

Abstract

Graduation Level of Proficiency Paper

(Bachelor's degree)

Title: Blending in the advertising

language

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Information about the organization-customer: Pyatigorsk state linguistic university.

Topical Importance: This diploma is devoted to the study of blending as an essential part of the English advertising language. This topic is rather interesting and actual, because blending in advertising is a creative process and is important not only for its own sake but also in the introduction of new words and, thereby, the growing inventory of the English language. There have been few in-depth studies of this phenomenon and none using real data on a large scale. This research takes a corpus-based systematic approach, focusing in particular on semantic and functional characteristics of the English advertising blends.

Goals: The main goal of the diploma paper is to define nominative capacities and functional status of blends used in the modern advertising language.

Tasks: On the base of the study of semantic and stylistic characteristics of blends to find out why these words are coined and widely used by the advertisers.

Theoretical value and practical applicability: This study presents a corpus-based typology of modern advertising blends. New semantic categories of blending are arrived at and pragmatic functions are defined to better account for the reasons of high occurrence of this phenomenon in the advertising language.

Results: The advertising language is the domain that is rapidly developing and, thus, highly prolific in generating new blends. Blends are widely coined and used for the purpose of naming a new product in the market, creating an original

business brand name or an expressive advertising slogan. Blends are introduced in the advertising language for a number of stylistic and pragmatic purposes. Bright and expressive, blended words help to emphasize product unique qualities, attract the consumers' attention and, thus, have a pragmatic influence on them.

Implementation advice: The theoretical material of the diploma thesis can be applied while studying or teaching different courses of linguistics, particularly, in special courses on lexicology, advertising language and cross-cultural communication. The blends presented in the diploma can also be used in lexicography.