

**ABSTRACT**  
**of the final qualification work of the 2<sup>nd</sup> year student**  
**of the Institute of foreign languages and international tourism**  
**of the Pyatigorsk State University**  
**Beglaryan Marina Armenovna,**  
**studying in the direction of training 45.04.02 - Linguistics**  
**(profile: Modern applied linguistics**  
**in the innovative practice of business and commerce),**  
**on the topic “LINGUOCOMMUNICATIVE PECULIARITIES**  
**OF PROMOTING PRODUCTS IN THE FUR INDUSTRY”**

**Scientific supervisor:** PhD, associate professor, the head of the department of linguocommunicativistics and applied foreign languages of the Institute of foreign languages and international tourism PSU V.V. Elkin.

**Relevance of the final qualification work** s due to a number of factors. Currently, the fur industry is going through the crisis times – the glut of the market with high price competition, periodic fluctuations in exchange rates, instability of the consumer demand, climate changes, the Fur-free social movement, quarantine and forced ockdown due to the coronavirus pandemic, as well as other factors have a negative impact on its development. In these conditions, retailers of the fur industry both in the domestic Russian market and their colleagues in foreign countries have to put a lot of effort to promote their products, resorting to various Internet opportunities.

In connection with the globalization processes affecting this sphere, the dominance of the English language in the international arena, as well as the urgent need to carry out various types of business contacts based on the professional intercultural communication, there is an urgent need for the existence and functioning of a common apperceptive and communicative base, which the English language can provide thanks to its diverse linguocommunicative resources. Therefore, their study from the standpoint of linguistic science is relevant and appropriate.

**Object of the research:** professionally-oriented intercultural communication in the fur industry..

**Subject of the research:** linguocommunicative peculiarities of promoting products in the fur industry.

**Aim:** identification, analysis and description of structural-compositional, lexical-semantic, functional-stylistic and discursive characteristics of the terms of the professional sphere of the fur industry from the standpoint of analysis of linguocommunicative peculiarities of product promotion in this sphere.

**Tasks:**

- 1) to describe the specifics of professionally-oriented intercultural communication in the fur industry;
- 2) to identify and study the linguocommunicative peculiarities of product promotion in the fur industry;
- 3) to identify and analyze the conceptual dominant of the professional-oriented communication in the fur industry;

4) to study the structural-compositional, lexical-semantic, functional-stylistic and discursive characteristics of the term system of the professional sphere of the fur industry from the standpoint of analyzing the linguocommunicative features of product promotion in this sphere.

**Theoretical and methodological base:** scientific ideas and concepts of domestic and foreign scientists developed in the following research areas:

- theory of nomination;
- lexical semantics;
- professional intercultural communication;
- marketing communication.

**Methods of the linguistic research:** theoretical and analytical method, descriptive method, including the method of observation, generalization and classification, method of analyzing dictionary definitions, structural-compositional method, the lexical-semantic analysis, the method of functional-stylistic analysis and the method of continuous sampling of the research material.

**Hypothesis of the research:** Among the components of successful professional-oriented activities aimed at promoting fur products at the international level there is the knowledge and ability to operate a certain set of lexical units which are grouped around the general concept "Fur, fur products".

**Empirical basis of the research:** the corpus of terms of the conceptual professional field "Fur industry" collected by a continuous sampling method from the content materials of specialized official Internet sites dedicated to fur and fur products.

**Provisions for protection:**

1. Taking into account the linguocommunicative peculiarities and effective professional communication allows to get deeper into the essence of the product promotion process in the fur industry, as well as to get the valuable information about the features of brands represented by different countries. For the participants of cross-cultural interaction, professional dialogue helps to understand more consciously their own concept and target audience, the ways of promoting to the international market, and the ways of future brand development.

2. The successful professional-oriented intercultural communication in the fur industry is based on the knowledge and operational skills of using special terminology of the English language as *lingua franca*.

3. The conceptual dominant of the professional-oriented communication in the fur industry is a limited set of basic lexemes that denote both the animals themselves and their fur, which are used for the production of clothing and its elements.

**The scientific novelty of the research** is due to the fact that neither Russian nor foreign linguistics has undertaken scientific research in the field we are considering. This work is the first experience of the scientific and practical research of the term system of the professional sphere of the fur industry from the standpoint of analyzing the linguocommunicative peculiarities of product promotion in this field, which allowed us to extract new knowledge about the linguocreative mechanisms of word-making nominative activity.

**The theoretical significance of the research** is due to the fact that it makes a certain contribution to the development of the theory of nomination, by bringing new linguistic

data on the functioning of language units in special areas of professionally-oriented intercultural communication.

**Practical value** is determined by the possibility of using its main provisions and results in the practice of teaching university courses on the theory of intercultural communication, lexicology, theory and practice of special translation, marketing and advertising communication. The materials of the research can also be used in practice-oriented professional activities of traders and retailers of fur products interested in establishing professional contacts with foreign partners.

The work was tested during a number of scientific conferences of international and regional scale. There are 4 scientific publications on the topic of the final qualifying work.

**The structure of the final qualifying work** consists of the introduction, two chapters, conclusion, bibliography, list of reference literature and Internet resources, and 5 addenda.