

Abstract
Final Qualification Work
(Bachelor's degree)

Subject matter: Speech-genre features of the Instagram social network in the Spanish-and Russian-speaking sectors

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Topical Importance: The relevance of the topical importance is to study the communicative behavior of an individual in social networks, as well as the language and speech features of messages.

Goals: To study the content, genre and language features of the social network Instagram in the Spanish and Russian media space.

Tasks:

1. Describe social networks, identify their capabilities and differences.
2. Describe the specifics of the Instagram network as one of the varieties of Internet communication.
3. Identify the linguistic and cultural features of Internet communication related to the content of posts, their genre specifics, and language design.

Theoretical value and practical applicability: The theoretical and practical significance lies in the fact that the materials and conclusions can be used in courses on lexicology, the theory of discourse, in the theory and practice of intercultural communication, in special courses on Internet communication. The Instagram profile guide developed on the Canva platform for travel agencies, designed to help travel agencies maintain a profile on the Instagram social network, also determines the practical significance of the work.

Implementation advice: The results of this study can be used in teaching Spanish not only to students of linguistic faculties, but also to everyone who wants to learn Spanish. The guide for travel agencies on creating a profile on the social network "Instagram" created on the Canva platform can be used to promote the travel agency's services, as well as for those who want to use these services.