

Abstract

Graduation Level of Proficiency paper (Bachelor's degree)

Subject matter: The principle of economy in linguistic in the modern Spanish press and its didactic potential

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Topical Importance: At the present stage of development of society press is an integral part of economic, social and cultural life. World news of science, politics, economy, sports evoke an enduring interest of society for centuries. Every day the interest of linguists to peculiarities of language, place and role of language economy in the Spanish periodicals and the definition of ways and means of its implementation in newspaper texts is growing.

Goal: The aim is to describe the features of the implementation of the principle of language economy in the texts of the Spanish press at the lexical and syntactical levels.

Tasks:

- to consider economy as a linguistic problem;
- to identify means of achieving linguistic economy in language;
- to determine text saving language as a distinctive feature of the printed newspaper;
- to classify the existing types of language economy in the Spanish language;
- to collect a representative list of examples from the texts of the Spanish press, containing the means of language saving;
- to identify the characteristics of the use of language savings in the Spanish printed newspaper text at the lexical and syntactical level;

- to create a course of video lectures for discipline "Lexicology of Spanish" on the topic "Abbreviation in Spanish"; to make tests for self-control to the course of video lectures.

Theoretical value and practical applicability: The theoretical value of the work is determined by its contribution to the further study of the newspaper text and is to determine the role of language economy as one of the means to ensure the implementation of the most important functions of the modern Spanish press.

The practical value of the work lies in the possibility of using materials and research results in courses on lexicology of the Spanish language, theory and practice of translation, theory and practice of intercultural communication, stylistics of the Spanish language.

The results of the research: In the course of the study, we have analyzed the following means of language saving: abbreviation, Sigl, acronym, truncation, ellipsis, the use of hyphen, colon and comma, as well as a generalizing infinitive. These means were reviewed on the basis of representative material from the Spanish press. In addition, on the basis of the work, we have developed a course of video lectures for the discipline "Lexicology of the Spanish language" on the topic "Abbreviation in Spanish".

Implementation advice: It seems to us relevant further study of the peculiarities of the use of language economy in the press of different languages within the framework of cultural and comparative studies.