new trendy shades! Wet to set In 1 minute flat NEW MAYBELLINE NEW YORK</p>	<p>{MAYBELLINE NEW YORK} SUPERMODNYE CVETA V ODNO MGNOVENIE! {EXPRESS} BYSTROSOXNUŠČIJ LAK DLJA NOGTEJ</p>	<p>{MAYBELLINE NEW YORK} SUPER-FASHIONABLE COLOURS IN ONE MOMENT! {EXPRESS} QUICK-DRYING VARNISH</p>

	<p>MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE. NEW Aqua. Café au Lait, NEW Plum, NEW Pearly Pink, Silver Lilac, NEW Electric Blue, NEW Sea Pearl, NEW Happy Orange, NEW Pure Gold, NEW Soft Violet, NEW Red Berries, Safari Green. Christy is wearing Express Finish Fast-Dry Nail Enamel in Pearly Pink.</p>	<p>Vysoxnet rovno za 1 minutu. Smelee, vybiraj cvet laka sebe po vkusu! Nanesi 1 sloj, i rovno čerez 1 minutu ty gotova k vyxodu Vysoxnet za 1 minutu rovno TOVAR CERTIFICIROVAN Supermodel' Kristi ispol'zuet bystrosoxnuščij lak dlja nogtej "Èkspress", cvet 20 {MAYBELLINE NEW YORK} VSE V VOSTORGE OT TEBJA, A TY OT MÈJBELLIN.</p>	<p>FOR NAILS Dries in exactly 1 minute Bolder, choose the colour of varnish according to your taste! Apply 1 coat, and after exactly 1 minute you're ready to leave. Dries in 1 minute exactly CERTIFIED PRODUCT. Supermodel Kristi is using fast-drying varnish for nails "Express", colour 20 {MAYBELLINE NEW YORK} EVERYONE'S DELIGHTED WITH YOU, AND YOU WITH MÈJBELLIN.'</p>
31	<p>Josie is wearing Moisture Whip in Madder Red and Cool Effect Cooling Shadow/Liner in Cool Cat. Whip up your lips! Josie Maran MAYBELLINE NEW YORK MOISTURE WHIP LIPSTICK UP TO 66% MOISTURISERS AND CONDITIONERS plus vitamins and aloe. Now with 7 new natural shades coffee bean, madder red, NEW roseberry, NEW plum motion, NEW amethyst, NEW softly mauve, NEW sunlit bronze, NEW pink topaz, metallic mauve, icy beige, creamy cassis, classic red, earthy mauve, silver sand, real raisin, misty lilac, sunset pink, sweet nectarine, natural rosewood, fuchsia, autumn rose, caramel cream, burgundy, pink perle, red passion, magnetic copper,</p>	<p>{MAYBELLINE NEW YORK} Džozni ispol'zuet uvlažnjajuščuju gubnuju pomadu "Mojsčer Vip" No. 250 www.maybelline.com Vdoxni žizn' v guby! Džozni Maran {MOISTURE WHIP} uvlažnjajuščaja gubnaja pomada "MOJSČER VIP" 66% UVLAŽNJAJUŠČIX KOMPONENTOV i kondicionerov s vitaminami i aloe. Tovar certificirovan 42 sočnyx ottenka MÈJBELLIN N'JU-JORK VSE V VOSTORGE OT TEBJA, A TY OT MÈJBELLIN.</p>	<p>{MAYBELLINE NEW YORK} Josie is using moisturizing lipstick "Mojsčer Vip" No. 250. www.maybelline.com Breathe life into your lips! Džozni Maran {MOISTURE WHIP} moisturizing lipstick "MOJSČER VIP" 66% MOISTURIZING COMPONENTS and conditioners with vitamins and aloe. Certified product. 42 rich shades MÈJBELLIN NEW YORK EVERYONE IS DELIGHTED WITH YOU, AND YOU WITH MÈJBELLIN.'</p>

	strawberry cream, electric orchid, cherry brown MAYBELLINE NEW YORK MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.		
32	NAOMI CAMPBELL FOLLOW YOUR INSTINCTS Exclusive to Debenhams DEBENHAMS BRITAIN'S FAVOURITE DEPARTMENT STORE www.debenhams.com	{NAOMI CAMPBELL} DOVER'SJA SVOEMU INSTINKTU OOO "INTERKOSMETIK" Tel:...	'{NAOMI CAMPBELL} ENTRUST YOURSELF TO YOUR INSTINCT OOO "INTERKOSMETIK" Telephone:...'
33	Cindy Crawford's Choice Constellation Stainless steel with diamond-set bezel. OMEGA – Swiss made since 1848 Omega – my choice Cindy Crawford OMEGA The sign of excellence www.omega.ch For your OMEGA stockist please call ...	Vybor Sindi Krouford {Constellation} (Sozvezdie) Zoloto 18 karat Perlamutrovij ciferblat OMEGA - švejcarskie časy s 1848 goda {Omega – my choice Cindy Crawford} {OMEGA} Znak vysokogo kačestva www.omega.ch	'The Choice of Sindi Krouford {Constellation} (Constellation) 18 carat gold. Mother-of-pearl face OMEGA – Swiss watches since 1848 {Omega – my choice Cindy Crawford} {OMEGA} The/A sign of high quality www.omega.ch'
34	James Bond's Choice Seamaster Professional Automatic chronometer. Water-resistant to 300m/1000ft. OMEGA – Swiss made since 1848 THE WORLD IS NOT ENOUGH 007 For your OMEGA stockist please call ... OMEGA www.omega.ch	Vybor Džejsa Bonda {Seamaster Professional} Avtomatičeskij xronometr Vodonepronicamyj korpus, pogruženie do glubiny 300m. OMEGA – švejcarskie časy s 1848 goda I Celogo Mira Malo 007 {OMEGA} Znak vysokogo kačestva www.omega.ch	'The Choice of Džejs Bond {Seamaster Professional} Automatic chronometer Waterproof case, diving to depths of 300m OMEGA – Swiss watches since 1848 The Whole World's too Small 007 {OMEGA} The/A sign of high quality www.omega.ch'
35	XS there is no life without excess paco rabane	{XS} Tovar certificirovan {there is no life without excess} * net žizni bez ... {paco rabane}	'{XS} Certified product {there is no life without excess} * no life without {paco rabane}'
36	PAUL SMITH MEN + WOMEN ALL ENQUIRES: ... www.paulsmith.co.uk Paul Smith PARFUMS	{Paul Smith PARFUMS} {PAUL SMITH MEN + WOMEN} www.paulsmith.co.uk www.inter-perfums.fr Èkskljuzivnyj distributor	'{Paul Smith PARFUMS} {PAUL SMITH MEN + WOMEN} www.paulsmith.co.uk www.inter-perfums.fr Exclusive distributor

		{COFIDEC}. Telefon ... Faks... Tovar certificirovan	{COFIDEC}. Telephone ... Fax... Certified product.'
37	RALPH LAUREN ROMANCE INTRODUCING THE NEW WOMEN'S FRAGRANCE BY RALPH LAUREN	{RALPH LAUREN ROMANCE} NOVYE DUXI DLJA ŽENŠČIN MARKI {RALPH LAUREN} {STAR Beauté} Ekskluzivnyj distrib'jutor na territorii Rossii, Ukrainy i Belarusi – tel: ... - faks: ...	'{RALPH LAUREN ROMANCE} NEW PERFUME FOR WOMEN {RALPH LAUREN} BRAND {STAR Beauté} exclusive distributor on the Russian territory, Ukraine and Byelorussia – telephone ... - fax ...'
38	Wear. Exaggerate Mascara IF LOOKS COULD KILL. THIS COULD BE DANGEROUS. EXAGGERATE MASCARA. FOR MORE VOLUME. MAKEUP YOUR OWN LANGUAGE RIMMEL LONDON	Pol'zujtes' novoj uveličivajušcej ob'em tuš'ju dlja resnic "ÈKZÈDŽEREJT" Esli vzgljad ubivaet, to èto opasnoe oružie. Novaja tuš' dlja resnic "ÈKZÈDŽEREJT". Dlja bol'shego ob'ema. Zajavi o sebe Tovar certificirovan {RIMMEL LONDON}	'Use new increasing volume mascara "ÈKZÈDŽEREJT" If looks kill, then this is a dangerous weapon. New mascara "ÈKZÈDŽEREJT" For more volume. Announce yourself Certified product. {RIMMEL LONDON}'
39	SHISEIDO I am your skin's strength Rely on me. I am The Skincare. I come from the advanced laboratories of Shiseido. What I do is complex, but basically, I strengthen stressed skin and optimize epidermal-dermal communication. I am a new source of strength for the future of your skin, and, as such, I promise to strengthen your stressed skin and keep you looking younger far into the future. Please use me daily. Learn more about The Skincare at www.shiseido.com For further information please telephone ...	{SHISEIDO} Ja – sila tvoej koži. Smotri v buduščee s optimizmom {The Skincare} Sozdannaja v naučnyx laboratorijax {Shiseido}, novaja linija {The Skincare} – èto revoljucionnye sredstva uxoda, kotorye optimizirujut svjaz' meždu èpidermisom i dermoj našej koži. Ona gluboko vosstanavlivaet kožu i zaščiščaet ee ot vrednyx vnešnix vozdejsvij. {The Skincare} soxranit buduščee Vašej koži. Otkrojte dlja sebja liniju {The Skincare} v Internete: www.shiseido.com {Hermitage S.A.} – èkskluzivnyj distrib'jutor v Rossii. Tel: ...; faks. ... Tovar certificirovan.	'{SHISEIDO} I am the strength of your skin. Look into the future with optimism {The Skincare} Created in the scientific laboratories of {Shiseido}, the new line {The Skincare} – these are revolutionary products for care, which optimize the link between the epidermis and the dermis of our skin. It deeply restores the skin and protects it from dangerous external influences. {The Skincare} saves the future of your skin. Discover for yourselves the line {The Skincare} on the Internet : www.shiseido.com {Hermitage S.A.} – exclusive distributor in Russia. Telephone: ... ; fax... Certified product.'
40	tommy	{tommy}	'{tommy}

	the real american fragrance tommy.com	nastojaščij amerikanskij aromat Aromat "Tommi" v salonax Èste Lauder: GUM, Krasnaja ploščad' 3, linija 1, Moskva; CUM, ul. Petrovka 2, ètaž 1, Moskva; "GUM na Tverskoj", Tverskaja ul. 15, Moskva; Salon Krasoty Èste Lauder, Moskou Kantri Klab, Naxabino; "Kalinka- Stokmann", Smolenskaja pl., 3-5, Moskva; "Passaž", Nevskij pr. 48, Sankt-Peterburg; "Roksolana", ul. B. Xmel'nickogo 3, Kiev. Tovar certificirovan	genuine American fragrance "Tommi" fragrance in Èste Lauder salons: State Department Store [GUM], 3 Red Square, line 1, Moscow; Central Department Store [CUM], ground floor, 2 Petrovka Street, Moscow; "GUM na Tverskoj", 15 Tverskaja Street, Moscow; Èste Lauder beauty salon, Moskou Kantri Klab, Naxabino; "Kalinka-Stokmann", 3-5 Smolenskaja Square, Moscow; "Passaž" 48 Nevskij Prospect, Saint Petersburg; "Roksolana", 3 B. Xmel'nickij Street, Kiev. Certified product.'
41	it only happens in ... VERY VALENTINO the ultimate seduction	Takoe vozmožno liš' v mire ... {VERY VALENTINO} soblazn bez granic {ARIA Ltd.} - èkskluzivnyj distrib'jutor v Rossii. Tel:... faks... Tovar certificirovan	'Such is possible only in the world ... {VERY VALENTINO} temptation without limits {ARIA Ltd.} - exclusive distributor in Russia. Telephone ..., fax... Certified product.'
42	First Every woman deserves to be first. Van Cleef & Arpels PARFUMS DE JOAILLIERS PARIS	{First} Každaja ženščina dostojna byt' pervoj {Van Cleef & Arpels} {PARFUMS DE JOAILLIERS} {PARIS}	'{First} Every woman deserves to be first {Van Cleef & Arpels} {PARFUMS DE JOAILLIERS} {PARIS}'
43	ADVANCE ADD LIFE TO THE LIFE OF YOUR CAT. WILL SHE ALWAYS BE IN SUCH GOOD SHAPE? She can be with new ADVANCE. A new range of super premium dry food for cats, developed to help give your cat a healthy, happy, long life by helping to build her natural defences and caring for her needs.	{ADVANCE} DAJTE VAŠEJ KOŠKE BOL'ŠE ŽIZNI! BUDET LI ONA VSEGDA V PREKRASNOJ FORME? S {ADVANCE} dlja nee net ničego nevozmožnogo. Novoe pitanie {ADVANCE} pomogaet ukrepit' zaščitnye sily organizma i zabolitsja o potrebnostjax Vašej koški, obespečivaja ej zdorovuju,	'{ADVANCE} GIVE YOUR CAT MORE LIFE! WILL SHE ALWAYS BE IN WONDERFUL SHAPE? With {ADVANCE} for her nothing is impossible New food {ADVANCE} helps to strengthen the body's defensive powers and take care of the needs of your cat, ensuring her a healthy, happy and long life.

<p>Developed with our veterinarians and nutritionists of WALTHAM – The World’s Leading Authority on Pet Care and Nutrition, new ADVANCE is designed to help build your cat’s natural defences using our unique vitamin and ingredient blend – scientifically proven to increase the level of antioxidants in your cat. Antioxidants are essential to the cat’s natural defences.</p> <p>New ADVANCE is developed using the recipe and feeding guide based on our FBMI (Feline Body Mass Index) to encourage an ideal body weight composition. And new ADVANCE also significantly promotes urinary tract health in adult and senior cats, and, is specially designed to promote dental health. All of these help to build your cat’s natural defences. What’s more, your cat will find new ADVANCE irresistibly delicious. So now, new ADVANCE can help you keep your cat in good shape.</p> <p>New. Dry in Resealable Foil Bags</p> <p>Available in specialist pet shops and from veterinarians. Kitten and Adult available in 800g, 3kg and 7.5kg bag sizes. Senior in 800g and 3kg. Adult also in 2 varieties: Rich in Poultry&Rice and Rich in Fish&Rice. For your nearest outlet, and information about ADVANCE, call our careline at ... , or visit our website:</p>	<p>sčastlivuju i dolguju žizn’.</p> <p>Sozdannyj veterinarnymi vračami i dietologami centra {WALTHAM} – mirovogo lidera v oblasti soderžanija i pitanija domašnix životnyx – novyj {ADVANCE} sposobstvuet podderžaniju zaščitnyx sil organizma. Kak pokazali naučnye issledovanija, unikal’noe sočetanie ingredientov i vitaminov {ADVANCE} povyšaeť v organizme koški uroven’ antioksidantov - èlementov, žiznenno važnyx dlja podderžanija zaščitnyx sil.</p> <p>Novyj {ADVANCE} razrabotan s ispol’zovaniem receptury i rukovodstva po kormleniju, osnovannyx na {FBMI} (Indekse Telosloženiya Koški), čto sposobstvuet dostiženiju optimal’noj komplekcii životnogo. {ADVANCE} pomogaet podderživat’ zdorov’e močevyvodjaščej sistemy (u vzroslyx i požilyx košek) i blagotvorno vlijaet na zdorov’e zubov i desen. Vse èto pozvoljaet ukrepiť zaščitnye sily organizma. I, čto ne mence važno, novyj {ADVANCE} nastol’ko vkusen, čto Vaša koška budet ot nego v vostorge. {ADVANCE} pomogaet koške podderživat’ prekrasnuju formu!</p> <p>NOVINKA: suxoj korm v germetično zakryvajuščixsja paketax. Tovar certificirovan</p> <p>Sprašivajte v zoomagazinax i veterinarnyx klinikax. Za dopolnitel’noj informaciej ob {ADVANCE}</p>	<p>Created by [the] veterinarians and nutritionists of the {WALTHAM} centre – the world leader in the area of care and food for domestic animals – new {ADVANCE} promotes the maintenance of the body’s defensive powers. As Scientific research has shown, the unique combination of {ADVANCE}’s ingredients and vitamins increases in the cat’s body the level of antioxidants – elements, vitally important for the maintenance of defensive powers.</p> <p>New {ADVANCE} developed with the use of recipes and food guides based on the {FBMI} (Index of Cat’s Body Composition), that helps achieve the optimum body constitution for the animal. {ADVANCE} helps to maintain the health of urinary system (in adult and senior cats) and beneficially acts on the health of teeth and gums. All this allows the body’s defensive powers to be strengthened. And, no less important, new {ADVANCE} is so delicious that your cat will be delighted with it. {ADVANCE} helps the cat maintain a wonderful shape.</p> <p>NEW: dry food in airtight closing packets.</p> <p>Certified product</p> <p>Ask in pet shops and veterinary surgeries. For more information about {ADVANCE} contact our consultation service by telephone:... Internet address</p>
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	advance.whiskas.com	obraščajtes' v Konsul'tacionnuju službu po telefonu:... Adres v Internet www.waltham.com	www.waltham.com'
44	<p>ADVANCE WILL HE STAND AS PROUD TOMORROW AS HE DOES TODAY? ADD LIFE TO THE LIFE OF YOUR DOG. WILL HE BE FULL OF LIFE FOR YEARS AND YEARS? He can be with Advance. A new range of leading- edge food for dogs developed to help give your dog a long, healthy life by building his natural defences. WALTHAM, the World's Leading Authority on Pet Care and Nutrition, recognises that a dog's natural defences are built through a strong immune system, a healthy digestive tract, a healthy skin and coat, and good dental hygiene. Our WALTHAM veterinarians and nutritionists have developed Advance to enhance these natural defences: with a unique blend of ingredients scientifically proven to increase the level of antioxidants in the dog (antioxidants are essential for a dog's natural defences and help protect the body's cells); a blend of natural fermentable fibres for digestive health; beneficial oil, minerals and vitamins for a healthy skin and coat; and specially designed kibbles to promote oral health. There's an Advance food for lifestages and lifestyles. Ask your vet how</p>	<p>{ADVANCE} DAJTE VAŠEJ SOBAKE BOL'ŠE ŽIZNI! BUDET LI ON VYGLJADET' STOL' ŽE DOSTOJNO MNOGO LET SPUSTJA? BUDET LI VSEGDA POLON ŽIZNENNYX SIL? S {ADVANCE} dlja nego net ničego nevozmožnogo! Novoe pitanie {ADVANCE} pomogaet ukrepit' zaščitnye sily organizma Vašego ljubimca, obespečivaja emu zdorovuju, sčastlivuju i dolguju žizn'. Učenyje Centra {WALTHAM} – mirovogo lidera v oblasti soderžanija i pitanija domašnix životnyx – ustanovili, čto v osnove zaščitnyx sil organizma sobaki ležat sil'naja immunnaja sistema, xorošee piščevarenie, zdorovaja koža i šerst', krepkie zuby i desny. Novyj {ADVANCE}, razrabotannyj veterinarnymi vračami i dietologami Centra {WALTHAM}, sposobstvuet ukrepleniju zaščitnyx sil organizma. Naučnyje issledovanija dokazali, čto unikal'noe sočetanie ingredientov {ADVANCE} povyšayet v organizme sobaki uroven' antioksidantov – èlementov, žiznenno važnyx dlja podderžanija zaščitnyx sil. {ADVANCE} soderžit različnyje vidy kletčatki dlja zdorovogo piščevarenija; natural'nye</p>	<p>'{ADVANCE} GIVE YOUR DOG MORE LIFE! WILL HE LOOK SO DIGNIFIED MANY YEARS LATER? WILL HE ALWAYS BE FULL OF VITALITY? With {ADVANCE} for him nothing is impossible! New food {ADVANCE} helps to strengthen the body's defensive powers of your loved one, ensuring him a healthy, happy and long life Scientists at the {WALTHAM} centre – the world leader in the area of care and food for domestic animals – have established that at the basis of the defensive powers of a dog's body's lies a strong immune system, good digestion, healthy skin and coat, strong teeth and gums. New {ADVANCE}, developed by veterinarians and nutritionists at the {WALTHAM} centre, promotes the strengthening of the defensive powers of the body. Scientific research has shown that the unique combination of {ADVANCE}'s ingredients increases in the dog's body the level of antioxidants – elements, vitaly important for the maintenance of defensive powers. {ADVANCE} contains different sorts of cellular tissue for healthy</p>

	<p>Advance can give your dog the best possible future. Available in pet shops and other specialist outlets. For more information call our careline at ... , or visit the WALTHAM website: www.waltham.com</p>	<p>masla, mineral'nye veščestva i vitaminy dlja zdorovoj koži i šersti; special'no razrabotannye granuly dlja ukreplenija zubov i desen. V assortimente {ADVANCE} Vy najdete korma dlja sobak ljubogo vozrasta i obraza žizni. Veterinarnyj vrač podrobnее ob'jasnit Vam, kak važen {ADVANCE} dlja budućčego Vašej sobaki. Tovar certificirovan Sprašivajte v zoomagazinax i veterinarnyx klinikax. Za dopolnitel'noj informaciej ob {ADVANCE} obraščajtes' v Konsul'tacionnuju službu po telefonu:... Adres v Internet www.pedigreeclub.com i www.waltham.com</p>	<p>digestion; natural oils, mineral substances and vitamins for healthy skin and coat; specially developed granules to strengthen teeth and gums. In the {ADVANCE} range you will find foods for dogs of any age or lifestyle. The/a veterinarian will explain in more detail to you how important {ADVANCE} is for the future of your dog. Certified product. Ask in pet shops and veterinary surgeries. For more information about {ADVANCE} contact the consultation service by telephone:... Internet address: www.pedigreeclub.com and www.waltham.com</p>
45	<p>I pull the strings Pull the strings Select the effect you want THE ONE AND ONLY Wonderbra new VARIABLE CLEAVAGE www.wonderbra.co.uk</p>	<p>{Wonderbra} Reguliruemoe dekol'te Vybirajte sami! BLIŽE ... EŠČE BLIŽE ... VOT TAK! {Wonderbra} Magaziny v g. Moskve: "Ljuks" – Olimpijskaja derevnja, Mičurinskij pr-t, 4. "CUM", ul. Petrovka, 2. un-g "Moskva" – Leninskij pr-t, 54. m-n "Kvant" – Anan'evskij per., 16/18 (m. Suxarevskaja). M-n "TK Studio" – ul. Tverskaja, 27. TK "Kalita" - ul. Petrovka, 4. "Tverskoj Passaž", ul. Tverskaja, 18/1. un-g "Meta", ul. Maršala Birjuzova, 14. un-g "Carskoe selo" – ul. Profsojuznaja, 45. TC "Perekrestok" – sev. Butovo, ul. Starokačalovskaja, 1a. "Dom Mody" na</p>	<p>'{Wonderbra} Adjustable décolleté Choose for yourself CLOSER... EVEN CLOSER... THAT'S IT! {Wonderbra} Shops in Moscow: "Ljuks" – Olympic Village, 4 Mičurinskij Avenue. "CUM", 2 Petrovka Street. "Moskva" Department Store – 54 Leninskij Avenue. "Kvant" shop – Block 16, section 18 Anan'evskij Avenue, (Suxarevskaja metro). "TK Studio" shop – 27 Tverskaja Street. "Kalita" Shopping Complex – 4 Petrovka Street. "Tverskoj Passaž", block 18, section 1 Tverskaja Street. "Meta" Department Store, 14 Maršala Birjuzova Street. "Carskoe selo" Department Store – 45</p>

		<p>Smolenskoj. Un-g “Krestovskij” – pr-t Mira, 92, str.1. GUM m-n “Frederiks” – Krasnaja ploščad’, 2 linija, 2 etaž. GUM “Podarki” ul. Tverskaja, 2. TC “Tišinka” – Tišinskaja ploščad’, 1. TD “Galereja Atom” – Taganskaja pl., 86, str.1.</p> <p>Besplatnyj katalog francuzskogo ženskogo bel’ja Vy možete zakazat’ po telefonu...</p> <p>Magaziny v g. Toljatti: m-n “Parižanka” – ul. K.Marksa, d.60. un-g “Rus” – ul. Revoljucionnaja, d.52a.</p> <p>Magaziny v g. Omske: “Siti Centr” – ul. Zvezdova, d. 10/a, 1 etaž, “Eva Ljuks”. M-n “šik” – ul. Lenina, d.19, salon “Eva”. TD “Na Teatral’noj” – ul. Lermontova, d.22, salon “Eva”. Magazin v g. Soči: Salon “Stil’nye štučki” – ul. Vojkova, d.16.</p>	<p>Profsojuznaja Street. “Perekrestok” Shopping Centre – North Butovo, 1a Starokačalovskaja Street, “Dom Mody” on Smolenskoj Embankment. “Krestovskij” Department Store – block 92, section 1 Mir Avenue, State Department Store [GUM] “Frederiks” – 2 Red Square, line 2, 1st floor. State Department Store [GUM] “Podarki” 2 Tverskaja Street. “Tišinka” Shopping Centre – 1 Tišinskaja Square. “Galereja Atom” Shopping Centre – block 86, section 1 Taganskaja Square.</p> <p>You can order a free catalogue of French lingerie by telephone on: Shops in Tolyatti: “Parižanka” shop – 60 K.Marks Street. “Rus” Department Store – 52a Revoljucionnaja Street. Shops in Omsk: “Siti Centr” – ground floor, 10a Zvezdov Street, “Eva Ljuks”. “Šik” shop – “Eva” salon, 19 Lenin Street. “Na Teatral’noj” shopping centre – “Eva” salon 22 Lermontov Street. Shop in Sochi: Salon “Stil’nye štučki” – 16 Vojkov Street.’</p>
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Monolingual Corpus Texts

	Russian Monolingual Corpus (RM)	Russian Monolingual Corpus 'English Translation'
1	<p>Arbat Prestiž Parfjumerno-kosmetičeskij koncern ARBAT PRESTIŽ predlagaet èlitnuju parfjumeriju i kosmetiku veduščix proizvoditelej mira {Jean Paul Gautier. Issey Miyake. Clarins Paris. Thierry Mugler. Salvador Dali. Dolce & Gabana parfum. Paco Rabane. Carolina Herrera New York. Moschino. Jaipur Boucheron parfum Paris. Diedo dalla palma. Sonia Rykiel Paris. Catalyst Halston. Lina Bocardi. Theorema Fendi. Orlane Paris.} Moskva, ul. Nataši Kovšovej, d.8, k.1 (M. Jugo-Zapadnaja, marš. taksi No25). Tel:...</p> <p>My rabotaem každyj den' s 9.00 do 21.00, v voskresen'e s 10.00 do 19.00 Tovar sertifikirovan</p>	<p>'Arbat Prestiž Perfume – cosmetics concern ARBAT PRESTIŽ offers high quality perfumeries and cosmetics of the leading world producers. {Jean Paul Gautier. Issey Miyake. Clarins Paris. Thierry Mugler. Salvador Dali. Dolce & Gabana parfum. Paco Rabane. Carolina Herrera New York. Moschino. Jaipur Boucheron parfum Paris. Diedo dalla palma. Sonia Rykiel Paris. Catalyst Halston. Lina Bocardi. Theorema Fendi. Orlane Paris.} block 8, section 1 Nataša Kovšova Street, Moscow (Metro Jugo- Zapadnaja, shuttle service No25). Telephone: ... We work everyday from 9.00 until 21.00, on Sunday from 10.00 until 19.00. Certified product.'</p>
2	<p>Bjust'e Magaziny bel'ja dlja sovremennoj ženščiny TK "Družba" ul. Novoslobotskaja, 4 (2 ètaž). TK "Magnolija" Stroginskij bul'var, 1 korp. 2 (2 ètaž). "Ramstor" Kaširskoe šosse, 61/2 (2 ètaž). Telefon informacionnoj služby ZAO "Bjust'e" ...</p>	<p>'Bjust'e Lingerie shops for the modern woman "Družba" Shopping Complex, 4 Novoslobotskaja [sic ks] Street (1st floor). "Magnolija" Shopping Complex, block 1, section 2 Stroginskij Boulevard (1st floor). "Ramstor" block 61, section 2 Kaširskoe Highway (1st floor). Information service telephone ZAO² "Bjust'e" ...'</p>
3	<p>oščuti sebja svobodnym Dar'ja www.pelmeni.ru www.kotleta.ru www.ravioli.ru www.cheburek.ru</p>	<p>'feel yourself free Dar'ja www.pelmeni.ru www.kotleta.ru www.ravioli.ru www.cheburek.ru'</p>
4	<p>Tovar sertifikirovan Adresa magazinov Moskva Valdaj Centr, 1-j ètaž. Francuzskie Galerei, 3-j ètaž. Nautilus, 3-j ètaž. Oxotnyj Rjad, 2-j ètaž. Smolenskij Passaž, 3-j ètaž.</p>	<p>'Certified product. Shop addresses Moscow Valdaj Centr, ground floor. Francuzskie Galerei, 2nd floor. Nautilus, 2nd floor. Oxotnyj Rjad, 2nd floor. Smolenskij Arcade, 2nd floor.</p>

² ZAO – *Zakrytoe akcionernoje obščestvo* 'closed corporation'. This is a corporation in which the shares of stock are held by relatively few people and are not publicly traded (also called a private company).

<p>Sadko Arkada (vo dvorike). Megacentr Italija. Il'inskoe šosse, 1. Leninskij prospekt, 90 Petrovskij bul'var, 9 Kutuzovskij prospekt, 29/2 S-Peterburg Naberežnaja reki Mojka, 55.</p> <p>Magaziny i telefonnaja služba ZAO Dikaja Orxideja rabotajut ežednevno s 10.00 do 12.00. www.wildorchid.ru DIKAJA ORXIDEJA</p> <p>Bjustgal'ter {Barbara}, artikul 84569, cena \$78. Trusy {Barbara} artikul 84668, cena \$43 Otličnye novosti – {Barbara} v Dikoj Orxidee! Teper' v Dikoj Orxidee možno kupit' bel'e {Barbara} – odno iz samyx populjarnyx sredi francuženok. Počemu že èto bel'è stalo stol' populjarnym? Vse ženščiny, kotorye nosjat bel'e {Barbara} ljubjat ego, - govorit Žan- Žak Bena, prezident kompanii {Barbara}. {Barbara} sočetaet v sebe istinno francuzskuju èlegantnost', mногообразie modelej i bezuprečnyj kroj. Tkani i materialy podobrany tak, čtoby oni dostavljali prijatnoe oščuščenie. Bel'è {Barbara}, nezavisimo ot razmera, ispolneno tak, čto v nem ženščina vseгда čuvstvuet sebja privlekatel'noj i seksual'noj. Stol'ko že stoit vse èto udovol'stvie? Ravno stol'ko, skol'ko ono dolžno stoit'. V magazinax Dikaja Orxideja bjustgal'tery {Barbara}, v zavisimosti ot modeli, stojat ot \$46 do \$79. {Barbara} – èto olicetvorenje sovremennoj ženščiny, kotoraja cenit krasotu, vedet aktivnyj obraz žizni i ne dopuskaet kompromissov v vybore bel'ja. Dopolnitel'nuju informaciju Vy možete polučit' po telefonu ...</p>	<p>Sadko Arkada (in the courtyard). Megacentr Italija. 1 Il'inskoe Highway. 90 Leninskij Avenue 9 Petrovskij Boulevard block 29, section 2 Kutuzovskij Prospect Saint Petersburg 55 Mojka Embankment</p> <p>Shops and telephone service of ZAO Dikaja Orxideja work daily from 10.00 to 21.00. www.wildorchid.ru DIKAJA ORXIDEJA</p> <p>{Barbara} bra, article 84569, price \$78. {Barbara} briefs, article 84668, price \$43. Excellent news – {Barbara} in Dikaja Orxideja! Now in Dikaja Orxideja it is possible to buy {Barbara} lingerie – one of the most popular amongst French women. Why exactly has this lingerie become so popular? All women who wear {Barbara} lingerie love it, - says Žan-Žak Bena, president of the {Barbara} company. {Barbara} combines truly French elegance, a wide variety of designs and an impeccable cut. The fabrics and materials have been chosen so that they give a nice feeling. {Barbara} lingerie, irrespective of size, is made so that a woman always feels attractive and sexy in it. So how much does this pleasure cost? Exactly as much as it should cost. In the Dikaja Orxideja shops, the {Barbara} bra, depending on the model, costs from \$46 to \$79. {Barbara} is the personification of the modern woman, who values beauty, leads an lifestyle and does not allow compromises in the choice of lingerie. You can receive more information by telephoning ...'</p>
<p>5 TY VSEGDA ÈLEGANTNA DIKAJA ORXIDEJA Ženskoe bel'e Adresa magazinov:</p>	<p>'YOU ARE ALWAYS ELEGANT DIKAJA ORXIDEJA Women's lingerie Addresses of shops:</p>

	<p>PETROVSKIJ BUL'VAR, 9 LENINSKIJ PROSPEKT, 90 ÈKSPOCENTR (naprotiv restorana "Trattoriya" Sadko-Arkada.) Telefon:</p>	<p>9 PETROVSKIJ BOULEVARD 90 LENINSKIJ AVENUE ÈKSPOCENTR (opposite the "Trattoriya" restaurant Sadko-Arkada. Telephone:'</p>
6	<p>Naši predki ne znali Deda Moroza, no oni znali koe-čto drugoe...</p> <p>Ešče v devjatom veke na Rusi byli izvestny osobe svojstva nastoja molodyx berezovyx poček. Imenno on, vxodja v sostav vodki "Flagman", pridaet ej otmennyj vkus i sposobstvuet tomu, čtoby Vaše utro bylo bolee svežim. "Flagman" želaet Vam prijatnogo Novogo goda! Est' čem gordit'sja</p> <p>Produkcija Russkoj Vino-Vodočnoj Kompanii Tovar certificirovan</p>	<p>'Our forefathers did not know Father Christmas, but they did know one or two other things...</p> <p>As early as the ninth century in Rus' the special qualities of an infusion of young birch buds were well known. It is this infusion going into the composition of "Flagman" vodka that gives it its excellent taste and makes your morning fresher. "Flagman" wishes you a pleasant New Year. There is something to be proud of.</p> <p>A Russian Wine and Vodka Company Product Certified product.'</p>
7	<p>ARKTU TORGOVO-PROMYŠLENNAJA ASSOCIACIJA. NEZAMENIMYJ predmet obol'sčenija! BOLEE 25 èlegantnyx i praktičnyx modelej plotnost'ju ot 15 do 450 Den! Ljuboj sezon! Ljubaja situacija! Praktičnye kolgotki GRACIJA Tel/faks:.... {e-mail}: arktur@gracia.com., www.gracia.ru Sovmestnoe rossijsko-ital'janskoe proizvodstvo. Salony v Moskve: M. "Park Kul'tury", Zubovskij b-r, 15, tel:.... M. "Vojkovskaja", Leningradskoe š., 9, tel:.... M. "Arbatskaja", Novyj Arbat, 19. Tel:.... M. "Tušinskaja", ul. Tušinskaja, vl. 15, str.1, Tel:.... Vnimanie! Rossijskij rynek perepolnen poddelkami tovarov zarubežnyx firm. Proizvoditeljam importnyx kolgotok složno kontrolirovat' situaciju s poddelkami v našej strane. Ne riskujte, pokupajte otečestvennoe! Sozdateli</p>	<p>'ARKTU TRADE AND INDUSTRY ASSOCIATION. IRREPLACEABLE object of seduction! MORE THAN 25 elegant and practical designs with a density from 15 to 450 denier. Any season! Any situation! Practical tights GRACIJA Telephone/fax:.... {e-mail}: arktur@gracia.com., www.gracia.ru Joint Russian-Italian production. Shops in Moscow: Metro "Park Kul'tury", block 6, section 15 Zubovskij Boulevard, telephone:.... Metro "Vojkovskaja", 9 Leningradskij Highway, telephone:.... Metro "Arbatskaja", 19 Novyj Arbat. Tel:.... Metro "Tušinskaja", plot 15, building 1 Tušinskaja Street, Telephone:.... Warning! The Russian market is overflowing with the fake products of foreign firms. It is difficult for manufacturers of imported tights to control the situation with fake products in our country. Don't take a risk, buy native! The creators of "Gracija"</p>

	<p>“Gracii” garantirujut svoim pokupateljam kačestvennuju, zaščiščennuju ot poddelok produkciju. Tovar certificirovan</p>	<p>guarantee their customers quality production, protected against fakes. Certified product.’</p>
8	<p>LIKSAR saratovskoe čudo! ROSSIJA, 410028, Saratov, ul. Černyševskogo, 110 LIKSAR Tel..., faks...</p>	<p>‘LIKSAR The Saratov Miracle! 110 Černyševskij Street, Saratov, 410028, RUSSIA LIKSAR Telephone..., fax...’</p>
9	<p>Vse lučšee srazu! V “Galeree Ljuks” postojanno predstavleny poslednie kollekcii mužskoj i ženskoj odeždy bolee 30 zvezd mirovoj mody. Ždem Vas ežednevno s 11 do 20 č. po adresu: g. Moskva, Mičurinskij pr. Olimpijskaja derevnja, 4. LJUJS GALEREJA. {Givenchy, Fendi, Yves Saint Laurent, Christain Dior, Lanvin, Nina Ricci, Cerruti, Escada, Karl Lagerfield, Gianfranco, Ferre, Moschino}</p>	<p>‘The best straight away! In the “Galereja Ljuks” the latest collections of men’s and women’s clothes of more than 30 stars of world fashion are constantly on show. We look forward to seeing you daily from 11 to 8 at the address: Moscow, Olympic Village, 4 Mičurinskij Avenue. LJUJS GALEREJA. {Givenchy, Fendi, Yves Saint Laurent, Christain Dior, Lanvin, Nina Ricci, Cerruti, Escada, Karl Lagerfield, Gianfranco, Ferre, Moschino}’</p>
10	<p>IGRY V KOTORYE IGRAJUT LJUDI BUTIK OTDELOČNYX MATERIALOV NĚSKLJUZIV KERAMIČESKAJA PLITKA, PARKET, MEBEL’ DLJA VANNYX KOMNAT, SANTEXNIKA, VANNY, DUŠEVYE KABINY, DVERI, TKANI, KOVROVYE POKRYTIJA... LENINSKIJ PROSPEKT 34/1, TEL.:...</p>	<p>‘GAMES WHICH PEOPLE PLAY DECORATING MATERIALS BOUTIQUE. NĚSKLJUSIV CERAMIC TILES, PARQUET, BATHROOM FURNITURE, PLUMBING SUPPLIES, BATHS, SHOWER CABINETS, DOORS, FABRICS, CARPET COVERING... BLOCK 34, SECTION 1 LENINSKIJ AVENUE, TELEPHONE:...’</p>
11	<p>standart po-russki russkij standart standart po-russki russkij standart Russkij Standart Tovar certificirovan</p>	<p>‘standard in Russian Russian standard standard in Russian Russian standard Russkij Standart Certified product.’</p>
12	<p>Tak bylo i tak budet. V ljubye vremena. Iz veka v vek. Odnadždy èto pridet i k Vam. “Russkij stil” Osobennyj i nepovtorimyj. Kak nastojaščie čuvstva ... Čej vkus pritjagatelen i jarok. Kak ljubimye vospominanija... Čej aromat zavoraživaet. Kak pervaja ljubov’... Tak bylo vseгда. Tak budet večno. “Russkij stil” Vozvraščenie v buduščee.</p>	<p>‘It was so and so it will be At all times. From century to century Once it will come also to you “Russkij stil”. Special and not to be repeated Like true feelings ... Whose taste is attractive and outstanding... Like favourite memories ... Whose aroma fascinates. Like first love. It was always so. So it will be eternally. “Russkij stil”</p>

	<p>MINZDRAV PREDUPREŽDAET: KURENIE OPASNO DLJA VAŠEGO ZDOROV'JA. TOVAR PODLEŽIT OBJAZATEL'NOJ SERTIFIKACII</p>	<p>Return to the future THE MINISTRY OF HEALTH WARNS: SMOKING IS DANGEROUS FOR YOUR HEALTH PRODUCT SUBJECT TO MANDATORY CERTIFICATION.'</p>
13	<p>Žizn' v stile soveršenstva. Oni tak že nepovtorimy, kak i Vy. Podobno Vam, im svojstvenen stil'. Izgotovlennye iz otbornogo tabaka, oni obladajut vosxitlel'nym aromatom, kotoryj vrjad li ostavit Vas ravnodušnymi. A fil'tr-mundštuk s lazernoj perforaciej pozvolit Vam oščutit' vse ottenki vkusa ètix pervoklassnyx sigaret. "Russkij stil" Novaja marka dorigix rossijskix sigaret. Fil'tr-mundštuk smjagčacet vkus. MINZDRAV PREDUPREŽDAET: KURENIE OPASNO DLJA VAŠEGO ZDOROV'JA Tovar podležit objazatel'noj sertifikacii</p>	<p>'Life in perfect style. They are as unforgettable, as you are. Like you, they are style itself. Made from selected tobacco, they possess an entrancing aroma which will hardly leave you indifferent. The laser perforated filtered mouth-piece will let you experience the shades of flavour of these first class cigarettes. "Russkij stil" The/A new make of expensive Russian cigarettes. The filtered mouth-piece softens the taste. THE MINISTRY OF HEALTH WARNS: SMOKING IS DANGEROUS FOR YOUR HEALTH Product subject to mandatory certification.'</p>
14	<p>VII Sed'moj ètaž krasivye tovary dlja krasivyx ljudej Tovar certificirovan {Iceberg, GFF, Viviane Westwood, Ghost, Simultaneous, Future Ozbek, NY Industrie, Ferre Studio, Corneliani., Missoni M, Rene Lazard, Pollini, Blue Again, Marlboro Classic} Manežnaja pl. d.1, Torgovyj kompleks "Oxotnyj Rjad".</p>	<p>'VII Sed'moj ètaž beautiful products for beautiful people Certified product {Iceberg, GFF, Viviane Westwood, Ghost, Simultaneous, Future Ozbek, NY Industrie, Ferre Studio, Corneliani., Missoni M, Rens Lazard, Pollini, Blue Again, Marlboro Classic} 1 Manežnaja Square, "Oxotnyj Rjad" Shopping Complex.'</p>
15	<p>Serebrjanyj Vek – naslaždenie klassikoj Izyskannosti tonkaja pečat' Čto Vek Serebrjanyj daruet nam ponyne...</p>	<p>'Serebrjanyj Vek – enjoyment with the classics The fine stamp of refinement That the Serebrjanyj Vek [Silver Age] has granted to this day.'</p>
16	<p>SKUL'PTURNYE KOVRY KOVRY RUČNOJ RABOTY PO INDIVIDUAL'NYM ÈSKIZAM ŠERST', ŠELK, SINTETIKA SALON "SKUL'PTURNYE KOVRY", SMOLENSKAJA NABEREŽNAJA, D.2-A s 10.00 do 20.00 bez vyxodnyx i pereryva na obed</p>	<p>'SKUL'PTURNYE KOVRY [SCULPTURED CARPETS] CARPETS HANDMADE ACCORDING TO INDIVIDUAL DESIGNS WOOL, SILK, SYNTHETIC SALON "SKUL'PTURNYE KOVRY", 2-A SMOLENSKAJA EMBANKMENT. From 10.00 until 20.00 without days off or breaks for dinner'</p>
17	Speczakaz	'Special order

	{Stolichnaya} {Cristall} TOL'KO DLJA SVOIX	{Stolichnaya} {Cristall} ONLY FOR YOUR KIND OF PEOPLE'
18	VYBIRAJ! Vse neobxodimoe dlja sozdaniya ujuta i blagopolučija Vašego doma: Štory. Karnizy. Aksessuary. Pokryvala. Čexly mebel'nye. Poduški. Valiki. Tkanevye oboi. Gobeleny. Kruževo. Skaterti. Salfetki. Kleenki. Vannye komplekty. Port'era. Tjul'. TEKSTIL' dlja doma Rabotaem bez vyxodnyx: TVERSKAJA 28, LENINSKIJ PROSPEKT 31, Tel... SINTEKS	'CHOOSE! Everything needed for the creation of your home's comfort and well-being: Blinds. Cornices. Accessories. Bedspreads. Furniture covers. Cushions. Bolsters. Material wallpaper. Tapestries. Lace. Table-cloths. Oil-cloths. Bathroom sets. Door curtains. Tulle. TEKSTIL' dlja doma [Textile for the home] [We] work without days off: 28 TVERSKAJA SQUARE, 31 LENINSKIJ AVENUE, Telephone... Sinteks'
19	Poroj nam prixoditsja prikladyvat' ogromnye usilija, čtoby dobit'sja uspexa. No rezul'tat stoit potračennyx sil, ibo uspex imeet ne tol'ko svoju cenu, no i svoi isključitel'no prijatnye atributy. Gaz - 3120 Volga AVTOMOBIL'NYJ ZAVOD "GAZ" Dopolnitel'nuju informaciju možno polučit' po telefonam:... TOVAR CERTIFICIROVAN	'Now and then we have apply enormous effort(s) to achieve success. But the result is worth the expended exertion, for success has not only its price, but also its exceptionally pleasant attributes. Gaz - 3120 Volga CAR FACTORY "GAZ" More information can be received by phoning:... CERTIFIED PRODUCT'
20	ZOLOTAJA KOLLEKCIJA SČASTLIVYX MGNOVENIJ	'ZOLOTAJA KOLLEKCIJA [Golden collection] OF HAPPY MOMENTS'
21	Apel'sin ili jabloko? Vybor za Vami. Ran'she ili pozže celljunit obnaručivajut u sebja 99% ženščin. Èto ne povod dlja bespokojstva, a problema, s kotoroj nužno i možno borot'sja. Nežirnyj, legko vpityvajuščijsja gel' protiv celljulita "Zolotaja linija" razrušaet izbytočnye žirovye otloženiya, nadežno ustranjaja efekt "apel'sinovoj korki". Krome togo, gel' dejstvuet neposredstvenno na pričinu obrazovanija celljulita, predotvraščaia ètim posledujuščee ego pojavlenie. S každim dnem celljunit delaetsja menee zameten, a vmeste s nim isčezajut mnogie problemy. *Protestirovano	Orange or apple? The choice is yours. Sooner or later cellulite is discovered by 99% of women. It is not a cause for concern, but a problem, with which it is necessary and possible to fight. The non-greasy, easily soaking in gel against cellulite "Zolotaja linija" destroys surplus fatty deposits, reliably removing the effect of "orange peel". Besides, the gel acts immediately on the reason for the formation of cellulite, preventing its subsequent appearance. With each day the cellulite becomes less noticeable, and together with it will disappear many problems. * Tested After 30 treatments a significant

	<p>Posle 30 procedur vyjavleno značitel'noe sniženie soderžanija žira i vody v tkanjax</p> <p>ZOLOTAJA LINIJA ZOLOTAJA LINIJA VLAST' NAD VREMENEM</p>	<p>reduction in the amount of fat and water in tissue is revealed</p> <p>ZOLOTAJA LINIJA ZOLOTAJA LINIJA POWER OVER TIME'</p>
22	<p>Skol'ko stoit Vaša grud'? \$10, \$500, \$1000, \$2500</p> <p>Plastičeskaja operacija. Fitness kurs Gormonal'nyj kurs</p> <p>Gel' dlja podderžanija uprugosti grudi "Zolotaja linija" Vaša grud' pomogaet Vam vygljadet' krasivoj i seksual'noj. Pomogite svoej grudi. S vozrastom ee koža terjaet uprugost' i èlastičnost'. Iznuritel'nye ežednevnye fizičeskie upražnenija ne dajut ožidaemogo èffekta, gormonal'nye preparaty obladajut pobočnymi dejstvijami i nebezopasny, a dorogostojaščee xirurgičeskoe vmešatel'stvo, ne vseгда garantirujuščee rezul'tat, moguť pozvolit' sebe edinicy. Prostoj, dostupnyj i èffektivnyj sposob nadežno zaščitit' Vašu grud' - gel' dlja podderžanija uprugosti grudi "Zolotaja linija". On ne tol'ko soderžit neobxodimye kože kollagen i èlastin, no i aktiviziruet vyrabotku molodogo kollagena, kotoryj i otvečaet za uprugost' koži. Gel' dlja podderžanija uprugosti grudi "Zolotaja linija" – podderžite Vašu grud'.</p> <p>ZOLOTAJA LINIJA ZOLOTAJA LINIJA VLAST' NAD VREMENEM Tovar certificirovan</p>	<p>'How much is your bust worth? \$10, \$500, \$1000, \$2500</p> <p>Plastic surgery Fitness course Hormonal course</p> <p>Gel to maintain the springiness of your bust "Zolotaja linija" Your bust helps you to look beautiful and sexy. Help your bust. With age its skin loses springiness and elasticity. Exhausting daily physical exercises do not give the expected effect, hormonal preparations have side effects and are not safe, and only some individuals can allow themselves expensive plastic surgery, which does not always guarantee a result. A simple, accessible and effective way of reliably protecting your bust is the "Zolotaja linija" gel to maintain the springiness of the bust. It not only maintains the collagen and elastin necessary for skin, but also activates the production of young collagen which is also responsible for the skin's springiness.</p> <p>Gel to maintain the springiness of your bust "Zolotaja linija" – support your bust.</p> <p>ZOLOTAJA LINIJA ZOLOTAJA LINIJA POWER OVER TIME. Certified product.'</p>
23	<p>Lic. No. ... ot 23-12-92 "CENTR – JUVELIR" Ključ k serdcu Vašix ljubimyx Zolotce moë! Adresa i telefony magaziny v g. Moskve: No.1 ul. Petrovka, 24/1 No.2 2-j Polevoj per., 2 No.4 Stolešnikov per., 14 No.5 Taškentskaja ul., 18</p>	<p>Licence. No. ... from 23-12-92 CENTRE – JEWELLER The key to the heart of your loved ones Zolotce moë! Shop addresses and telephone numbers in Moscow: No.1: block 24, section 1 Petrovka Street No.2: 1st floor, 2 Polevoj Lane No.4: 14 Stolešnikov Lane</p>

Appendix Four

<p>No.6 Gruzinskij val, 14 No.8 Stolešnikov per., 13 No.9 Novyj Arbat, 6 No.10 Martenovskaja ul., 11/12 No.12 B. Suxarevskaja pl. 16 No.13 ul. Nikol'skaja, 10 No. 14 pr-t Mira, 120 No.15 Sadovaja-Spasskaja, 21 No.16 ul. Profsojuznaja, 11/11 No.17 Lomonosovskij pr-t, 23 No.20 Olimnijskij pr-t, 22 No.22 g. Zelenograd, korp. 601 No.23 ul. Prišvina, 17 No.41 Leningradskij pr., 78 No.47 ul. Tverskaja, 12 "Lejpcig", ul. Vargi, 8 "Molodežnyj", Možajskoe š., 31 "Vlasta", Leninskij pr-t, 82 "Serpuxovskij", Korovinskij val, 1</p>	<p>No.5: 18 Taškentskaja Street No.6: 14 Gruzinskij Bank No.8: 13 Stolešnikov Lane No.9: 6 Novyj Arbat No.10: block 11, section 12 Martenovskaja Street No.12: 16 B. Suxarevskaja Square No.13: 10 Nikol'skaja Street No. 14: 120 Mir Avenue No.15: 21 Sadovaja-Spasskaja No.16: block 11, section 11 Profsojuznaja Street No.17: 23 Lomonosovskij Avenue No.20: 22 Olimnijskij Avenue No.22: complex 601 in Zelenograd No.23: 17 Prišvina Street No.41: 78 Leningradskij Avenue No.47: 12 Tverskaja Street "Lejpcig", 8 Vargi Street "Molodežnyj", 31 Možajskoe Highway "Vlasta", 82 Leninskij Avenue "Serpuxovskij", 1 Korovinskij Bank'</p>
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Appendix Five

Synopsis of Questionnaire Results

Below is a synopsis of the replies to a questionnaire which I distributed during a study trip to Saint Petersburg in October 2000. Fifty questionnaires were completed in October 2000 by young people from School 98 and the Saint Petersburg State Technical University. The students were aged between thirteen and twenty-seven, with an average age of 15.5, making them slightly younger than the target market for the adverts in my own corpora (which I estimate as being between twenty and thirty, see p.339). Sixty-eight percent of the respondents were female. Rather than being a precise piece of empirical research, the aim of this questionnaire was to offer some indications of young people in contemporary Russia's perceptions of advertising. In addition, this document makes reference to the findings of an informal, face-to-face discussion with university students (all aged approximately twenty-one). The students were asked the same questions that appeared on the questionnaire, but were invited to respond orally.

Which form of advertising do you think is the most effective, in your opinion, and why? (Printed adverts, radio or television advertising, advertising hoardings etc.)

By far the most effective form of advertising, according to the respondents, is television advertising. This form is highlighted by forty-seven of those who filled in the questionnaire. The benefits of television advertising include the accessibility of the medium (television is an integral part of Russian life watched by millions of people every day); the fact that many people, when faced with adverts on television, do not turn the television off, meaning that the adverts are working subconsciously on the viewer, even if the viewer is unaware of it; the ability to see the product being advertised and later recognize it in the shops; and the possibility of targeting specific markets. One respondent remarked that he was more receptive to adverts which appear in the interval of Spartak football matches. Television is an excellent medium for advertising everyday consumer goods.

The second most effective form of advertising is radio, chosen by twelve respondents. As with television, radio is accessible to almost all and listened to by many people, not just in the home, but at work and in the car. Advertising hoardings are the next most effective, ten respondents, as these are noticed by people as they go about their daily lives. Print adverts are seen as the most effective form of advertising for only five respondents and are highlighted as being particularly effective for cosmetic and fashion adverts. Unlike the other categories, print adverts are not seen as being accessible to all, perhaps reflecting the high price of many magazines in Russia. No mention is made of other forms of advertising, such as direct mail or Internet.

During the discussion it was suggested that print advertising is effective for specialized or expensive goods, as it is easier to target the audience of magazines or journals. The group believed that the most effective advertising campaign is

one that encompasses all media; advertising hoardings, newspapers, television. Advertising cannot be avoided; even when you think that you are not paying attention, the information is going in.

What information is necessary in an advert?

The most important information given in an advert, according to the respondents, relates to the product or service being advertised. They want to know the specific characteristics of the product, what are its qualities (and in the case of one respondent, its faults) and what advantages it has over other competing products. People also want to be told how to use the product; in the discussion it was suggested that goods entering the Russian market often have to be explained, as Russia does not have an equivalent comparable product. Another important piece of information which should be included in the advert is the price of the product; twelve respondents say that this is necessary in adverts as it allows them to know whether the product is within their price range before trying to get hold of it. In addition, information about the name of the product and the manufacturer should be included to ensure that the product is recognizable amongst others. People also want to know where the product can be purchased as it is frustrating to see an advertised product and then spend a lot of time trying to track it down. One respondent suggests including the address and telephone number of the place of purchase. Respondents also expressed a desire to know where the product had been produced, thus demonstrating that a specific country of origin may be a positive selling point. Russians are also aware of the areas where they can compete in terms of quality with foreign goods and prefer to buy the Russian versions of these products such as, for example, mayonnaise.

These comments show that these Russians desire to have information-loaded advertising. Only one person during the discussion believed that adverts need not contain any specific information, merely create an image associated with the product and combine it with the trade name.

What features make a good advert?

The most important feature of an advert, according to twenty-two of the respondents, is its length: it should not be too long nor obtrusive. The advert itself should raise spirits, through humour (seventeen people) and bright colours (thirteen people). The advert should contain information about the product which is presented in an interesting, original and clear fashion; this can be achieved by having a well-thought out text. Good television advertising relies on the skill of the cameraman, producer and actors involved. Adverts can be enhanced by good music, famous people (one person), special effects (two people) and children (two people). Only one respondent suggests that an advert needs to be truthful.

What advert that you have seen recently did you like, and why?

The majority of adverts chosen in this section are television adverts. The adverts for twenty-four different products are named, and interestingly only five are for native Russian goods: Makkona coffee, Tuborg and Tolstjak beer, Čudo Jogurt and Ljubimyj Sad from Wim Bill Dann.¹ The remaining twenty adverts are for

¹ At the time of this questionnaire an investigation was being carried out by the Russian advertising regulatory body regarding Wim Bill Dann's slogan for its fruit juice *Ljubimyj sad*.

non-Russian goods, including Sprite, Pepsi, Huggies, Pampers, L'Oréal's Color Riche, Ford Focus, Indesit and Nestlé's chocolate Šok and Rossija. These adverts are chosen in particular because they demonstrate the qualities that result in an effective advert, as indicated in the previous question: they are funny, brightly coloured, use special effects and star children. The most popular individual advert (chosen by six people) was the Sprite advert set on Red Square in Moscow. This is a clever parody of image-laden Western adverts which sees two attractive models walking along a cat-walk style carpet towards St Basil's, the illusion is gradually broken by the voiceover who informs the viewer that the female model has contact lenses, dyed hair and that she is not the male model's girlfriend since he has a boyfriend. The use of children and animals are also attractive attributes to adverts. In addition to these television adverts, two radio adverts were chosen due to their use of music and two billboard adverts because of the bright colours.

What annoys you about advertising?

The general consensus is that adverts are too long, too frequently repeated and there are far too many of them (not just on television, but in newspapers and on hoardings around the city). Another complaint is that adverts are often boring or, more importantly, meaningless with some respondents finding it extremely difficult to work out what is being advertised. Many adverts are overly emotional and use children and old people to attract attention, resulting in sickly sweet and unbelievable adverts. Adverts which exaggerate the qualities of their products tend to come across as insincere, and therefore unconvincing. Many adverts are annoying, obtrusive, display incorrect prices and have bad acting or music.

During the discussion, students complained that adverts are often all the same and have a tendency to 'dumb down' to the lowest denominator in the audience, which is irritating.

Which recent advert did you not like?

There is a wide range of adverts amongst those which are not liked, many of which also appeared amongst the favourites. Again there is a tendency for the adverts mentioned to be produced by non-Russian firms. Adverts for cleaning products, such as Ace, Comet, Domestos and Fairy are signalled out as being 'annoying', this is perhaps a reflection of the target market, as the respondents are, on average, not responsible for cleaning their own homes. Orbit sweet mint chewing gum is the most disliked advert (mentioned by six people) and is described as 'stupid'. Two other adverts received multiple criticism: the Zelenovka shower and the Dobroe Teplo heater which stars an annoying woman, both of which appear on television shopping channels where they are constantly repeated.

The slogan '*Ljubimyj sad – sok iz ljubimyx fruktov*' 'Favourite garden – juice from favourite fruits' was deemed to be misleading due to the use of the word *sok* 'juice'. If the product is described as *sok*, the contents should be one hundred percent fruit concentrate, and this was only the case in one of the *Ljubimyj sad* juices, tomato. The confusion had arisen due to a change of ruling, which meant that although previously the whole range could be advertised as *sok*, now the majority of the drinks had to be promoted as *nektar* 'nectar'. Wim Bill Dann were, however, reluctant to cancel the adverts because of the cost of remaking the campaign. The situation was resolved 1 March 2001 when the adverts were discontinued.

When you see an advert do you look only at the picture, or do you read the text?

What makes you read the text?

The respondents are more likely to look at the picture than they are to read the text. Those who do not read the text at all believe they can understand what the advert is about from the advertising image. Having a good advertising image is important as it encourages people to read the text (conversely, one respondent said that they would only read the text if they were bored by the image). There are a variety of reasons why they would be willing to read the text, the most important being to find out more about the advertised product, for example the price, place of purchase or chief characteristics. The text is also used for clarification if the advertising image is difficult to understand. A good picture will also raise curiosity and interest in the advert, especially if accompanied with an intriguing slogan or puzzling text.

Would you buy a product because you have seen the advert?

There is a split between those who say that do not buy products because they have seen an advert (eleven) and those who do (nine). The majority, however, only buy the products sometimes (twenty-three), or rarely (five). They purchase only if they like the advert a lot or if they really need the product. Two of the respondents note that, for them, advertising is not the most important factor, and they are encouraged to buy because of other factors (such as personal recommendation).

Can you recognize an advert translated from a foreign language? In what way?

Eighty-four percent of the respondents believe that they can recognize adverts translated from a foreign language (ten percent cannot, four percent have never thought about it and two percent can sometimes). The most recognizable aspect of translated adverts is that the movements of the actors' mouths do not match the words which are spoken, and sometimes the foreign language can be heard under the Russian. Linked to this, one respondent suggests that the language often does not sound completely Russian. During the discussion, one student commented that the phrases in adverts are often incorrect or ungrammatical. He believed that these slogans hinder the effectiveness of the advert and it would be better to leave the advert in the original English, because the 15% who understood English would appreciate it, the 85% who did not would have lost nothing. Other indicators include better quality production, and a different visual style which is more original and innovative than native Russian adverts. The scenery used in the adverts are often not Russian, nor are the actors. The respondents also note that translated adverts are sometimes more understandable than those produced in Russian.

Do translated adverts use language that you find difficult to understand? (Do you have an example?)

The vast majority of respondents have no difficulty understanding the language of translated adverts. This is because, according to two respondents, the adverts use banal or simple phrases which are easy to understand. A few respondents

queried the use of certain product names and abbreviations and one commented on the use of medical language which is very difficult to understand.

Is there a difference between Western adverts for their products translated into Russian and Russian-made adverts for Western products?

Most respondents believe there is a difference between Western and Russian produced adverts. The Western adverts are seen as being more polished, of better quality, more interesting and nicer to look at. Native adverts, in contrast, are primitive, more humorous and include features of Russian life. Russian adverts also place more emphasis on language, while Western adverts prefer to use image and music.

What characterizes a Russian made advert for a Russian product?

Russian made adverts tend to be patriotic and draw on features specific to Russian life and culture. The responses highlight such characteristics as the use of Russian music, poetry, scenery and a display of old Russian traditions. There is great emphasis on family life and 'real' people are often used to promote products. The adverts are funny and appeal to the Russian 'mentality'. Famous actors and cartoon characters appear in the adverts. All the names are in Russian, which is not the case for non-Russian products and the adverts are produced solely for the Russian market, this is different from non-Russian goods which tend to have adverts that are used worldwide. One respondent believes that native Russian adverts are more memorable. More negatively, the adverts are seen by some as primitive, annoying, boring and stupid. They use excessive exaggeration and are sometimes meaningless.

Have you noticed any changes in advertising over the last five years?

The overall feeling from the questionnaire is one of improvement. Many respondents note that the quality of advertising has improved, that the adverts are more colourful, brighter and lively. The adverts are more interesting, well-thought out, intelligent and take into account the feelings of the target market. Good music is being used more regularly, as are computer graphics. The standard of printing has improved. The adverts appear more modern, original and fun. One respondent believes the adverts seem more foreign (this appears to be a positive characteristic, as it is accompanied by beautiful, attractive and funny), and another sees them as being increasingly Americanized. Advertisers have more leeway, and are producing adverts which are more risqué, with more adverts using sex to sell than five years ago. The number of adverts has also increased substantially (especially for clothes, furniture and presidential candidates).

Conclusion

The questionnaire and discussions have demonstrated that young Russian people have similar perceptions to advertising to those in the UK. Russians, however, seem to prefer information loaded advertisements, which might be a remnant of the Soviet culture where informative adverts were more common. This would explain why the respondents want adverts to include the price, place of purchase (telephone number and address) as well as the means of employment.

In contrast, however, the Russian respondents are very appreciative of non-informational Western advertising and enjoy high quality adverts that use nice images. In addition, humorous advertising is very well-received and this humour is seen as characteristic of native Russian adverts.

The majority of respondents are not hostile to translated adverts, although they can recognize them. It should be noted that the signals are visual, obvious dubbing, and did not relate to the choice of words or language used. Only one person commented on the bad Russian often used in the adverts, so it would appear that the general public are not negatively affected by it.

It is apparent that Russian advertising is seen to be improving: adverts produced in Russia are taking into account their target audience and as a result are more memorable. In general the respondents regard advertising as an integral part of their lives. They do not like all the adverts they see, but find some genuinely amusing and a pleasure to watch.

Appendix Six

Advertisers

The tables below show the advertisers which feature in the corpora and the number of products which are represented.

Advert Senders in the Parallel Corpus

Advertiser	No. of products	Advertiser	No. of products
Calvin Klein	2	Maybelline	3
Clinique	4	Naomi Campbell	1
Cointreau	1	Omega	2
Elizabeth Arden	2	Paco Rabane	1
Estée Lauder	2	Paul Smith	1
Ford	1	Ralph Lauren	1
Hewlett Packard	1	Rimmel	1
Hugo Boss	2	Shiseido	1
Kenzo	1	Tommy Hilfiger	1
Lancaster	1	Valentino	1
Longines	1	Van Cleef and Arpels	1
L'Oréal	5	Waltham	2
Margaret Astor	1	Wonderbra	1
Max Factor	4		

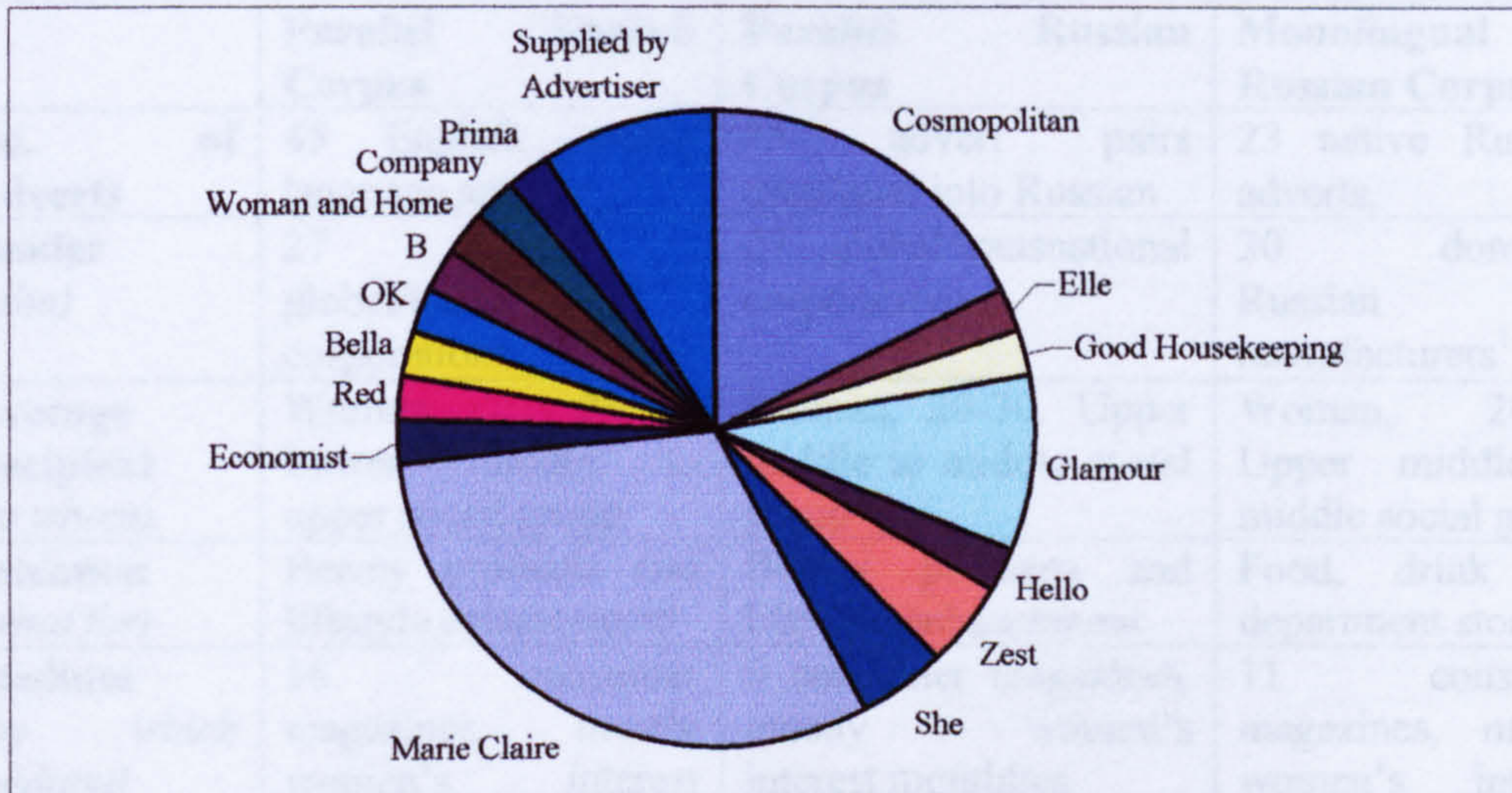
Advert Senders in the Monolingual Russian Corpus

Advertiser	No. of products	Advertiser	No. of products
Arbat prestiž	1	Russkij stil'	2
Bjust'e	1	Sed'moj etaž	1
Dar'ja	1	Serebrjanyj vek	1
Dikaja orxideja	2	Skul'pturnye kovry	1
Flagman	1	Stoličnaja	1
Gracija	1	Tekstil' dlja doma	1
Liksar	1	Volga	1
Ljuks galereja	1	Zolotaja kollekcija	1
Nèskljusiv	1	Zolotaja linija	2
Russkij standart	1	Zolotce moë	1

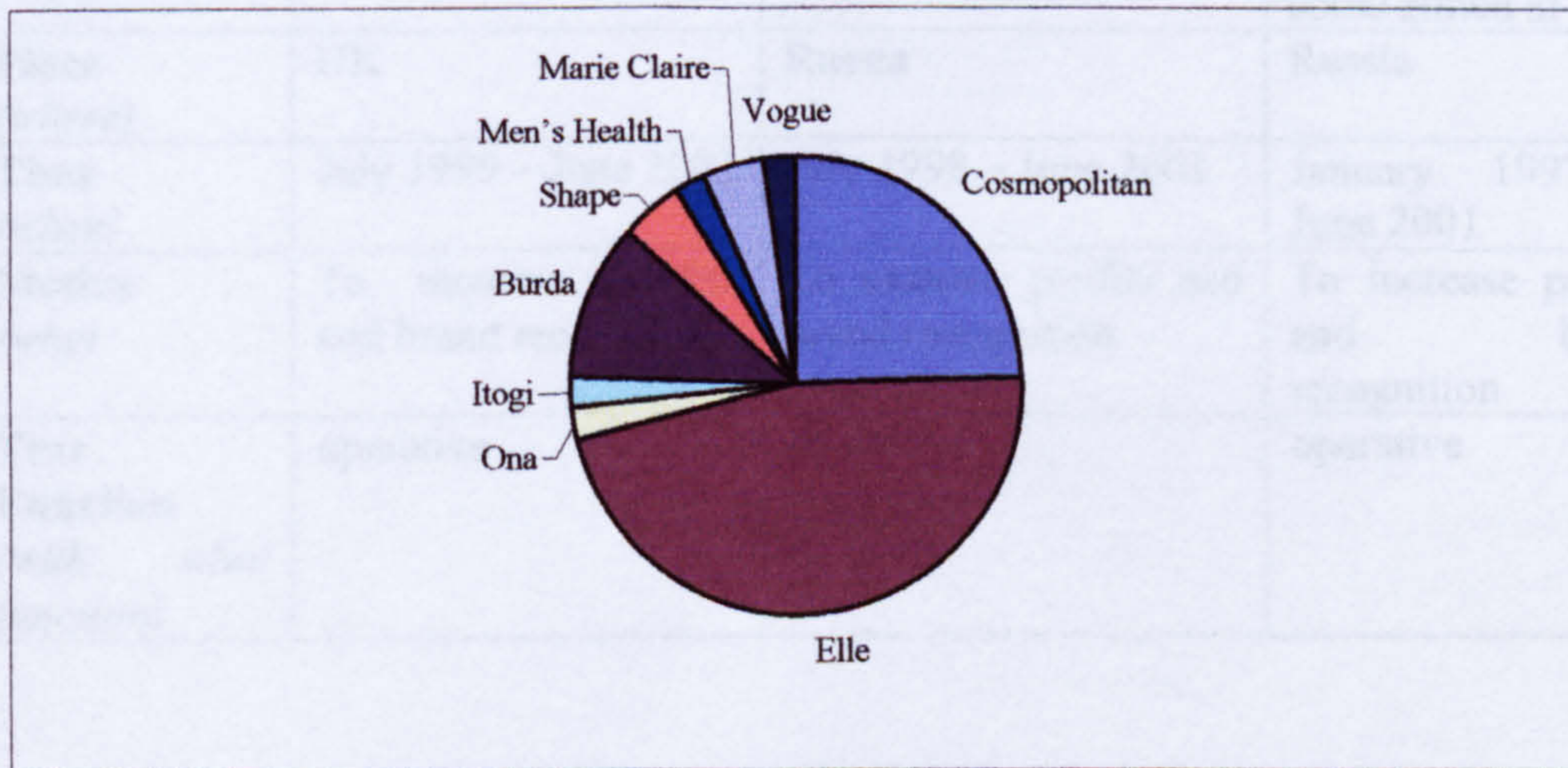
Distribution of Adverts

The magazines carrying adverts are either weekly or monthly; seventy-five percent of the English-language magazines, and seventy-nine percent of the Russian-language magazines appear monthly. The pie-charts below show the distribution of the adverts in different magazines

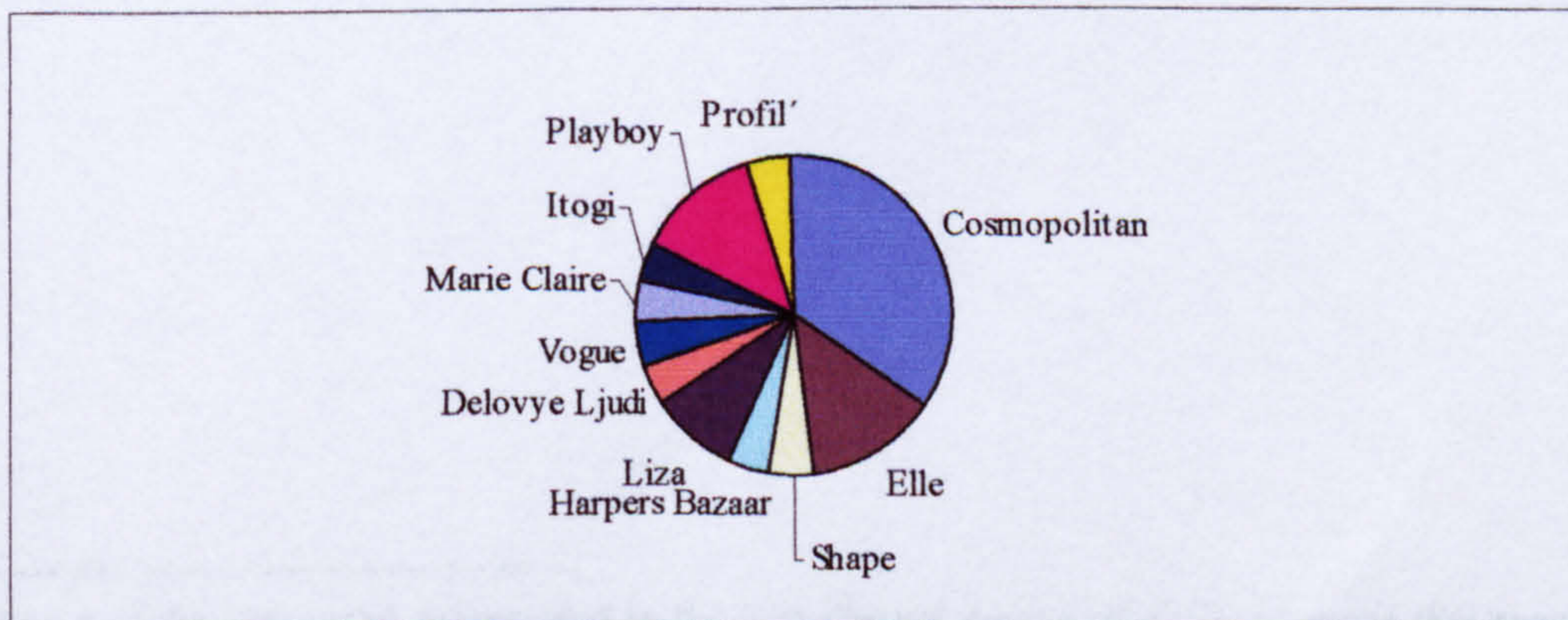
Distribution of Adverts in the Parallel English Corpus



Distribution of Adverts in the Parallel Russian Corpus



Distribution of Adverts in the Monolingual Russian Corpus



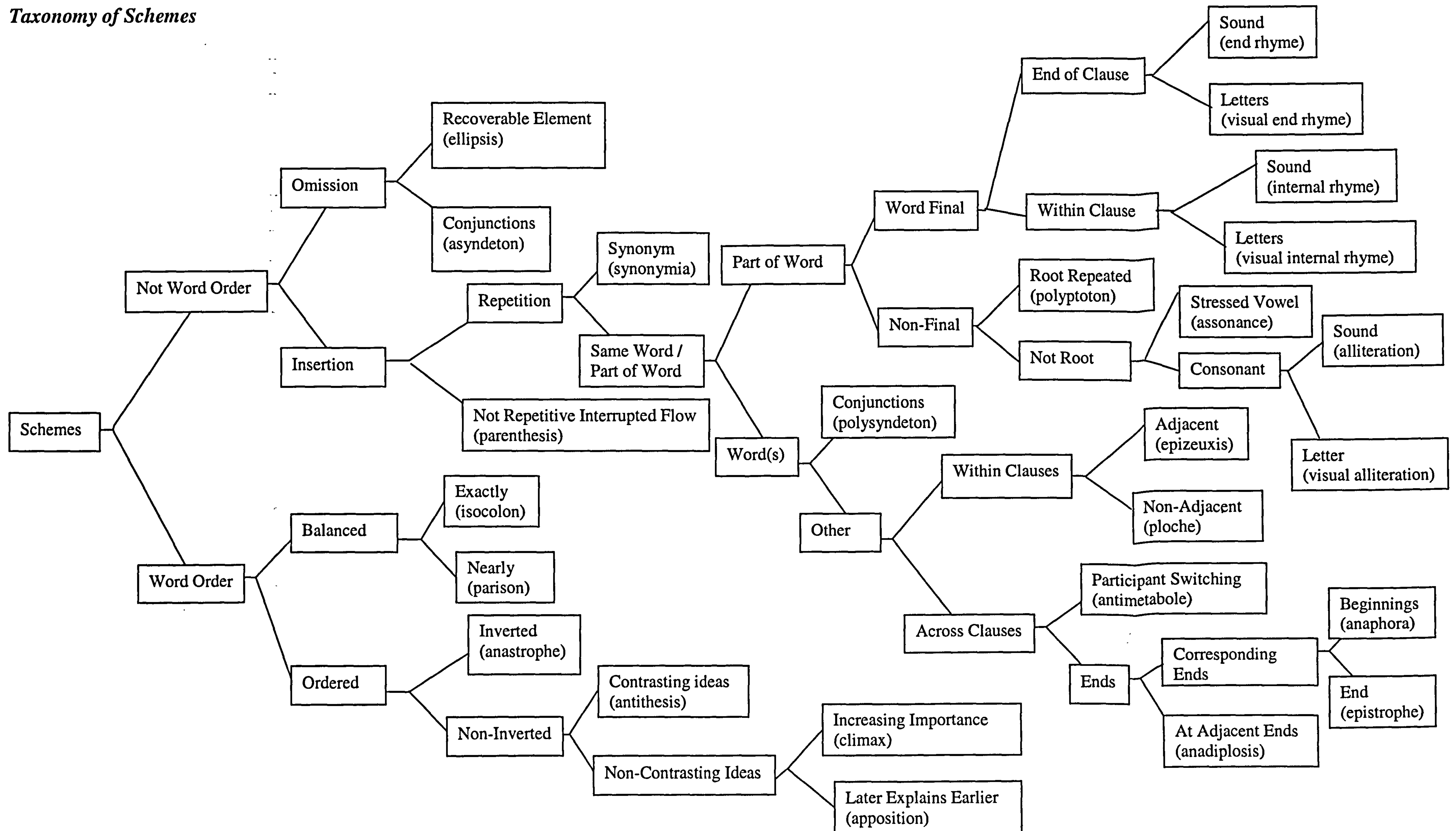
Corpora Overview

For simplicity, I have tabulated an overview of the corpora which answers the question words based on the New Rhetoric formula, as used by Nord (1991: 36) to describe the extratextual factors in source text analysis. Although originally used by Nord to analyse individual source texts, I believe these questions are an extremely useful way of describing the corpora's composition and giving an overview of the texts used in the empirical research in this thesis.

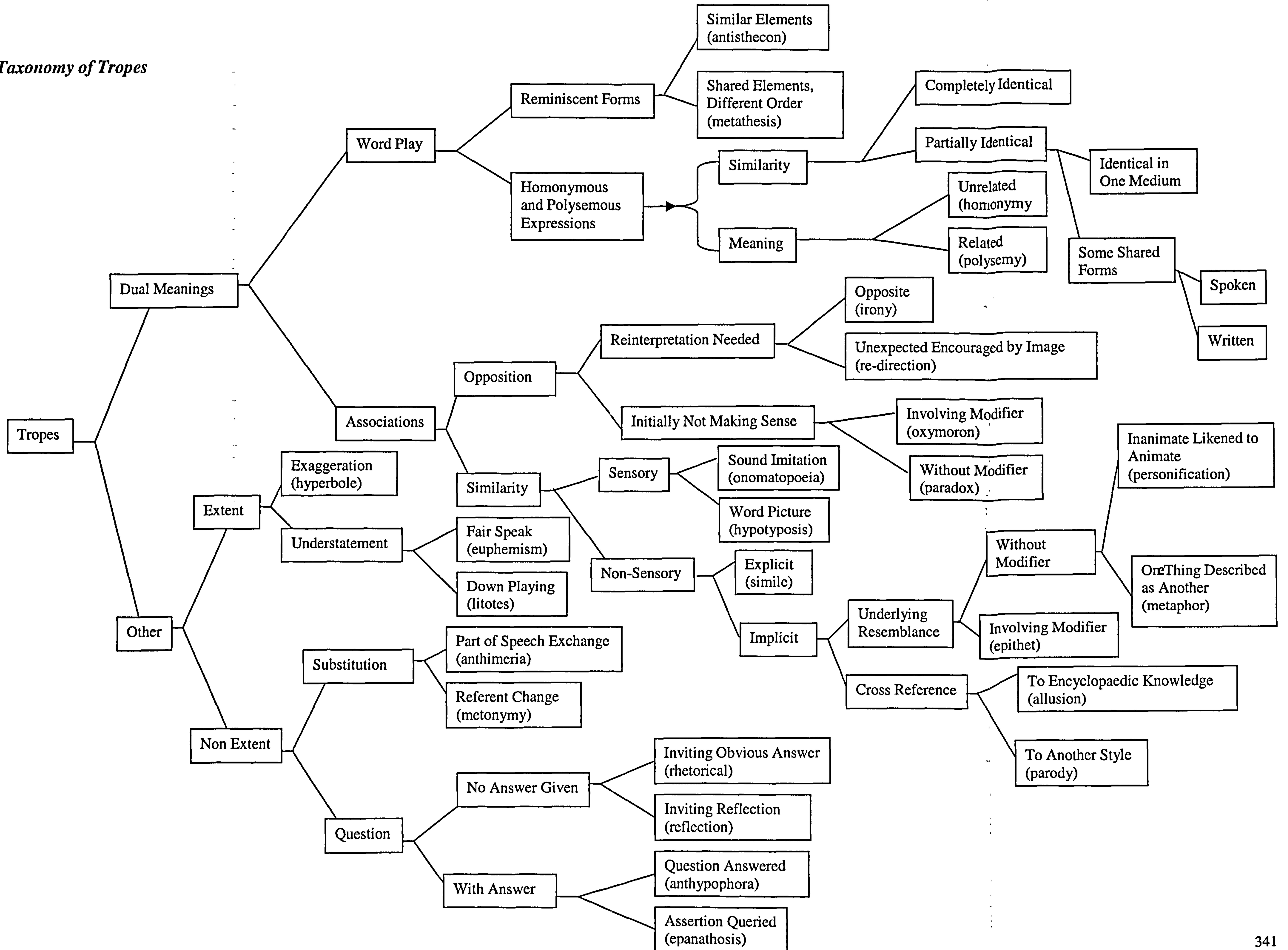
	Parallel English Corpus	Parallel Russian Corpus	Monolingual Russian Corpus
No. of Adverts	45 English source language adverts	45 advert pairs translated into Russian	23 native Russian adverts.
Sender (who)	27 global/transnational corporations	27 global/transnational corporations	20 domestic Russian manufacturers ¹
Average Recipient (to whom)	Woman, 20-30. Lower middle to upper social group	Woman, 20-30. Upper middle to middle social group	Woman, 20-30. Upper middle to middle social group
Intention (what for)	Beauty products and lifestyle enhancement	Beauty products and lifestyle enhancement	Food, drink and department stores
Medium (by which medium)	16 consumer magazines, mostly women's interest monthlies	9 consumer magazines, mostly women's interest monthlies	11 consumer magazines, mostly women's interest monthlies, though some aimed at men
Place (where)	UK	Russia	Russia
Time (when)	July 1999 – June 2001	July 1998 – June 2001	January 1997 – June 2001
Motive (why)	To increase profits and brand recognition	To increase profits and brand recognition	To increase profits and brand recognition
Text Function (with what function)	operative	operative	operative

¹ Some of the companies represented in the monolingual corpus do trade overseas (for example Stoličnaja), however this does not impact on the adverts in the corpus as they are written in Russian for the Russian market.

Taxonomy of Schemes



Taxonomy of Tropes



Appendix Seven

Glossary of Rhetorical Figures

The rhetorical figures mentioned in the taxonomy are listed below in alphabetical order. Each term is accompanied by an English gloss and a definition. I have also included an example of the figure in use, most of which I have found in contemporary advertising. The figures from the word play category are listed separately below the glossary, as they do not have terms which are easily tabulated.

Rhetorical Figure	English variant	Definition	Example
Alliteration	Consonant sound repetition	Repetition of initial or medial consonant sounds in (two or more) adjacent words	A mild miracle (Port Salut, <i>Woman and Home</i> , December 1999) Boss, Bottled. (EP: 14)
Allusion	Implied reference to encyclopaedic knowledge	A reference to persons, places, myths, etc., the audience will recognize	May the G-Force be with you (Proton, <i>Marie Claire</i> , December, 1999)
Anadiplosis	Like end and beginning in adjacent clauses	Repetition of the last word of one clause at the beginning of the next clause	You have something to say, say it with style (Sheaffer, <i>Marie Claire</i> , January 2000)
Anaphora	Like clause beginnings	Repetition of the same word or group of words at the beginning of successive clauses	Surprisingly good for you. Surprisingly good value. (Deep Pan pizza: McCain, <i>Safeways magazine</i> , Christmas 1999).
Anastrophe	Inverted	Inversion of the natural or usual (unmarked) word order	Dull it isn't. (Police recruitment, Rees 1997: 66)
Anthimeria	Exchange of parts of speech	Substitution of one part of speech with another (typically a noun for a verb)	Chicory makes it BETA (Beta, <i>Bella</i> , 3-10-00) You can't beat a Sealy good night's sleep. (Sealy, <i>Marie Claire</i> , July 1999)
Anthypophora	Answering question posed	Asking a question and then immediately answering it	The most beautiful age? Yours. (Lancaster, <i>Good Housekeeping</i> , February 2000)
Antimetabole	Participant switching	Repetition of words in successive clauses in reverse grammatical	I wanted a new TV to go with my furniture. Now I want new

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		order	furniture to go with my TV. (Philips, <i>Independent on Sunday</i> 12-12-99)
Antisthecon	Similar Element Substitution	Substitution of one sound, syllable, or letter for another, frequently to accomplish a pun.	Some curls have all the fun. (Frizz-Ease, <i>Glamour</i> , October 2001)
Antithesis	Contrasting ideas	The juxtaposition of contrasting ideas, often in parallel structure	I want more than comfort. I want protection. I want more than protection. I want comfort. (Kotex, <i>Cosmopolitan</i> , February 2000)
Apposition	Latter explains former	Placing two coordinate elements side by side, with the second serving as an explanation or modification of the first	We've just made Persil tablets even more popular. We've dropped the price. (Persil, <i>Bella</i> , 9-5-00)
Assonance	Stressed vowel repetition	Repetition of stressed (similar) vowel sounds (preceded or followed by different consonants)	Skincare you wear. (Comfort, <i>Family Circle</i> , November 1999)
Asyndeton	Conjunction omission	Omission of conjunctions between a series of related clauses	Green tea for balance, lavender for relaxation, jasmine for sensuality, mandarine for energy (The Healing Garden cosmetics, <i>Zest</i> , November 1999)
Climax	Increasing importance	Presents argument in an ascending order of importance, reserving the best point until last	Mouthwatering spices, creamy yoghurt, child's play to prepare (Patak Tikka Masala Sauce, <i>Safeways</i> , February – March 2000)
Ellipsis	Recoverable omitted element	Deliberate omission of a word or words which the reader is invited to supply, often by referring to the context	When Perfect Petunia isn't (Network Q, <i>Marie Claire</i> , May 2000)
End Rhyme	Sound repetition across clauses	Rhyme between words at the ends of clauses	don't imitate, innovate (EP: 15)
Epanathosis	Querying assertion	Making an assertion in order to call it into question	Feel free to explain that your choice of a money-saving fuel

			efficient Micra is due to an unselfish concern for the environment. Hey, it could be. (Micra, Nissan, <i>Woman and Home</i> , December 1999)
Epistrophe	Like clause endings	Repetition of the same word or group of words at the end of successive clauses	Eye shadow. No shadow. (Make-up mirror: Revlon, <i>Cosmopolitan</i> , December 1999)
Epithet	Qualifier	A metaphorical adjective which does not objectively describe the referent; but implies a figurative comparison between the adjective and the referent, the basis of which is easy to decipher	No other coffee has the golden aroma. (Nescafé, <i>New Woman</i> , January 2000)
Epizeuxis	Adjacent word repetition	Repetition of words with no words intervening	Here here here There, there, there (Elastoplast, <i>Bella</i> , 9-5-00)
Euphemism	Speak fair	A mild, vague expression used instead of a harsh, unpleasant, or taboo one	Fortunately our protection is a lot more discreet (Tampax, <i>B</i> , July 2000)
Homonymy [See Polysemous and Homonymous Expressions below for more information]	Unrelated meanings	Words with two or more unrelated meanings	Be like Dad, keep Mum. (Security slogan, Rees 1997: 265)
Hyperbole	Exaggeration	Use of exaggerated terms for emphasis or heightened effect. There are three kinds: 1. Comparison 2. Superiority 3. Impossibility	Taste, the ultimate. (Bombay Sapphire Gin, <i>Independent on Sunday</i> , 21-11-99) In Springers, you can reach for the sky and catch it. (Springers, <i>Prima</i> , June, 1999)
Hypotyposis	Word picture	Lively description of an action, event, person, condition, passion etc. used in creating an illusion of reality	Sticky toffee and date pudding served with feather soft snow flakes, frost-jewelled leaves, silver-iced lakes, topped with a bright bobble hat (Ambrosia custard, <i>Prima</i> , March 2000)

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Internal Rhyme	Sound repetition within a clause	Rhyme of words in the same clause	Wickedly delicious colours to use and abuse. (L'Oréal, Shock Resist, <i>Glamour</i> , March 2002)
Irony	A phrase which needs opposite reinterpretation	Use of a word in a manner that conveys the opposite meaning to its literal meaning	'As you can see, I'm in the middle of a rigorous workout' – with an illustration of a lady doing her mascara. (Bourgeois, Coup de Théâtre, <i>Glamour</i> , October 2001)
Isocolon	Exactly balanced word order across clauses	Phrases or clauses in a sentence are of equal length and parallel in syntax and hence rhythm	Rich in colour, rich in moisture, rich in shine (EP: 19)
Litotes	Understatement	Deliberate use of an understatement to enhance the impressiveness of what is said	Some little luxuries last longer than others. (Dove, <i>Prima</i> , March 2000)
Metaphor	One thing is described as another	One field of reference is carried over or transferred to another. An implied comparison between two things of unlike nature which have something in common	The Samurai warrior as an image for the Hewlett Packard Vectra printer (EP: 13)
Metathesis	Shared Elements, Different order	When words in a phrase exchange some of their letters to form new words or phrases	One makes facsimiles, the other sick families. (Hammond and Hughes 1978: XVII) Wodka from Varrington. (Vladivar Vodka, Rees 1997: 265)
Metonymy	Change of referent	The referent is replaced by the name of an attribute, or of an entity related in some semantic way (e.g. cause and effect, instrument and source)	Boss, Bottled (EP: 14)
Onomatopoeia	Sound imitation	Use of words that sound like their referent	Pssst!... Looking to surprise them (Walker's Cheetos,

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			<i>Prima</i> , June 2000)
Oxymoron	Completely contradictory modifier	Juxtaposition of apparently contradictory modifier and referent	Real bacon makes the ordinary extraordinary. (Leigh 1994: 19)
Paradox	Initially senseless interpretation	A real or apparent contradiction	Now you can pick herbs from your freezer (Birds Eye, <i>Prima</i> , June, 1999)
Parenthesis	Interrupted flow	Insertion of some verbal unit in a position that interrupts the normal syntactical flow	Creates pain relief (and without aspirin complications) (Tylenol, Leigh (1994: 21))
Parison	Nearly balanced word order across clauses	Marked parallelism between successive phrases; often involving the use of one or more embedded words	Beautiful hair is a matter of opinion, how you get it is a matter of fact (Pantene, <i>Good Housekeeping</i> , February 2000)
Parody	Implied reference to another style	An imitation which borrows the language, style or ideas of another for humorous or satirical effect	WAN 2 GO CLUBIN 2NITE (Vodafone, <i>Cosmopolitan</i> , February 2000) My name's Emma and I'm a ShoeAholiC (Carvela, <i>Company</i> , October 2000)
Personification	Inanimate likened to animate	Ascribing human qualities or abilities to inanimate objects, animate non-humans or abstract qualities	Smoothtalking lipstick (Olay, <i>Marie Claire</i> , July, 1999)
Ploche	Intermittent repetition	Repetition of words intermittently within a clause	Will he be full of life for years and years? (EP:44)
Polyptoton	Root repetition	Repetition of a word in different cases (in inflected languages); or the repetition a root in different words (e.g. moisture, moisturizer, moisturizing).	Only reality looks more real (Hewlett Packard, <i>Independent on Sunday</i> , 31-10-99)
Polysemy [See Polysemous and Homonymous Expressions below for more information]	Related meanings	Words with two or more related meanings.	Beans with sauce. (The Full Monty: HP, <i>Cosmopolitan</i> , December 1999)
Polysyndeton	Many	Deliberate use of more	It's worth a look or

	conjunctions	conjunctions than would be expected	two, or three, or four ... (Rover 45, <i>She</i> , March 2000)
Re-direction	Re-interpretation encouraged by image	Giving an unexpected meaning by its juxtaposition with a picture	At this moment 1 million women are in bed with a Swiss [where the image is of a woman sitting in bed, eating chocolate and wearing a watch]. (Swatch, <i>Marie Claire</i> , September 1999)
Reflection Question	Inviting reflection	Asking a question to make the addressee reflect on current behaviour	Will she always be in such good shape? (EP: 43)
Rhetorical Question	Inviting obvious answer	Asking a question which does not expect an answer so as to make an assertion	Boys, are you ready for this? (Clarins, <i>Le Rouge, Glamour</i> , March 2002)
Simile	Explicit cross reference	An explicit comparison between two things of unlike nature which have something in common	Just like my skin, only a better fit (Nike, <i>Marie Claire</i> , January 2000)
Visual Alliteration	Consonant letter repetition	The repetition of initial consonant letters which do not have the same pronunciation	Cindy Crawford's Choice (EP: 35)
Visual Rhyme End	Letter repetition at the ends of clauses	The repetition of words at the ends of clauses which look as though they should rhyme, but do not	And on that cheek, and o'er that brow, So soft and calm, yet eloquent, The smiles that win, the tints that glow, But tell of days in goodness spent (Byron 'She Walks in Beauty...' in Coleman 1967: 13)
Visual Rhyme Internal	Letter repetition within clauses	The repetition of words within clauses which look as though they should rhyme, but do not	I take it you already know, Of tough and bough and cough and dough? (T. S. Watt 'Brush up Your English' in Taylor and Taylor 1983: 99)

Polysemous and Homonymous Expressions

The AND gate means there are eight options within the polysemous and homonymous expressions category. There are four options for similarity of form, and two of meaning.

The following two tables show how the degrees of similarity are combined with those of meaning.

RELATED MEANING (polysemous)	
Partial Similarity Spoken Medium	If looks could kill (EP:38) [<i>looks</i> pl. of look, and 'attractive appearance'].
Partial Similarity Written Medium	Read [/ri:d/ present tense, and /red/ past tense and past participle]
Partial Similarity – Some shared forms	<i>Koleno</i> – <i>koleni</i> 'knees', <i>kolen'ja</i> 'joints', <i>kolena</i> 'bends'.
Complete similarity	Surf the Nets. (Surf, <i>Prima</i> , September 1999)

UNRELATED MEANING (homonymous)	
Partial Similarity Spoken Medium (homophone)	Giving is good for the sole. (Scholl, <i>Essentials</i> , December/January 2000)
Partial Similarity Written Medium (homograph)	Reading 'city in Southern England' / reading 'the activity of reading'.
Partial Similarity – Some shared forms	<i>Orden</i> – <i>ordeny</i> 'monastic orders', <i>ordena</i> 'medals'.
Complete similarity (homonym)	Be like Dad, keep Mum. (Security slogan, Rees 1997: 31)

Headline Tables

All percentages in this section are rounded to the nearest whole number. As a result the total of the percentages is not always one hundred. Since the parallel and monolingual corpora do not contain the same number of adverts, offering the results as a percentage of the total helps to make comparisons. The parallel corpus houses forty-five adverts and the monolingual twenty-three.

Headlines – their Functions and Figures

The table below contains the headlines for each of the adverts in the parallel corpus. The numbers in the far-left column correspond to the system used throughout this thesis for numbering adverts. The dominant function is given in abbreviated form:

- B - Benefit**
- N - News/Information**
- P - Provocative**
- Q - Question**
- C - Command**

The figures in each headline are also listed. Definitions for these figures can be found in the glossary of rhetorical terms above.

	EP	Function	Figures	RP	Function	Figures
1	she is always and never the same	P	Paradox	vsegda raznaja neizmenno prežnjaja 'always different. invariably as before'	P	Ellipsis End rhyme Isocolon Paradox
2	the senses don't lie	P	Allusion Personification	Čuvstva ne obmanývajúť 'Senses do not deceive'	P	Personification
3	Things are looking up.	P	Allusion Re-direction	Pobeda nad gravitaciej. 'Victory over gravity.'	B	Allusion
4	<u>3-Step Skin Care System.</u>	N	Alliteration	<u>3-x Stupenčataja programma uxoda za kožej.</u> ' <u>3x – stepped programme of maintenance for skin.</u> '	N	X
5	None	X	X	None	X	
6	Happy birthdays.	P	Allusion Re-direction	Každýj den' roždenija – v radost'! 'Each birthday – to celebrate!'	B	Hyperbole
7	GLOW	B	Assonance	KYANTRO	B	Hyperbole

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	WITH COINTREAU		Hypotyposis	ŽAR PREDVKUŠENIJA. 'THE HEAT OF ANTICIPATION'		
8	New Now An important innovation in botanical skincare with Ginkgo and Echinacea	N	Alliteration	Novinka Značitel'nyj proryv v rastitel'nyx sredstvax po uxodu za kožej s Ginkgo i Èxinaceej 'New Important break- through in vegetal substances for the care of skin with Ginkgo and Echinacea'	N	X
9	The enchanted new fragrance	N	X	The enchanting new fragrance	X	X
10	Intense colour, ultra shine, long wear.	N	Climax Isocolon	Ustojčivaja pomada, nasyščennyj cvet i ul'trablešk. 'Steadfast lipstick, rich colour and ultra-shine'	N	Climax
11	Sheer colour. Brilliant shine. A pleasure to wear.	B	Climax Parison	Prozračnyj cvet i vosxitel'nyj blesk. Nastojaščee naslaždenie. 'Transparent colour and ravishing shine. Genuine delight.'	B	Apposition
12	hi ho silver	P	Allusion Metaphor Re-direction	blesni-ka jarče vsej 'how about shining brightest of all.'	P	Hyperbole Parody Personification Re-direction
13	Protector. Defender. Sentinel.	P	Hypotyposis Metaphor Personification Synonymia	Zaščitnik. Straž. Teloxranitel'. 'Defender. Custodian. Bodyguard.'	P	Hypotyposis Metaphor Personification Synonymia
14	BOSS, BOTTLED	P	Alliteration Metonymy	Stil' {BOSS} ... teper' vo flakone '{BOSS} style now in a bottle'	N	Paradox
15	don't imitate innovate	C	Alliteration Antithesis End rhyme	ne podražaj tvori	C	Antithesis

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				'don't imitate create'		
16	TIME FOR PEACE	P	Polysemy	TIME FOR PEACE	X	X
17	One with the sun	P	Assonance Ellipsis Hyperbole	Naedine s solncem 'Alone with the sun'	P	Ellipsis Hyperbole
18	Elegance is an attitude	P	Paradox	Elegance is an attitude	X	X
19	Rich in colour, rich in moisture, rich in shine And won't feather into fine lines. Is it too much to ask?	Q	Anaphora Climax Ellipsis Internal rhyme Isocolon Reflection	Roskoš' cveta. Roskoš' bleska. Roskošnyj uxod. Vse pri nej. 'Luxury of colour. Luxury of shine. Luxurious care. Everything is in it.'	N	Anaphora Climax Ellipsis Parison Polyptoton
20	RICH, CARING AND NEVER LETS ME DOWN. MY LIPS HAVE FALLEN IN LOVE!	P	Ellipsis Personification Re-direction	DARIT MNE ROSKOŠ' ... EŠČE I BLESK ... MOI GUBY VLJUBILIS' S PERVOGO VZGLJADA! 'GIVES ME LUXURY... AND MOREOVER SHINE MY LIPS HAVE FALLEN IN LOVE AT FIRST SIGHT.'	P	Ellipsis Personification Re-direction
21	L'Oréal invents the new language of colour.	N	Hyperbole	L'Oreal' izobretaet novyj jazyk cveta. 'L'Oréal invents a/the new language of colour.'	N	X
22	1 MINUTE 1 COAT!	N	Anaphora	VYSYXAET ZA 1 MINUTU DOSTATOČNO 1 SLOJA 'DRIES IN 1 MINUTE 1 COAT IS ENOUGH'	N	Ploche
23	Quick. Can a make-up that's fast, last and last?	Q	Anthypophora End rhyme Internal rhyme Ploche	Nanositsja za 1 minutu. Deržitsja ves' den' 'Applies in 1 minute. Stays all day.'	N	Antithesis Parison
24	colour your emotion	C	Paradox	colour your emotion	X	X

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25	“A foundation that’s virtually touchproof? I’ve seen the proof”	Q	Anthypophora Epistrophe	“Tonal’nyj krem, kotoryj ne stiraetsja ot prikosnovenij? Ja videla èto svoimi glazami” “A foundation cream which is not wiped off by touch? I’ve seen it with my own eyes.”	Q	Anthypophora
26	More moisturising than a lip balm.	B	Alliteration	Šelkovistaja pomada, kotoraja uvlažnjaet lučše, čem bal’zam dlja gub. ‘Silky lipstick which moisturizes better than balsam for lips.’	B	Epithet
27	“Bewitching eyes and jewelled nails. The look is Midnight Passion.”	N	Apposition Hypotyposis Parison	“Koldovstvo glaz i dragocennyj blesk nogtej. Tak vygljadit Povelitel’nica Noči” “The sorcery of the eyes and the jewelled shine of nails. That’s what Mistress of the Night looks like.”	N	Apposition Hypotyposis
28	“Touchproof. It means you can actually forget you’re wearing mascara”	N	Apposition	“Stojkaja tuš’?. Èto kogda Vy možete ne dumat’ o tom, čto u Vas nakrašeny resnicy” “Steadfast mascara?. It’s when you don’t think about the fact that you’re eye lashes are made up.”	Q	Anthypophora
29	“It’s makeup made easy!” 1 lightweight stick 3 things quick	N	Alliteration End rhyme Polyptoton	“Makijaž? Legko!” 1 nevesomyj karandaš 3 bystryx dejstvija “Makeup? Easy!” 1 weightless pencil 3 quick effects’	Q	Anthypophora Isocolon

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30	Wet to set In 1 minute flat	N	Internal rhyme	SUPERMODNYE CVETA V ODNO MGNOVENIE! 'SUPER- FASHIONABLE COLOURS IN ONE MOMENT!'	N	X
31	Whip up your lips!	P	Homonymy Internal rhyme	Vdoxni žizn' v guby! 'Breathe life into your lips!'	P	Allusion
32	FOLLOW YOUR INSTINCTS	P	Allusion	DOVER'SJA SVOEMU INSTINKTU 'ENTRUST YOURSELF TO YOUR INSTINCT'	P	Allusion
33	Cindy Crawford's Choice	N	Allusion Visual Alliteration	Vybor Sindi Krouford 'The Choice of Sindi Krouford'	N	Allusion
34	James Bond's Choice	N	Allusion	Vybor Džejsma Bonda 'The Choice of Džejs Bond'	N	Allusion
35	XS there is no life without excess	P	Homonymy Hyperbole	{XS} {there is no life without excess} * net žizni bez ... '{XS} {there is no life without excess} * no life without'	P	Ellipsis Hyperbole ¹
36	None	X		None	X	X
37	None	X		None	X	X
38	IF LOOKS COULD KILL. THIS COULD BE DANGEROUS.	P	Allusion Apposition Asyndeton Polysemy	Esli vzgljad ubivaet, to èto opasnoe oružie. 'If looks kill, then this is a dangerous weapon.'	P	Allusion Apposition Polysemy
39	I am your skin's strength Rely on me.	P	Alliteration Personification	Ja – sila tvoej koži. Smotri v buduščee s optimizmom 'I am the strength of your skin. Look into the future with optimism'	P	Parody Personification
40	tommy the real	N	Hyperbole	tommy nastoljaščij	N	X

¹ If the Russian receivers read Latin script, this is also an example of internal rhyme, with *bez* pronounced /b'es/.

	american fragrance			amerikanskij aromat		
41	it only happens in ... VERY VALENTINO the ultimate seduction	P	Ellipsis Hyperbole	Takoe vozmožno liš' v mire ... {VERY VALENTINO} soblazn bez granic 'Such is possible only in the world ... {VERY VALENTINO} temptation without limits'	P	Hyperbole
42	Every woman deserves to be first.	P	Homonymy Hyperbole	Každaja ženščina dostojna byt' pervoj 'Every woman deserves to be first'	P	Hyperbole
43	ADD LIFE TO THE LIFE OF YOUR CAT. WILL SHE ALWAYS BE IN SUCH GOOD SHAPE?	Q	Anthypophora Polysemy Ploche	DAJTE VAŠEJ KOŠKE BOL'ŠE ŽIZNI! BUDET LI ONA VSEGDA V PREKRASNOJ FORME? 'GIVE YOUR CAT MORE LIFE! WILL SHE ALWAYS BE IN WONDERFUL SHAPE?'	Q	Alliteration Anthypophora Polysemy
44	WILL HE STAND AS PROUD TOMORROW AS HE DOES TODAY? ADD LIFE TO THE LIFE OF YOUR DOG. WILL HE BE FULL OF LIFE FOR YEARS AND YEARS?	Q	Anthypophora Antithesis Polysemy Parison Ploche	DAJTE VAŠEJ SOBAKE BOL'ŠE ŽIZNI! BUDET LI ON VYGLJADET' STOL' ŽE DOSTOJNO MNOGO LET SPUSTJA? BUDET LI VSEGDA POLON ŽIZNENNYX SIL? 'GIVE YOUR DOG MORE LIFE! WILL HE LOOK SO DIGNIFIED MANY YEARS LATER? WILL HE ALWAYS BE FULL OF VITALITY?'	Q	Alliteration Anthypophora Polysemy Parison
45	I pull the strings	P	Allusion Re-direction	Vybirajte sami! BLIŽE ... EŠČE BLIŽE ...	P	Ploche Re-direction

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				VOT TAK! 'Choose for yourself CLOSER... EVEN CLOSER... THAT'S IT'		
--	--	--	--	--	--	--

The same system is used to represent the monolingual Russian corpus.

	RM	Function	Figures
1	ARBAT PRESTIŽ predlagaet èlitnuju parfjumeriju i kosmetiku veduščix proizvoditelej mira 'ARBAT PRESTIŽ offers high quality perfumeries and cosmetics of the leading world producers.'	N	X
2	Magaziny bel'ja dlja sovremennoj ženščiny 'Lingerie shops for the modern woman'	N	X
3	oščuti sebja svobodnym 'feel yourself free'	P	Alliteration
4	Otličnye novosti – {Barbara} v Dikoj Orxidee! 'Excellent news – {Barbara} in Dikaja Orxideja!'	N	X
5	TY VSEGDA ÈLEGANTNA 'YOU ARE ALWAYS ELEGANT'	P	Assonance Hyperbole
6	Naši predki ne znali Deda Moroza, no oni znali koe-čto drugoe... 'Our forefathers did not know Father Christmas, but they did know one or two other things...'	P	Allusion Antithesis End rhyme Internal rhyme Ploche
7	NEZAMENIMYJ predmet obol'sčenija! Ljuboj sezon! Ljubaja situacija! 'IRREPLACEABLE object of seduction! Any season! Any situation!'	P	Anaphora Ellipsis Hyperbole Isocolon
8	LIKSAR saratovskoe čudo! 'LIKSAR Saratov Miracle!'	B	Allusion
9	Vse lučšee srazu! 'The best straight away!'	B	Ellipsis Hyperbole
10	IGRY V KOTORYE IGRAJUT LJUDI 'GAMES WHICH PEOPLE PLAY'	P	Polyptoton
11	standart po-russki russkij standart standart po-russki	P	Antimetabole Parison

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	ruskij standart 'standard in Russian Russian standard standard in Russian Russian standard'		
12	None	X	X
13	Žizn' v stile soveršenstva. 'Life in perfect style.'	B	Alliteration Ellipsis
14	VII Sed'moj Ėtaž krasivye tovary dlja krasivyx ljudej 'VII Sed'moj Ėtaž beautiful products for beautiful people'	N	Anaphora Isocolon
15	Serebrjanyj Vek – naslaždenie klassikoj 'Serebrjanyj Vek – enjoyment with the classics'	B	Allusion
16	KOVRY RUČNOJ RABOTY PO INDIVIDUAL'NYM ĖSKIZAM ŠERST', ŠELK, SINTETIKA 'CARPETS HANDMADE ACCORDING TO INDIVIDUAL DESIGNS WOOL, SILK, SYNTHETIC'	N	Alliteration
17	Speczakaz TOL'KO DLJA SVOIX 'Special order ONLY FOR YOUR KIND OF PEOPLE'	P	Allusion
18	VYBIRAJ! 'CHOOSE!'	C	X
19	None	X	X
20	ZOLOTAJA KOLLEKCIJA SČASTLIVYX MGNOVENIJ 'ZOLOTAJA KOLLEKCIJA [GOLDEN COLLECTION] OF HAPPY MOMENTS'	B	X
21	Apel'sin ili jabloko? Vybor za Vami. 'Orange or apple? The choice is yours.'	Q	Metaphor Reflection
22	Skol'ko stoit Vaša grud'? \$10, \$500, \$1000, \$2500 'How much is your bust worth? \$10, \$500, \$1000, \$2500'	Q	Alliteration Reflection
23	Ključ k serdcu Vašix ljubimyx 'The key to the heart of your loved ones'	B	Allusion Internal rhyme

Headline Function

The dominant function for the three corpora is shown below. The total is given as a percentage of the corpus, with the actual number of adverts displaying the function in brackets.

	EP	RP	RM
No headline	7% (3)	7% (3)	9% (2)
Benefit	7% (3)	11% (5)	26% (6)
News/Information	29% (13)	29% (13)	22% (5)
Provocative	42% (19)	31% (14)	30% (7)
Question	11% (5)	11% (5)	9% (2)
Command	4% (2)	2% (1)	4% (1)
Foreign language	--	9% (4)	--

Total Number of Figures

The table below gives the total of rhetorical figures identified within the corpora used for this study. The second column offers an average number of figures per advert based on the total number of adverts in each corpus (EP=45, RP=45, RM=23). The final column shows the number of different rhetorical figures present in the corpora.

	Figure Total	Average Per Advert	Type of Figure
EP	88	1.96	29
RP	62	1.38	23
RM	31	1.35	16

Distribution of Figures

The table below shows how the figures are distributed throughout the corpora, signalling the percentage of adverts in each corpora which have a headline with one figure, two or more figures, no figures or a non-native headline.

	EP	RP	RM
No Headline	7% (3)	7% (3)	9% (2)
Non Native Headline	--	9% (9)	--
One Figure	31% (14)	36% (16)	26% (6)
Two or More Figures	60% (27)	38% (17)	43% (10)
No Figures	2% (1)	11% (5)	22% (5)

Types of Figure Used in the Corpora

This table shows the use of different rhetorical figures in the corpora. The usage is given as a percentage of the total number of figures used each corpora:

EP = 88

RP = 62

RM = 31

The actual number of occurrences of each figure is given in brackets.

	EP	RP	RM
Alliteration	8% (7)	3% (2)	13% (4)
Allusion	10% (9)	10% (6)	16% (5)
Anaphora	2% (2)	2% (1)	6% (2)
Anthypophora	5% (4)	8% (5)	
Antimetabole			3% (1)
Antithesis	2% (2)	3% (2)	3% (1)
Apposition	3% (3)	5% (3)	
Assonance	2% (2)		3% (1)
Asyndeton	1% (1)		
Climax	3% (3)	3% (2)	
Ellipsis	5% (4)	8% (5)	10% (3)
End rhyme	3% (3)	2% (1)	3% (1)
Epistrophe	1% (1)		
Epithet		2% (1)	
Homonymy	3% (3)		
Hyperbole	7% (6)	11% (7)	10% (3)
Hypotyposis	3% (3)	3% (2)	
Internal rhyme	5% (4)		6% (2)
Isocolon	2% (2)	3% (2)	6% (2)
Metaphor	2% (2)	2% (1)	3% (1)
Metonymy	1% (1)		
Paradox	3% (3)	3% (2)	
Parison	3% (3)	5% (3)	3% (1)
Parody		3% (2)	
Personification	5% (4)	8% (5)	
Ploche	3% (3)	3% (2)	3% (1)
Polyptoton	1% (1)	2% (1)	3% (1)
Polysemy	5% (4)	5% (3)	
Re-direction	6% (5)	5% (3)	
Reflection	1% (1)		6% (2)
Synonymia	1% (1)	2% (1)	
Visual Alliteration	1% (1)		

Rhetorical Figure Usage by Category

This table shows how the rhetorical figures in the corpora are distributed according to eight main categories. The taxonomy is divided into schemes and tropes. The schemes are then further divided into schemes of word order and not word order. The table deals with the next division, offering totals for the use of omission, insertion, balanced and ordered schemes. The tropes are divided into those of dual meaning and others; the table below investigates the use of word play, associations, extent and non-extent tropes. In both tables the final column looks at the overall use of schemes and tropes.

	Schemes				
	Omission	Insertion	Balanced	Ordered	Total Schemes
EP	6% (5)	29% (25)	6% (5)	9% (8)	49% (43)
RP	8% (5)	13% (8)	8% (5)	11% (7)	40% (25)
RM	10% (3)	42% (13)	10% (3)	3% (1)	65% (20)

	Tropes				
	Word Play	Associations	Extent	Non-Extent	Total Tropes
EP	8% (7)	29% (26)	7% (6)	7% (6)	51% (45)
RP	5% (3)	35% (22)	11% (7)	8% (5)	60% (37)
RM	--	19% (6)	10% (3)	6% (2)	35% (11)

Translation Strategy in the Parallel Corpus

The table below shows the strategy employed to translate the headlines in the parallel English corpus into Russian. The left-hand column offers the range of strategies used by the translators. Broadly source-language-orientated strategies have been categorized in one of six groups depending on what happens to the figures of rhetoric during the translation process. The percentage in the middle column is calculated from the total number of adverts in the parallel corpus (45). The final column gives the numbers of the adverts which have been translated in that way.

Translation Strategy	Percentage	Advert number in Parallel Corpus
No Headline	7%	5, 36, 37
Transferred Headline	9%	9, 16, 18, 24
Source-Language Orientated - Figureless Headline	11%	4, 8, 21, 30, 40
Source-Language Orientated - Fewer Figured Headline	22%	2, 10, 15, 17, 25, 27, 33, 38, 41, 42
Source-Language Orientated - Compensated with Figure from Same Category	9%	11, 19, 43, 44
Source-Language Orientated - Compensated with Figure from Different Category	16%	6, 14, 26, 28, 29, 35, 39
Source-Language Orientated - Same Figure(s) in Source and Target	9%	13, 20, 32, 34
Source-Language Orientated - Figure(s) added to Target Headline	2%	1
Target-Language Orientated	13%	3, 7, 12, 23, 31, 45

Broadly Source-Language-Orientated Translation Strategies

The table below deals only with the thirty-one adverts in the parallel corpus which have been translated using broadly source-language-orientated translation strategies. The left column houses a number which refers to the kind of translation strategy used and its impact on the figures Russian language headlines in the parallel Russian corpus:

1. Figure(s) not translated – figureless headline.
2. Figure(s) not translated – fewer figured headline.
3. Figure(s) not translated – compensated by figure from the same category.
4. Figure(s) not translated – compensated by figure from different category.
5. Same figure(s) in source and target headline.
6. Figure(s) added to target headline.

For each of these categories the treatment of schemes and tropes is noted: whether they are translated, omitted or additional figures added which are not present in the source text.

	Translated		Omitted		Added	
	Schemes	Tropes	Schemes	Tropes	Schemes	Tropes
1	--	--	3	2	--	--
2	6	8	10	1	--	--
3	6	2	7	1	5	--
4	--	2	7	4	2	6
5	2	7	--	--	--	--
6	--	1	--	--	3	--
Total	14	20	28	8	10	6

Appendix Eight

Non-Russian Words in Corpora

Words highlighted by Word 2000's spell checker as being incorrectly spelt and their use on the World Wide Web, searched through the Yandex search engine (<URL:http://www.yandex.ru>). Search carried out on 18-10-01.

	Word	Pages	Servers	Word Count
1	Gingko	3525	98	6644
2	Èxinaceja	5073	131	9679
3	Ceremid	353	96	892
4	Konservant	20587	554	27265
5	Antioksidant	11497	442	32400
6	Liftingovyj	247	108	296
7	Supermodnyj	8167	140	8362
8	Supermodel'	20283	325	27789
9	Peresušivanie	830	103	924
10	Sverxbystrosoxnuščij	35	33	35
11	Ul'trablesk	14	8	18
12	Internet	7081857	25275	16003851
13	Minitauèr	248	109	325
14	Celljulit	25702	412	83068
15	Fitness klub	25935	122	F: 10549 K: 6218531
16	Vino-vodočnyj	10327	270	Vi: 1730535 Vo: 107900
17	Speczakaz	5422	202	6392

*Internet Addresses***Parallel Corpus**

	EP	RP
3	www.clinique.com	www.clinique.com
4	www.clinique.com	www.clinique.com
5	www.clinique.com	www.clinique.com
6	www.clinique.com	www.clinique.com
7	www.cointreau.com	www.cointreau.com
10	www.esteelauder.com	
11		www.esteelauder.com
12	www.ford.co.uk	www.ford.ru
13	www.hp.com/pc-uk	www.hp.ru www.arus.ru
17		www.lancaster-beauty.com
19		www.lorealparis.com
20	www.lorealparis.com	www.lorealparis.com
21		www.lorealparis.com
23		www.lorealparis.com
29		www.maybelline.com
31		www.maybelline.com
32	www.debenhams.com	
33	www.omega.ch	www.omega.ch
34	www.omega.ch	www.omega.ch
36	www.paulsmith.co.uk	www.paulsmith.co.uk www.inter-perfums.fr
39	www.shiseido.com	www.shiseido.com
40	tommy.com	
43	advance.whiskas.com	www.waltham.com
44	www.waltham.com	www.pedigree.com www.waltham.com
45	www.wonderbra.co.uk	

Monolingual Corpus

	RM
3	www.pelmeni.ru; www.ravioli.ru; www.cheburek; www.kotleta.ru
4	www.wildorchid.ru
7	www.gracia.ru

Translation Strategies for Colours

The first column shows the adverts which contain reference to colour terms in the original English advert and the second the translation strategy used to render them into English.

	Translation Strategy
10	Deletion
19	Colour Substitution
20	Colour Substitution
21	Colour Substitution
22	Colour Substitution
23	Transference
24	Transference
26	Colour Couplets
27	Colour Couplets
29	Colour Couplets
30	Colour Substitution
31	Colour Substitution

Names in the Corpora

The numbers in the tables correlate with those in the tables overleaf.

Devices in Name	
Phonological devices	1
Orthographic	2
Morphological	3
Syntactical devices	4
Semantic devices	5
Label	6

Translation Strategy	
The name is transferred, but used only in the logo and not on subsequent occurrences in the body copy.	1
The name is transferred and used in both the logo and the body copy.	2
Both the transferred and transcribed name are used concurrently in the text.	3
The name is transcribed, except in the logo.	4
The name is translated.	5
A new name is employed.	6

Names in the Parallel Corpus

Below are tables showing the range of devices used in product naming in the parallel corpus and the translation strategy used to render the name in Russian. The first column shows the number of the advert, the second the devices in the name and the third the translation strategy used.

EP/RP	Devices in Name	Translation Strategy	EP/RP	Devices in Name	Translation Strategy
1	1,5	1	24	1, 4	4
2	5	1	25	4, 5	2
3	4, 5	2	26	4	1
4	1, 5	1	27	5	6
5	5	1	28	4	2
6	1, 5	2	29	5	3
7	5	3	30	5	2
8	4	6	31	1, 4	3
9	5	1	32	6	1
10	4	2	33	5	5
11	1, 4	2	34	5	3
12	2	2	35	2	1
13	5	2	36	6	1
14	5	2	37	5	2
15	5	1	38	5	4
16	5	2	39	5	2
17	6	1	40	6	1
18	5	1	41	1	2
19	4, 5	3	42	5	1
20	4, 5	3	43	5	2
21	5	3	44	5	2
22	1, 5	2	45	4	5
23	1,4	2			

Appendix Eight

The tables below show the devices and translation strategies employed as a percentage of the number of adverts in the parallel corpus.¹ The number of devices used is greater than the total of adverts (45) as some names demonstrate more than one device.

Devices in Name		Percentage
1	Phonological	20% (9)
2	Orthographic	4% (2)
3	Morphological	-
4	Syntactical	29% (13)
5	Semantic	64% (29)
6	Label	9% (4)

Translation Strategy		Percentage
1	Logo only	31% (14)
2	Transferred name in logo and text	40% (18)
3	Transferred and transcribed name	16% (7)
4	Transcribed	4% (2)
5	Translated	4% (2)
6	Invented	4% (2)

¹ These results are not that different from those I found in a similar study carried out on a larger corpus of translated adverts (not necessarily from English). There I found: logo 30%, Latin name in logo and text: 41%, Latin name and transliterated name: 12%, transliteration: 15%, translation: 1% and then instead of adaptation I used a different category, one of grammatical agreement: 1%. See Moody (2001)

Names in the Monolingual Corpus

The table below shows the range of devices used in product naming in the monolingual corpus.

RM	Device in Name	RM	Device in Name
1	5	13	4
2	5	14	5
3	5, 6	15	5, 1
4	5	16	4
5	5	17	5
6	5	18	4
7	5	19	5, 6
8	3	20	4
9	4	21	4
10	5	22	4
11	4	23	5
12	4		

The table shows the percentage of adverts in the monolingual corpus which use one of these naming devices.

Devices in Name	Percentage
1 Phonological	4% (1)
2 Orthographic	-
3 Morphological	4% (1)
4 Syntactical	39% (9)
5 Semantic	57% (13)
6 Label	9% (2)

Appendix Nine

Overall Mode of Address

The following tables show the overall mode of address for the parallel and monolingual Russian corpora. The formal variant is marked by V, informal T, both informal and formal T/V and when no direct address is employed --.

Russian Parallel Corpus

RP		RP		RP		RP	
1	--	13	V	25	--	37	--
2	--	14	V	26	--	38	T/V
3	V	15	T	27	--	39	T/V
4	V	16	T	28	V	40	--
5	V	17	V	29	T	41	--
6	V	18	--	30	T	42	--
7	--	19	--	31	T	43	V
8	V	20	--	32	T	44	V
9	--	21	V	33	--	45	V
10	V	22	--	34	--		
11	--	23	--	35	--		
12	T/V	24	--	36	--		

Russian Monolingual Corpus

RM		RM		RM		RM	
1	--	7	V	13	V	19	--
2	--	8	--	14	--	20	--
3	T	9	V	15	--	21	V
4	V	10	--	16	--	22	V
5	T	11	--	17	--	23	V
6	V	12	V	18	T/V		

The Mode of Address in the Russian Corpora as a Percentage of the Adverts in each Corpora

	RP	RM
No Address	49% (22)	48% (11)
Formal Address	31% (14)	39% (9)
Informal Address	13% (6)	9% (2)
Formal and Informal Address	7% (3)	4% (1)

The Use of Personal Pronouns and Determiners

Below are tables showing the use of personal pronouns and determiners in the corpora. I have noted only the use of pronouns and determiners denoting animate referents. In the English corpus I have distinguished between pronouns in the nominative (N) and the accusative (A). This is equivalent, in some respects, to the Russian nominative and accusative cases. In addition to the nominative and accusative forms of pronouns, Russian also has forms for genitive (G), dative (D) instrumental (I) and prepositional (P). Although not particularly relevant, I have shown the range of forms for both the Russian and English corpora, before adding a total in the far right column.

A similar pattern has been followed for the possessive determiners. In the English corpus there are no examples of the possessive pronoun (mine, yours, hers etc.). The English possessive determiners have only one form and that is shown in the table. All forms of Russian possession in the corpora are used with an explicit head noun. In Russian, the first and second person possessive determiners have a range of forms allowing them to agree with their head nouns according to gender, number and case, whilst the third person pronouns are invariable, being themselves simply genitive forms of personal pronouns. The table shows only the masculine nominative form. In addition, the Russian table includes the reflexive possessive determiner *svoj*. Again I have shown the range of forms used, giving an overall total in the far right column.

Personal Pronouns in the English Parallel Corpus

	N	A	Total
I	15	3	18
we			
you	8	2	10
he	3	1	4
she	6	1	7
they			

Personal Pronouns in the Russian Parallel Corpus¹

	N	A	G	D	I	P	Total
<i>Ja</i> 'I'	8			1			9
<i>My</i> 'We'							
<i>Ty</i> 'You' (<i>T</i>)	4		3				7
<i>Vy</i> 'You' (<i>V</i>)	4			2			6
<i>On</i> 'He'	1		2	1			4
<i>Ona</i> 'She'	1		2	1			4
<i>Oni</i> 'They'							

¹ It should be noted that comparatively high use of *ja* 'I' results from the repetition of L'Oréal's slogan, see footnote 4, page 105.

Personal Pronouns in the Russian Monolingual Corpus

	N	A	G	D	I	P	Total
<i>Ja</i> 'I'							
<i>My</i> 'We'	1			1			2
<i>Ty</i> 'You' (T)	1						1
<i>Vy</i> 'You' (V)	2	2		5	1		10
<i>On</i> 'He'							
<i>Ona</i> 'She'							
<i>Oni</i> 'They'	1						1

Possessive Determiners in the English Parallel Corpus

	Total
my	2
our	8
your	27
his	1
her	2
their	

Possessive Determiners in the Russian Parallel Corpus

	N	A	G	D	I	P	Total
<i>Moj</i> 'My'	1						1
<i>Naš</i> 'Our'			1	1			2
<i>Tvoj</i> 'Your' (T)			1				1
<i>Vaš</i> 'Your' (V)	2	1	9	2			14
<i>Ego</i> 'His'							
<i>Eë</i> 'Her'							
<i>Ix</i> 'Their'							
<i>Svoj</i> 'Reflexive'				1	1		2

Possessive Determiners in the Russian Monolingual Corpus

	N	A	G	D	I	P	Total
<i>Moj</i> 'My'	1						1
<i>Naš</i> 'Our'	1						1
<i>Tvoj</i> 'Your' (T)							
<i>Vaš</i> 'Your' (V)	3	2	4				9
<i>Ego</i> 'His'							
<i>Eë</i> 'Her'							
<i>Ix</i> 'Their'							
<i>Svoj</i> 'Reflexive'				2			2

Jussive Clauses

The table below shows the adverts in the parallel corpus which use jussives. The verb is given for both the English and Russian corpora. For the Russian verbs I have indicated the mode of address, either formal (V) or informal (T) and the type of verb, either perfective (P) or imperfective (I). The final row shows the total number of jussives used in EP and RP and this total as a percentage of the total number of adverts in the corpus (45). I have also calculated the percentages of informal and formal, perfective and imperfective jussives in the Russian parallel corpus.

Jussive Clauses in the Parallel Corpus

	EP	RP	Mode	Verb
3		<i>Posetite</i> 'Visit'	V	P
4		<i>Posetite</i> 'Visit'	V	P
5		<i>Posetite</i> 'Visit'	V	P
6		<i>Posetite</i> 'Visit'	V	P
7	Glow			
10	Discover	<i>Otkrojte</i> 'Discover'	V	P
12	Cut Call Visit	<i>Blesni</i> 'Shine' <i>Pozvonite</i> 'Telephone'	T V	P P
13	State Hire See	<i>Priglasite</i> 'Invite'	V	P
14		<i>Otkrojte</i> 'Discover'	V	P
15	Imitate Innovate	<i>Podražaj</i> 'Imitate' <i>Tvori</i> 'Create'	T T	I I
17	Phone			
18	Telephone			
21		<i>Zabud'te</i> 'Forget'	V	P
23	Apply			
24	Colour			
30		<i>Nanesi</i> 'Apply'	T T	I I

		<i>Vybiraj</i> 'Choose'		
31	Whip	<i>Vdoxni</i> 'Breathe'	T	P
32	Follow	<i>Dover'sja</i> 'Entrust yourself'	T	I
33	Call			
34	Call			
38	Wear Makeup	<i>Pol'zutes'</i> 'Use' <i>Zajavi</i> 'Declare'	V T	I P
39	Rely Use Learn Telephone	<i>Smotri</i> 'Look' <i>Otkrojte</i> 'Discover'	T V	I P
43	Add Call Visit	<i>Dajte</i> 'Give' <i>Sprašivajte</i> 'Ask' <i>Obraščajtes'</i> Contact'	V V V	P I I
44	Add Ask Call Visit	<i>Dajte</i> 'Give' <i>Sprašivajte</i> 'Ask' <i>Obraščajtes'</i> 'Contact'	V V V	P I I
45	Pull Select	<i>Vybirajte</i> 'Choose'	V	I
Results	33 (73%)	27 (60%)	V: 18 (67%) T: 9 (33%)	P: 15 (56%) I: 12 (44%)

Jussive Clauses in the Russian Monolingual Corpus

The table below shows the same procedure carried out on the Russian monolingual corpus.

	RM	Mode	Aspect
3	<i>Oščuti</i> 'Feel'	T	P
7	<i>Riskujte</i> 'Risk'	V	I
	<i>Pokupajte</i> 'Buy'	V	I
18	<i>Vybiraj</i> 'Choose'	T	I
22	<i>Podderžite</i> 'Support'	V	P
	<i>Pomogite</i> 'Help'	V	P
Results	6 (26%)	V: 4 (67%) T: 2 (33%)	P: 3 (50%) I: 3 (50%)

Interrogative Clauses

The tables below shows the interrogative clauses used on the corpora.

Interrogative Clauses in the Parallel Corpus

	EP	RP
12		<i>Interesujut podrobnosti?</i> 'Are the details interesting?'
19	Is it too much to ask?	
21	What to wear?	
23	Can a make-up that's fast, last and last?	
25	A foundation that's virtually touchproof?	<i>Tonal'nyj krem, kotoryj ne stiraetsja ot prikosnovenij?</i> 'A foundation cream which is not wiped off by touch?'
28		<i>Stojkaja tuš'?</i> 'Steadfast mascara?'
29		<i>Makijaž?</i> 'Makeup?'
43	Will she always be in such good shape?	<i>Budet li ona vseгда v preskrasnoj forme?</i> 'Will she always be in such wonderful shape?'
44	Will he stand as proud tomorrow as he does today? Will he be full of life for years and years?	<i>Budet li on vygljadet' stol' že dostojno mnogo let spustja?</i> 'Will he look so dignified many years later?' <i>Budet li vseгда polon žiznennyx sil?</i> 'Will he always be full of vitality?'
Results	7 (16%)	7 (16%)

Interrogative Clauses in the Monolingual Corpus

	RM
5	<i>Počemu že èto bel'e stalo stol' populjarnym?</i> 'Why exactly has this lingerie become so popular?' <i>Stol'ke že stoit vse èto udovol'stvie?</i> 'So how much does this pleasure cost?'
21	<i>Apel'sin ili jabloko?</i> 'Orange or apple?'
22	<i>Skol'ko stoit Vaša grud'?</i> 'How much is your bust worth?'
Results	4 (17%)