

## ABSTRACT

**of the final qualification work of the 2<sup>nd</sup> year student  
of the Institute of Foreign Languages and International Tourism  
of Pyatigorsk State University  
Tan Cheng,  
studying in the direction of 45.04.02 - Linguistics  
(educational program: «Intercultural communication and  
foreign language competence in the innovative management and business»),  
on the topic of «Attractive and destructive potential of polylingual advertising  
billboards and advertisements»**

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The current globalization processes are characterized with multidirectional antagonistic tendencies. On the one hand, the role of the English language, which has become the lingua Franca in many areas of life, is increasing everywhere - and the sphere of advertising is no exception. On the other hand, local linguistic, cultural and linguistic-communicative realities and traditions cannot but leave a mark on this process, transforming and modifying the original data. The result of these trends is the emergence of unique bilingual and polylingual language products that require close attention and detailed linguistic analysis. All of the above determines **the relevance of the topic** of this final qualifying research.

Thus, **the subject of the research** is the international advertising communication implemented in the interaction of different languages and linguocultures.

**The object of the work** is the linguistic features of polylingual advertising billboards and ads that have a certain attractive or distractive potential.

**The aim of this study** is to analyze the features of the functioning of multilingual advertising products from the standpoint of the effectiveness of their linguocultural and linguocommunicative functions.

In accordance with the aim within the framework of this final qualifying work the

following tasks are solved:

- 1) to define advertising and describe its persuasive strategies and techniques;
- 2) to consider the concept and specificity of the advertising product in international advertising activities;
- 3) to study the correlation of language and cultural realities in the international advertising;
- 4) to analyze the development of new types of translation activities in the field of advertising in the context of globalization;
- 5) to reveal the concept of transcreation as a polylingual creative intercultural translation;
- 6) to describe the role and algorithm of creating the translation style guide and terminology glossary;
- 7) to investigate the linguocultural and linguocommunicative features of the formation of the attractive and distractive potential of a multilingual advertising product.

**The material for the study** was the body of multilingual advertising products, which includes advertising slogans and ads, brand names, transcripts of advertising billboards consisting of 340 items of different structural formation. Also, by the method of continuous sampling, we have collected the corpus of Chinese-English bilingual ads placed on Chinese advertising websites <http://www.sina.com.cn> I <http://www.sohu.com.cn>.

The tasks set, as well as the linguistic specificity of the object of research, led to the use of the following basic **methods and techniques of research**: the method of continuous sampling from the research material, the descriptive-interpreting method, the method of contextual analysis, including the classification and generalization of the selected material, the comparative method, the method of structural and semantic analysis.

**The scientific novelty** of this master's research is due, first, to the choice of the subject of research, namely the linguistic features of multilingual advertising signs and announcements from the standpoint of the effectiveness of their linguistic, cultural and linguistic and communicative functions in terms of their attractive and distractive potential. Secondly, the paper tested the method of analysis of multilingual advertising products through the prism of transcreation activity.

**The theoretical significance** of the study is that in the course of its implementation

the linguistic-communicative and linguistic-cultural parameters of the transcreation activity related to the definition of the attractive and distractive potential of multilingual advertising products are clarified.

**The practical value** of the work is determined by the possibility of using its provisions in the courses of translation studies, theory and practice of intercultural communication, lexicology, special courses on localization and transcreation. The materials of this final qualifying work can be used in the practice of linguistic branding and promotion of different organizations in the course of international advertising.

The aim and tasks of the study determined **the structure** of the final qualifying work. It consists of the introduction, three chapters, conclusion, bibliography and two appendices.

The **Introduction** formulates the relevance, subject, object, aim, tasks of this study, substantiates the scientific novelty, theoretical significance and practical value of the work, describes the material and research methodology.

**Chapter I** is devoted to the consideration of advertising as such, its persuasive strategies and techniques, as well as the specifics of an advertising product in the context of international marketing communications.

**Chapter II** examines the correlation of language and cultural realities in international advertising, considers the problems of development of new types of translation activities in the field of advertising in the context of globalization, focuses on the study of transcreation as a multilingual creative intercultural translation.

**Chapter III** is devoted to the study of linguocultural and linguocommunicative features of the formation of the attractive and distractive potential of a multilingual advertising product.

In **Conclusion** the results of the study are presented.

The **Bibliography** is a list of scientific works of domestic and foreign authors related to the subject of this study and used in its implementation (72 items).

The **Addenda** graphically present step-by-step ideograms of creating a style guide and terminology glossary for the localization project.