

## **Abstract**

Graduation Level of Proficiency Paper

(Bachelor's degree)

**Title:** Lingua-cultural means of expression of motivation for action in news texts of the Spanish mass media

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**Topical Importance** is determined by the growing interest of modern linguistics in the study of the use of lingua-cultural means of expressing of motivation and is a consequence of the popularity of the news texts of the media and their enormous popularity as a form of language existence. Likewise, the importance of this study is in the analysis of the news texts of the Spanish media in terms of their language content because their informational and motivational space has an impact on the readership.

**Objective of the research** is to analyze the lingua-cultural potential of the texts of the Spanish newspapers, to identify and describe the peculiarities of use of lexical, grammatical and pragmatic means of expressing of motivation in the texts of the Spanish media.

### **Tasks of the research:**

- to analyze the lingua-cultural specifics of the news texts of the Spanish media;
- to discover the lexical, pragmatic and grammatical potentials of the expressing of the motivational orientation and to analyze ways of implementing it in the texts of the Spanish periodical press;
- to collect a representative collection of the examples of lingua-cultural means of expressing of motivation in the texts of the Spanish media.

**Theoretical value and practical applicability:** The theoretical significance of this work is that it fills a gap in the study of such an important aspect of the

Spanish language as the motivational and informational space of the news texts of the media.

The practical significance of the presented work is that the results of the research can be used during the practical classes of the analysis and interpretation of the newspaper text, in elaboration of a course of lectures on the language of the media, language theory, and text linguistics.

**Results of the research:** Such type of modality as motivation deserves special attention, since motivation is one of the main purposes of the media and is understood as a communicative category that denotes the expressing of the communicator's will, manifested in the verbal impact of information on the recipient for inclining him or her to a particular mode of action or thought.

As a part of our research, we divided the linguistic units used by journalists into lexical, pragmatic and grammatical units. In total, 209 examples of expressing of motivation in the texts of the Spanish media were found.

Within the framework of linguoculturology, some means of expressing motivation in the Spanish media have been identified as lingua-cultural, which reflect national and cultural specificity of the Spanish language.

Although a large base of newspaper publications was worked out, the means of expressing of motivation for action were not found in all articles. The explanation of this fact is the communicative and informational function of the news text but not its agitational component.

**Implementation advice:** In this graduation qualifying work, we have only made a modest attempt to analyze the lingua-cultural means of expression of motivation in news texts of the Spanish media. Summarizing this study, we can say that many issues related to the study of the linguistic units of expressing of the motivational intention and their use in the journalist's speech have not been sufficiently studied within the framework of mediallynguistics. We still need to develop this problem by studying it in a broader spectrum.