

Summary

Subject matter: Pragmalinguistics aspects of multimedia polycode text (based on the material of advertising discourse the education system)

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Actuality of the research: depends on the level of interest of modern semiolinguistics towards studying semiotically complicated texts with help of increasing the main role of computer interaction. Also it is necessary to analyze the nationally-cultural specific characters of advertising texts the education system and ways of connection between university and its potential audience

Object of the research: web page of French university as a completed product of advertising communication realizing under the form of polycode text

Tasks:

- to make clear the definitions of "polycode text" and "hypertext";
- analyses of the question which concerned with the correlation of two definitions "advertising discourse" and "education discourse";
- analyses of verbal and non-verbal components taking part in image foundation of French university;
- analyses of interactionally-pragmatic characters of polycode texts of the high education system

Theoretical and practical significance of the research makes the ideas and conceptions which were demonstrated in works of Russian and foreign linguists as A. N. Baranova, E. E. Anisimova, A. G. Sonin, R. Bart and others.

Goals and tasks have set the following methods of linguistics research. They are: description methods, methods of comparison and generalization, the method of whole analyses of each polycode text

Results of the research:

- Semiotical space of polycode texts of the high education system formed by verbal and non-verbal components;
- The total sum of image's components expresses the one mutual style of web page;

- The comprehension of the image of French university depends on the image of the last one. The images are different because of the specific features of universities (business schools, linguistics universities, psychological universities and etc.);
- Web page of education sphere is a multimedia polycode text containing of separate parts;
- the main goal of university is to attract the attention of potential number of consumers with help of using key-words and orientation towards the simplicity of retelling the material

Recommendations: to devote new research works to the question of polycode texts in sphere of high education. To find new functions which help to impress the audience.