

## ABSTRACT

**Topic of the final qualification work:** Advertising polycode text through the prism of precedent and language game

**Author:** Doroshenko O.A.

**Academic advisor:** Petrenko T.Ph.

**Information about the customer organization:** Institute of Romance and German Languages, Informational and Humanitarian Technologies PSU

**Relevance of the research topic:** the interest of scientists in studying the patterns of use of precedent phenomena and ways of implementing the language game in advertising texts, as well as the importance of studying the techniques of effective advertising impact on the addressee.

**The goal of the work:** identification of the features of the use of the language game and precedent phenomena in a composition of the advertising polycode text as means of enhancing the pragmatic impact on the audience.

**Research objectives:** - analyze theoretical approaches to the study of precedent and language game;  
- define the essence of intertextuality and intericonicity;  
- study the areas-sources of precedent in advertising polycode texts;  
- identify verbal and non-verbal means of expressing precedent in advertising polycode texts;  
- identify the means of expressing the language game in advertising polycode texts.

**Theoretical and practical significance of the study:** the possibility of using the results in courses on semiotics, cross-cultural communication and a special course on the analysis of a polycode text.

### **Results of the study**

The use of precedent phenomena in advertising texts takes the form of a language game, in which various transformations of a precedent statement, as well as allusions to situations or events, come to the fore.

The most popular source of visual precedent is paintings. Each visual precedent text has its own unique system of associations that it evokes in the minds of native speakers.