

## **Abstract**

Final Qualification Work

(Bachelor's degree)

**Subject matter:** Linguistic and stylistic features of Spanish-language cosmetic and medical advertising.

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**Information about the customer organization:** Institute of Romance and Germanic Languages, Information and Humanitarian Technologies, Federal State Budgetary Educational Establishment of Higher Professional Education "Pyatigorsk State University".

**Relevance of the research:** In the modern world, advertising and advertising text are increasingly becoming objects of in-depth research, not only marketing, but also linguistic. In pursuit of a very specific pragmatic goal, namely, the promotion of their product in the market of goods and services, the authors of advertising messages have to think very carefully about the concept of a particular advertising company. One of the tools of effective marketing communications is advertising, which stimulates the desires, convinces the consumer of the need to purchase a particular product.

**Goals:** comparative analysis of the features of the texts of modern Spanish-language cosmetic and medical advertising at different levels

**Tasks:** to clarify the theoretical foundations of the linguistic-stylistic approach to the study of advertising; to identify the methodology for the study of linguistic-stylistic features of advertising discourse; to analyze the linguistic-stylistic features of advertising discourse; to select and systematize the text material that adequately reflects the body of advertising texts (for example, cosmetic and medical advertising); to analyze the features of Spanish-language cosmetic and medical advertising of cosmetics in the context of comparative research at different levels.

**Theoretical and practical significance of the research:** The theoretical significance of the study is that it expands the understanding of the language techniques used in the advertising text, the potential of its implementation and functioning at various levels of the language system; considers language techniques as a way to influence the recipient; contributes to the modern understanding of the development of the language of modern advertising, its formation as one of the elements of modern culture as a whole. The practical significance of the research lies in the possibility of using its results to compile textbooks on the comparative typology of advertising texts, as well as in special courses on advertising, which can be useful for compilers of advertising texts,

students of philological faculties and advertising specialists. The conclusions and material of the scientific work can be applied at seminars and in lecture courses on the stylistics of the Spanish language.

**Research results:** The inventory of morphological and syntactic means in advertising texts of medical and cosmetic products has a number of similarities: the use of personal and possessive pronouns, various combinations of verbs with nouns, an abundance of superlative adjectives, noun and adjective phrases; the use of segmented, nominative, question-and-answer and exclamation constructions, techniques of colloquial syntax. At the lexico-stylistic level, specific features represent the frequent use of such tropes as hyperbole, comparison and metaphor, epithets, personifications. Expressiveness is defined by a special emotional-expressive code, as well as by tropes and speech figures. Also important are such characteristics as originality, expressiveness, logic, simplicity and clarity, brevity, concreteness and accuracy, and persuasiveness. Stylistically, all advertising is based on the same principles, this is one of the main similarities of cosmetic advertising

**Recommendations:** Further research of advertising texts of cosmetic and medical products can expand the understanding of the language techniques used in the advertising text; about its implementation and functioning at different levels and in different languages and cultures.