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Abstract: Is there such a thing as advertising language? Certainly, the language of advertising is neither a variety nor a register in its own right. Rather, the language of advertising is able to take on any form that is required for communicating its message, thus covering and utilising the entire linguistic continuum. After all, speaking the language of the recipient is one of the major prerequisites of successful sales talk. It has to be noted that the description of the linguistic features of advertising language does not represent a comprehensive overview, but rather an operational selection with regard to which of the numerous linguistic features and details can actually be operationalised for serving the marketing relevant functions of advertising.