

**Subject matter:** «Structural-semantic features of scientific advertising in English»

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**Topicality of the research:** Scientific-technical advertising is of particular interest because it simultaneously detects signs as advertising of goods of mass demand and scientific-technical literature.

**Objective of the research:** The purpose of this study is to define the genre characteristics of the texts of scientific and technical advertising.

**Tasks of the research:** The study reflects different methods of analysis, the main ones are the methods of direct observation of the material, supra-linear analysis, structural-semantic analysis, contrastive-comparative analysis.

**Theoretical and practical significance of the research:** Scientific significance of the work is in the fact that it seeks to identify the position of technical and scientific advertising in the system of functional style of scientific prose and journalistic style. The research also reveals the structure of the texts of scientific and technical ads, and the ratio of logical and informative aspects. The practical importance of the given research consists in the possibility of using the results of the analysis when preparing methodological instruction and textbooks.

**Results of the research:** The results of the research are the following: there is a set the typological patterns of structural composition of the text of the scientific-technical advertising; scientific-technical advertising texts have a 'mistletoe' nature.