

Abstract

Final Qualification Work

(Bachelor's degree)

Subject matter: Peculiarities of the numerals in Russian and Spanish advertising texts

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Research Initiator: Pyatigorsk State University.

Information about customer organization: Institute of Romance and Germanic Languages, Informational and Humanitarian Technologies, Federal State Budgetary Educational Establishment of Higher Professional Education “Pyatigorsk State University”.

Topical Importance: the relevance of the research topic is in the significance of more thorough research about the peculiarities of the usage of numerals in advertising texts.

Goals: the main purpose of this work is an identification of the peculiarities of designation, writing and use of numerals in advertising texts, as well as working up the Internet-manual on the platform “FlipSnack”.

Tasks: to achieve the goals of the work, there are a number of the following tasks:

1. to study different definitions of the concepts “text” and “discourse”;
2. to figure out the peculiarities of advertising texts and their purpose in modern linguistics;
3. to study the classification of numerals in Russian and Spanish languages;
4. to analyze specificities of using numerals in advertising texts in Russian and Spanish;
5. to work up the Internet-manual under the title “Los numerales”.

Theoretical value and practical applicability: the theoretical significance of the study lies in the fact that the results of this work, presented in the determination of the main peculiarities and the significance of using numerals in advertising texts, can be further used for consideration in scientific works devoted to writing efficient advertising texts, as well as can be used by marketing specialists and PR-managers. The practical significance lies in the fact that the elaborated Internet-manual “Los numerales” can be used in practice not only for learning Spanish in the early stages (A1) but also during the self-education of the Spanish language.

Implementation advice: the results of the study can be used in teaching Spanish not only for students of linguistic faculties but also for anyone who wants to learn Spanish. The proposed Internet-manual “Los numerales” on the platform

“FlipSnack” includes exercises whose main objective is developing all types of speech activities: reading, listening, speaking and writing.