

**ABSTRACT**  
**of the final qualification work of the 2<sup>nd</sup> year student**  
**of the Institute of Foreign Languages and International Tourism**  
**of the Pyatigorsk State University**  
**Nayfonova Zarina Alexandrovna,**  
**studying in the direction of training 45.04.02 Linguistics**  
**(profile: Intercultural communication and foreign language competencies in**  
**innovative management and business),**  
**on the topic «Linguocommunicative features of social advertising of commercial**  
**brands »**

**Scientific supervisor:** PhD, associate professor, the head of the department of linguocommunicativistics and applied foreign languages of the Institute of foreign languages and international tourism PSU V.V. Elkin.

**The relevance of the final qualification work** is due to the following significant factors:

- An important condition for the production of high-quality social advertising in the proper volume is an understanding of the mechanisms of its functioning, including those linguocommunicative, visual-graphic and other means that can and should make it effective.
- In this regard, the analysis of the positive foreign experience of advertising activities in this direction and the implementation of the procedure for complex linguistic research of social advertising, as well as its main characteristics and communicative means of transmitting information.

**The degree of the scientific development of the problem.** At the present stage of the development of science, certain aspects of the study of the stated topic have already been reflected in the works of foreign and domestic researchers. Nevertheless, many questions of a linguistic nature concerning the specifics of the creation and formation of the architectonics of the advertising text have not yet received proper consecration and need to be considered. In addition, the rapidly changing social conditions put on the agenda the need for systemic and multidimensional research in this area on a regular basis.

**Object of the research:** modern English-language PSAs commercial brands.

**Subject of the research:** communicative means of forming the architectonics and expressiveness of English-language texts of social advertising of commercial brands.

**Aim:** revelation, identification and analysis of the main effective linguistic and non-linguistic means of forming architectonics and creating expressiveness in the texts of modern English-language social advertising of commercial brands.

**Tasks:**

- 1) study the concepts of "brand" and "branding";
- 2) describe the essential characteristics of advertising communication, highlighting its types and functions;
- 3) consider verbal and non-verbal means of influence in the discourse of social advertising;
- 4) to identify manipulative tools of influence and their application in the texts of social advertising;

5) to carry out the procedure of a comprehensive analysis of the communicative means of forming the architectonics and expressiveness of the texts of social advertising of commercial brands.

**Theoretical and methodological base:** was formed by scientific ideas and concepts of foreign and domestic researchers, which were reflected in works on the problems of: branding, the general theory of advertising and marketing and social advertising as a private sphere, as well as the communication of advertising activities.

**Hypothesis of the research:** social advertising of commercial brands actively uses various kinds of linguistic and communicative means for the implementation of its inherent communication, informative, motivational, incentive, socializing, socio-integrative, ideological functions, and also plays the role of an effective element and mechanism of commercial branding.

**Empirical basis of the research:** samples of social advertising in the amount of 300 units, which are both advertising posters collected using the queries "social advertising" and "social advertising" in the Google search engine, and advertising videos of commercial brands posted in the public domain on the video hosting YouTube.

**Provisions for protection:**

1. The use of language in the field of social marketing and advertising, as one of the main tools for implementing the policy of social responsibility of business, is also focused on creating commercial success of the communication activities carried out, i.e. the language in this area is multifunctional.

2. The architectonics of social advertising texts of commercial brands is formed on the basis of a special repertoire of various communicative means (linguistic, visual, graphic), which in their totality contributes to an increase in its expressiveness.

**The scientific novelty of the research** and the results obtained is due to the following factors:

- for the first time, a comprehensive interdisciplinary study of the linguocommunicative features of social advertising of commercial brands was carried out with the definition of an active repertoire of communicative means of creating text architectonics in this area;
- defined and described the communicative status and functions of social advertising created and placed in the public domain by commercial brands.

**The theoretical significance of the research** is determined by clarifying the role and status of linguistic means in the creation and use of social advertising, the specification of scientific knowledge about the formation of the architectonics of texts in advertising discourse, the further development of the methodology of complex interdisciplinary analysis.

**The practical value of the research** is determined by the fact that its main provisions and practical results can be used in the practice of teaching such university courses as the theory of text and discourse, stylistics, advertising and public relations.

In addition, the obtained developments in the aspect of determining the active repertoire of communicative means of creating the architectonics of the advertising text can find their application in the production of high-quality and effective domestic social advertising.

**Approbation of the work.** The main theoretical and practical intermediate and final results of the research were presented at the IV International Scientific and Practical

Conference "Language and Culture in the Era of Integration of Scientific Knowledge and Professionalization of Education" (Pyatigorsk, 2020) and at the regional interuniversity scientific and practical conference of students, postgraduates and young scientists "Young Science 2020", (Pyatigorsk, 2020).

Also prepared as part of this final qualification work, the scientific and innovative project "Linguistic and communicative specificity of social advertising as an element of branding" took part in the final stage of the intra-university competition "Innovative potential of university youth", where it took 4th place in the "Linguistics" nomination.

There are 2 scientific publications on the topic of the final qualifying work.

**The structure of the final qualification work:** introduction, three chapters, conclusion, bibliographic list, list of used Internet resources.