

THE USE OF SUBORDINATE SUBJECT CLAUSES IN ADVERTISING COMMUNICATION

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The article examines subordinate subject clauses introduced with the conjunction *da* in advertising texts. Attention is paid to what determines the position of the subordinate clause in relation to the main one. The cases where the subordinate clause comes before the main clause are considered, as well as the cases where the subordinate clause comes after the main clause.

Keywords: conjunctive subordinate clauses; advertising texts; Bulgarian language

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