

**Abstract**  
Graduation Level of Proficiency Paper  
(Bachelor's degree)

**Title:** "Compositional-Stylistic and Syntactico-Stylistic Features of English Social Advertising Texts"

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**Topical Importance:** The relevance of the social advertising (PSA) study is in the theoretical need to clarify the stylistic characteristics of social advertising on the compositional and syntactic levels, as well as in the practical significance of the increment in the research base, which we hope will help to carry out real socially significant campaigns in our country more effectively.

**Goals:** to study and analyze compositional and syntactical features of English-language social advertising texts.

**Tasks:** to clarify the concept of "social advertising"; determine the place and role of this communicative practice in advertising communication; to collect a base of English-speaking examples of PSA and analyze it from the above mentioned angles.

**Theoretical value and practical applicability:** The work contains a substantial review of the sources studied, and the analysis of the main provisions and different points of view on the problem under study. 595 PSA texts have been analyzed in detail from the point of view of creolized text composition and from the point of view of syntax (imperative sentences, nominative sentences, parallel constructions, rhetorical questions, syntactic anaphor and ellipsis, etc.). The research results have a practical output in the form of a Glossary Project. The data obtained can be also introduced into the practice of teaching advertising and the English language.

**Results:** the collected material, the analysis of the compositional and syntactic means in PSA, capacious presentation of information in English-language advertising can be used in practice in the creation of social advertising texts in Russia.

**Implementation advice:** the theoretical material of the work can be used in the practice of teaching such disciplines as "Professionally-oriented speech Practice", "Advertising Communication".