

Abstract

Graduation Level of Proficiency Paper
(Master's degree)

Title: Lexical abbreviations in the language of advertising

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Topical Importance: high frequency of the abbreviated lexicon in modern English advertising, emergence of great amount of new lexical units requires a thorough analysis of the specific use of acronyms and other abbreviations in this sphere.

Goals: to study lexical abbreviations as text-forming methods in advertising texts, especially such kinds of abbreviations as acronyms, blending, clipping, identifying the characteristics of their use in advertising texts.

Tasks: To achieve this goal it is necessary to achieve the following tasks:

1) to define the concept of “advertising”, the structural and linguistic features of advertising texts;

2) to carry out an analysis of the problem of linguistic compression in linguistics;

3) to make a detailed analysis of the linguistic compression on the word-formative level of language;

4) to identify and study the mechanisms of abbreviations characteristic of advertising texts and their compositional elements.

Theoretical value and practical applicability: The theoretical importance is that the carried-out research makes a certain contribution to the word-formation theory. Practical value of the work lies in the fact that the results of it can be used in practice of English teaching at special faculties, in lectures on lexicology and special courses on advertising.

Results: The results of our study allowed us to make the following conclusion: abbreviation is the most productive way of word formation in the advertising texts (41.5% of the total sample). Blending is also effective and popular in advertising (28.5%). Such methods as clippings (17%) and the use of numeric and alphabetic indexes (13%) are less common.

Abbreviations in advertising have a compressive function and attract the attention of the reader to the proposed service or product (pragmatic function). Abbreviations in the ads also perform an expressive function, which is striving for a language game.

Implementation advice: the results of this research paper can be useful for special courses on lexicology and word-formation. They can also be helpful in teaching English in the university and making special dictionaries and glossaries in the sphere of advertising