Nowadays modality is one of the most studied phenomena in linguistics. Like most linguistic concepts it is of ambiguous nature, and modern Ukrainian and foreign scientists treat modality differently. First of all, this trend is due to the fact that the notion of modality is multidisciplinary. For example, as L.P Voinalovych noted, the notion of modality was used by Aristotle in his work “Metaphysics” regarding logic [1, p. 28]. The notion of modality is widely used in philosophy, where it is determined as the existence of any object or occurrence of a phenomenon (ontological modality) or way of understanding, opinions about the object, phenomenon or event (epistemological or logical modality) [1, p. 29]. The ambiguity of modality points to the necessity of its studies in linguistics. Moreover, modality is rather peculiar to advertising texts which makes it a very topical phenomenon.

In modern linguistic encyclopaedia *modality* (*from Lat. Modus – “measuring method”*) – is a functional - semantic category, which expresses different kinds of opinions related to reality, and various kinds of subjective qualifications messages [2, p. 303]. In English glossary of linguistic terms by Eugene E. Loos, comparing the *mood* and *modality*, the linguist provides the following definition of the studied notion: “Modality is the limit illocutionary force, defined by grammatical means (e.g. mode of action), reflecting the illocutionary point or the general intention of the speaker, or expression likelihood, desire, commitment or reality of his judgment”. It is also stated that modality is synonymous to illocutionary force (illocutionary force) [3]. Illocutionary force – is a type of speech act, which the speaker intends to make at the time of the statements’ pronunciation: orders, questions, requests, statements, promise, etc. [4, p. 355].

Since there are various views on modality, there are also different approaches to its classification. Nevertheless, the most classic one is defined by V.V. Vinogradov, i.e. *objective* and *subjective modality*, which specifies the modal expression of reality and speaker.

*Objective modality* is a relation of what is said by speaker to the reality [5, p. 101]. Schematically, it can be shown in the following way:

<table>
<thead>
<tr>
<th>Speaker</th>
<th>What is said</th>
<th>Reality/ objectivity</th>
</tr>
</thead>
</table>

Fig. 1 – Representation of objective modality

*Subjective modality* depicts the attitude of the speaker to the content of expression [5, p. 101]. Schematically it can be represented as follows:
In addition to the above listed types of modality foreign scientists also distinguish degrees of modality, namely high (strong), medium, low (weak) modality. For example, Sigrid Norris argues that the degree of modality types determine modal intensity [6]. For example:

might go - could possibly go - should go - will go - will definitely go

It could be hot outside. - It is probably hot outside. - It is hot outside

1) phonetic (accent, intonation)
2) lexical (words with modal value)
3) lexical and grammatical (modal verbs)
4) grammar (mood)

Phonetic means play an important role in creating an emotional component of advertising. The presence of modality in an expression is one of the ways to convey speaker's attitude to what is being said and provoke emotional reaction to the message. Phonetic means of modality representation refer subjective and logical phrase accent and intonation. It should also be noted that advertising texts often use onomatopoeia, interjections, wordplay at the phonetic level and so on. For example: “Ya, but how do you know it hurts?” “That's why we insure women”; “Stained in a dash, gone in a flash”, “A powerful acne cleanser could not possible smell delicious. Scratch that thought. Sniff it”.

The vast majority of linguists (FR Palmer, W. Frouli, F. de Haan, J. Hladki, I.V. Korunets, I.V. Sokolov, D.V. Veselovska etc.) state that words with modal meaning belong to lexical means of expressing modality. These words include adverbs, particles, verbs and nouns with modal meanings. For example: “Affective is too a word!”, “Probably the best dog training school”, “Apple. Think different”, “Human bodies are made of 70% water, the other 30% should be responsibility”[7].

Modal verbs represent the lexical grammatical means of expressing modality. Unlike other verbs, modal verbs do not indicate an action or state, they indicate the
relationship of the speaker to the action. In English modal verbs express possibility, probability or improbability, obligation, necessity, desirability, doubt, i.e. everything that has to do with the modality. In advertising texts modal verbs are used to emphasize certain characteristics of products or services, and encourage consumers to an action. For example: “A small faulty screw once crashed an airliner taking 219 lives. Your body is machine 10X more complex. Smoking can damage any single part of it”; “You can read the news. Or read Newsweek”, “Now the colours of life can last a lifetime. Valspar Paints”[7].

Grammatical means of modality are represented by mood. After analysis of about 800 advertising slogans, it was found that most of them contain a verb in an imperative form. For example: “Take control of your finances. Continental savings Bank”, “Make $ 300 the easy way”, “Love it. Hate it. Just do not forget it. Marmite”, “Take a break from the usual. KitKat”, “Buy new private apartments”, “Keep your feet on the ground. Petlas Tires”[7]. This is mainly due to the fact that the main task of advertising text is to encourage potential buyers to purchase the product or use the service.

All in all, it can be concluded that modality is a multidisciplinary concept that in linguistics expresses different types of statements that are related to reality. Thus, scholars distinguish subjective and objective modality. In advertising texts modality is expressed using phonetic, lexical, grammatical and lexical grammatical means. The use of such a wide range of means is explained by the necessity of advertising texts of conveying its communicative purpose in short sentences or even phrases.

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