

Abstract

Graduation Level of Proficiency Paper
(Bachelor's degree)

Subject matter: «Linguistic and stylistic analysis of the current Spanish media discourse (based on the entertainment material)»

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Topicality of the research dues to the increased interest in the pragmatic aspects of the use of linguistic resources. In modern linguistics, language tools, and settings of social reality have an increasing impact on the viewers.

At the moment it comes to the fore not the idea of a transfer. It should be noted that it is the leading attracts viewers, and therefore linguistic and stylistic analysis of entertainment programs is of particular interest.

Objective it is to analyze and systematize the linguistic features entertainment media discourse on the basis of stylistic and pragmatic speech analysis leading Spanish TV entertainment ("El Homiguero", "¡Ahora caigo!").

Tasks. Achieving this goal leads to the following tasks:

- Define the role of entertainment in discourse media environment;
- Identify the main strategy and tactics of speech behavior of the leading entertainment software;
- Identify the specific voice features presenters of entertainment programs;
- Identify the main means to achieve humorous effect;
- Define the role of the anglicisms in the speech of broadcasters;
- Define the role of the vernacular and obscene language in the speech of TV presenters.

Theoretical and practical significance of the research. **The theoretical significance** of this study lies in the fact that its results can contribute to the theory of discourse and language studies in the media environment. Of particular importance is an appeal to the pragmatic side of the media discourse, which largely determines the shape of the selection and use of language means in the space of entertainment discourse. **The practical significance** of the work is determined by the fact that its conclusions and findings can serve in the teaching of the theory and practice of lexicography, stylistics, special courses of Spanish language and pragmatics.

Results of the research: There are about 250 pieces of speech Spanish entertainment programs were analyzed: "El Hormiguero" and "¡Ahora caigo!". The analysis showed that the leading communicators belong to the group of so-called speakers, called "humanities." This group, in turn, is divided into the "poets" and "leaders". "Poets" - these are people with a rich vocabulary and a strong sense of

language. "Leaders" - people who are able to inspire the crowd. They can surely keep the audience's attention under control.

The results of the work are also the following conclusions:

- Entertaining discourse occupies a special position in the media environment, being the center of attraction of millions of viewers, which contributes to its special interest in the study;

the most relevant communicative intention is leading humor;

- Two main tactics of speech behavior leading were identified: strategy and tactics of self-mockery;

- The main goal pursued by a leading entertainment media discourse is the entertainment of the public;

- Attraction and phatic function are the most relevant in the speech of TV presenters. These functions are achieved by means of the following language: hyperbole, irony, pun, Anglicisms, vernacular and obscene vocabulary;

- Speech feature leading entertainment is a large number of techniques puns, jokes and anecdotes. It should also be noted that in some cases leading use such means as a spoof;

- The most characteristic of the speech of the leading vehicle is a pun based on the homophony and polysemy;

- Anglicisms in the speech of TV presenters are not frequency phenomenon, but rather give a speech some appeal due to switch to another language;

- Colloquial and obscene vocabulary are sufficient frequency for the Spanish entertainment media discourse, in some cases, we can deal with the phraseological euphemisms.

Recommendations: This study outlines some prospects for further study of this problem, for example, interesting to conduct a comparative analysis of media discourse and entertainment in the Spanish and Russian languages.