

Abstract

Graduation Level of Proficiency Paper (Bachelor's degree
/ Specialist's degree / Master's degree)

Title: The verb in the advertising texts (Russian and Spanish languages).

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Topical Importance: The problem of the verb and its defining influence through advertising text on the perception and consumer purchasing behavior is insufficiently developed in the special literature

Goals: To study the verb and its functionality in the advertising texts written in the in Spanish and Russian languages

Tasks: To explore the concept of advertising; to explore functions of advertising; to consider the emergence of concept of the advertising text and its structural features; to explore pragmatic potential of advertising text; to explore the theoretical basis of the verb study in the advertising texts; to consider the morphological and syntactical functioning of the verb in Russian and Spanish advertising texts; to explore the lexical aspect of functioning of verb in Russian and Spanish advertising text.

Theoretical value and practical applicability: Identification of regularities of functioning of verb, as one of the basic units of the language, in advertising texts, what makes it possible to understand all means of impact of advertising on the potential consumer more clearly. The data obtained from this research may be used on specialized courses of Spanish as a foreign language.

Implementation advice: According to the assigned tasks, was undertaken a study to determine the features of functioning of the verb in the advertising text. As a result of this study it was found out that the verb is the primary means of information transference and motivation to action in the advertising text. Prior to its use is that the verb is capable of showing the process (dynamic) with the help of grammatical categories of mood, time, person, number etc., and its syntactic functions. Also as a result of the analysis of advertising texts on the subject of functioning of verbal units, it was found out that in the Russian and Spanish languages the use of verbal texts is more frequent than nominal ones. Both in the Russian and Spanish languages the number of informative texts is approximately the same, but incentive texts are more common in Spanish. It was identified the following regularity, Spanish verbs expressing incentive have always used in the stimulus proposals, presented in the form of imperative mood, they hardly used in informative texts in indicative mood. As for Russian verbs, they are used quite often both in motivating and informative texts. The same applies to verbs with an informative message. Proceeding from this, it can be concluded that Russian verbs more pragmatically capacious, Spanish verbs are less capacious in this plan, but they are more durable, retain greater expressiveness and dynamism than the Russians.