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### **Differences between PR and Advertising Texts**

People are surrounded by a huge amount of PR and advertising, which are often considered to be the same thing. The purpose of this research is to study the theoretical issues related to PR and advertising texts and to find differences between these types of texts. To achieve it, scientific literature on this topic was analyzed.

On the one hand, PR and advertising texts have some similarities in function. Both types of texts are aimed at promoting the company, its products and services, and also contribute to the formation of the image. But the difference in their functions is that advertising texts are aimed at attracting the attention of consumers to the advertised product or service, and PR texts only form a friendly attitude towards the organization that produces these products or services. M. B. Gorkina notes that advertising should sell, and PR should create a reputation that helps to sell [1].

The next difference is in the object being promoted. Advertising texts offer products and services, and with the help of PR texts, organizations and individuals are positioned [2].

The difference in the functioning of the considered types of texts forms their pragmatilistic features. PR texts are more neutral, do not carry a direct incentive to action. F. Buari notes that you should avoid repeating the name of the brand or product in reports on industry issues in the texts [3]. Advertising texts, on the contrary, carry mandatory “labeling” – information about where to buy a product or use a particular service. Advertising texts use verbs in the imperative mood (use, contact, visit, etc.), advertising slogan, font variation, color contrasts, memorable and original visual images. But the similarity of PR and advertising texts lies in the common compliance with the criteria of mass communication texts, among which are factographicity, relevance, accessibility and aesthetic qualities [4].

Thus, it should be noted that PR and advertising texts have some similarities and a lot of differences. This topic requires a thorough further study of the theoretical foundations to identify the differences between these types of texts.

### **Литература**

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