

## ABSTRACT

**Subject of the graduation qualification paper:** Translation peculiarities of English phrasal verbs in advertising texts.

**Author:** Dinara Muratova, Bachelor program student, Institute of Translatology and Multilanguage Studies.

**Supervisor of the final qualification paper:** O. Y. Zyabirova, Lecturer of the Chair of Theory and Practice of Translation and Interpretation.

**Information about the sponsor organization:** Pyatigorsk State University, 9 Kalinin St., Pyatigorsk, Stavropol Krai.

**Significance of the issues addressed in the research:** Significance of this graduate qualification work is determined by the importance of correct translation of phrasal verbs in advertising texts. Currently, the translation of advertising messages is extremely in demand, as all spheres of business are built on advertising, and phrasal verbs are a common phenomenon in advertising texts. As a result, translators often have problems with translating phrasal verbs.

**Goal of the research:** to identify the basic techniques of translating phrasal verbs in advertising texts.

### **Tasks:**

- To reveal the matter and functions of advertising and its importance in modern society.
- To study the linguistic peculiarities of advertising texts and introduce their classification.
- To consider the peculiarities of the functioning of phrasal verbs in English-language advertising texts and to study their classifications.
- To consider the peculiarities of using translation transformations during the translation process of English phrasal verbs in advertising texts.

**Theoretical importance of the research:** The theoretical importance of this work is that previously the phrasal verbs used in the advertising texts have not been subjected to a detailed analysis and the peculiarities of the translation of phrasal verbs in this kind of texts haven't beennot revealed

**Practical value of the research:** The practical value of the research lies in the possibility of applying the results of the study in teaching translation at university and in the work of translators specializing in the field of advertising.

**Results of the research:** Phrasal verbs met in advertising texts present particular difficulties when they are translated from English into Russian. First of all, this is due to a certain specificity of phrasal verbs. After analyzing phrasal verbs and basic translation transformations, we have come to the conclusion that only some of them, i.e. grammatical substitutions and a compensation technique can be used in the process of translating English phrasal verbs into Russian.