

Abstract
Graduation Level of Proficiency Paper
(Bachelor's degree)

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2. **Title:** The trend of speech compression in the texts of English-language social advertising

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5. **Specialization:** 45.03.02 –Linguistics (“Theory and methodology of teaching foreign languages and cultures”)

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7. **Chair of Theoretic Linguistics and Practice of Intercultural Communication**

The relevance of the study is due to the active manifestation of the tendency to condensation of language means. Especially vividly the principle of speech economy can be considered in the advertising discourse. As in all languages of the world, compression in English appears itself at various levels of language: lexical, word-formation, morphological, syntactical

Goals are to study and analyze the features of the implementation of the trend of speech compression in the texts of English-language social advertising.

Tasks:

- to define the term "speech compression»;
- to reveal the concept of "social advertising" and to identify the differences between commercial and social advertising;
- to identify and describe the use of the principles of linguistic economy in English-language texts of social advertising on different linguistic levels.

Theoretical value and practical applicability of the work lie in the fact that a serious theoretical basis for further research is being developed. More than 370 authentic texts of English-language social advertising were considered and analyzed, the principles of speech compression at different language levels were deeply studied. The main conclusions of the work can be used in teaching, writing student works on this and related topics, reading the relevant special courses.

Results: the collected material, analysis of speech compression and developed recommendations for condensed, capacious presentation of information in English – language advertising can be used in practice-in the creation of social advertising texts.

Implementation advice: the theoretical material of the work can be used in the practice of teaching such disciplines as "Practice of professionally-oriented speech", "Style of English", "Advertising communication".