

ABSTRACT
of the final qualification work of the 2nd year student
of the Institute of Foreign Languages and International Tourism
of the Pyatigorsk State University
Kristina Konstantinovna Shtyreve,
studying in the direction of training 45.04.02 - Linguistics
(profile: "Intercultural communication and foreign language competencies in
innovative management and business"),
on the topic "STRUCTURAL AND COMPOSITIONAL FEATURES OF
ARCHITECTONICS AND COMMUNICATIVE PATTERNS OF USING
CREOLIZED TEXT IN INFOBUSINESS"

Scientific supervisor: PhD, associate professor, the head of the department of linguocommunicativistics and applied foreign languages of the Institute of foreign languages and international tourism PSU V.V. Elkin.

The relevance of the final qualification work is due to the fact that in recent years, due to the rapid development of information and communication technologies, creolized texts as elements of infobusiness are gaining increasing popularity due to at least two of their characteristics important for communication in the business context - their informativeness and ease of perception of information. In this regard, creolized text information in the infobusiness has a huge potential for development. Conciseness, clarity and the combined use of signs of various semiotic systems make the creolized text an important tool of the infobusiness, which means that it is an actual and practically valuable object for linguistic research.

The degree of the scientific development of the problem. Since the beginning of the 2000s, the problems of linguistic features of the virtual communicative space, virtual genre studies, media linguistics, textology have remained at the center of scientific interests of both domestic and foreign scientists. Along with the fact that some fairly stable schools and directions of a fairly young scientific discipline have already been formed, which is Internet linguistics, nevertheless, the rapidly changing conditions of communicative activity generate both new forms of communication and transform the already familiar ones. The last remark fully applies to the usual understanding of the text, which is undergoing significant changes in the Internet environment. Today, the text is increasingly used as a marketing tool, i.e. a tool for promotion in the information environment, which leads to a change in its essential characteristics that require further detailed study.

Object of the research: the sphere of the English-language infobusiness which receives its specific implementation in the blogosphere.

Subject of the research: structural and compositional features of architectonics and communicative patterns of using creolized text in the infobusiness of the English-speaking blogosphere.

Aim: to identify, analyze and describe the communicative linguistic and non-linguistic means of forming the architectonics of a creolized text in the infobusiness of the English-speaking blogosphere, taking into account the communicative patterns of its use.

Tasks:

- 1) to study the characteristics and features of the infobusiness;
- 2) to consider the role of the English language in the linguistic and communicative processes of the infobusiness;
- 3) to define the concept and functions of promotion in the commercial sphere;
- 4) to study the features of digital marketing as a method of promotion;
- 5) to describe blogging as a digital marketing tool;
- 6) to classify blogs;
- 7) to explore the creolized text;

8) to analyze the linguistic and communicative characteristics and communicative patterns of using CTA as a creolized text in the infobusiness of the English-speaking blogosphere.

Theoretical and methodological base: scientific ideas and concepts of domestic and foreign scientists developed within the framework of the following research areas:

- internet linguistics and computer-mediated communication;
- theories of text and discourse;
- linguocommunicative studies;
- infobusiness;
- marketing communications and public relations.

Methods of the research: descriptive method including the method of observation, generalization and classification, structural and compositional method.

Hypothesis of the research: the aggregated use of signs of various semiotic systems within a single text space makes the creolized text an important tool of the infobusiness, capable of quickly and effectively delivering quite large amounts of information.

Empirical basis of the research: authoritative Western ratings of the best business blogs published by the following authoritative sites: Technorati, Feedspot, Quickbooks, BusinessPundit, Montague Institute, Volusion, and containing a total of 322 blogs. In addition, examples of English-language infographics obtained using a search query in the Google system were used as the research material.

Provisions for protection:

1. The creolized text in the field of infobusiness is able to transmit various kinds of information in a concise and concise form, represented by signs of various semiotic systems, due to its visual imagery aggregated with the actual text component, and the impact on various channels of information perception.
2. A deliberate and well-thought-out strategy for promoting a commercial product in the infobusiness of the English-speaking blogosphere is based on the implementation of specific linguocreative tactics and techniques, as well as special patterns of constructing and using creolized texts.

The scientific novelty of the research is due to the fact that it implements a research methodology for analyzing and describing linguistic and non-linguistic means of forming the architectonics of a creolized text in the infobusiness of the English-speaking blogosphere, taking into account the communicative patterns of its use, on the basis of fairly representative empirical material.

The theoretical significance of the research is due to the fact that it makes a certain contribution to the development of text theory, theory of discourse and Internet linguistics as an independent discipline due to the detailed linguistic knowledge about the

implementation of the pragmatic function of utterance, as well as the further development of the methodology of interdisciplinary linguistic phenomena.

The practical value of the research is determined by the possibility of using the main provisions and results of the work in the practice of teaching university courses on the theory of text and discourse, lexicology, stylistics, text analysis. The materials of the conducted research can also be used in teaching English in the framework of such disciplines as "Computer-mediated communication" and "Practical course of speech communication". In addition, the results obtained can be used in organizing the Open Days of PSU and other advertising and promotional events involving the resources of social networks and media platforms.

The structure of the final qualification work: introduction, three chapters, conclusion, bibliographic list, list of reference literature and Internet resources.