

**ABSTRACT OF THE FINAL QUALIFICATION WORK**  
**of the student of the II year course**  
**of the Institute of international service, tourism and foreign languages PSU**  
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**(45.04.02 – Linguistics (profile orientation): Modern Applied Linguistics**  
**in innovative practice of business and commerce), on the subject**  
**“LINGUOCOMMUNICATIVE STRATEGIES AND TACTICS OF**  
**POSITIONING LANGUAGE SCHOOL IN THE MARKET OF**  
**EDUCATIONAL SERVICES)”.**

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**The relevance of the final qualification work** is due to the growing interest on the part of various sectors of society in obtaining a quality linguistic education, which can be done not by official state educational institutions at various levels, but also by private language schools, which have to enter into competition in this segment of market relations, the success of which be ensured by the effective use of an arsenal of linguistic-communicative strategies and positioning tactics in the educational services market.

**The object of this research:** existing practice of positioning language schools in the educational services market.

**The subject this research:** language features and linguistic and communicative characteristics of advertising materials used in advertising discourse when promoting language schools.

**The aim of this research:** to identify, analyze and describe linguistic and communicative strategies and tactics for positioning a language school in the educational services market by categorizing effective advertising media.

**This aim identified the objectives of the study:**

- to study the features of advertising activities from the position of linguistic and communicative;
- describe the linguistic and extralinguistic features of advertising activities;
- consider the problem of creole text in advertising;
- analyze the actual types of language educational services and the forms of their provision in England and Russia;
- determine the role, status and features of the functioning of the language school in the market of educational services;
- to study linguistic and communicative strategies and tactics of advertising activities to promote language educational services;
- to carry out a comparative analysis of the use of linguistic and extralinguistic advertising means of promoting language schools in England and Russia;
- carry out the categorization of effective promotional tools for promoting a language school.

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

- linguistic and communicative;
- text linguistics and intercultural communication;
- advertising and marketing communication;

- Theory of teaching foreign languages and linguodidactics;
- semiotics.

**Methods of linguistic research:** theoretical and analytical method, descriptive method, which includes the method of observation, generalization and classification, contrastive (comparative) method, the method of lexical-semantic analysis, the method of functional stylistic analysis, the method of semiotic analysis, as well as the method of content analysis .

**The hypothesis** of the study is that the active use of linguistic and communicative advertising strategies and tactics based on the interaction of linguistic and extralinguistic tools contributes to the effective positioning of the language school in the educational services market.

**The empirical basis of the study:** various types of advertising materials used in the promotion of language schools in the market and obtained by the method of content analysis from Internet sites of data from Russian and foreign language schools.

**Protection provisions:**

1. The success of promoting a language school in the educational services market is closely correlated and interdependent on the effective use of linguistic and communicative strategies and the tactics of its self-presentation and positioning in advertising.
2. A creolized text acts as an effective mean of positioning a language school in the educational services market due to its inherent characteristic of being semiotically heterogeneous, which is facilitated by the interaction of the linguistic and extralinguistic means that make it up.
3. In order to position the language school on the educational services market in England and Russia, both universal and nationally-specific linguistic and extra-linguistic means are used, which indicates, on the one hand, the globalization of

educational processes and technologies for using linguo-creative methods of advertising, and the preservation of national identity, in which language plays a primary role.

**The scientific novelty** of the study is primarily due to the linguistic-communicative perspective of the problems addressed in the topic of graduation work, as well as the definition and description of effective strategies and tactics for positioning a language school in the educational services market, which is facilitated by the comparative nature of the study.

**The theoretical significance** of the study lies in the further refinement of knowledge regarding the architectonics of the text and its communicative parameters, as well as in the development of a methodology for a comprehensive interdisciplinary analysis of linguistic phenomena.

**The practical value** of the final qualification work is determined by the fact that its main provisions and the results obtained can be applied in the practice of teaching university courses in the theory of text and discourse, semiotics, marketing and advertising.

Also, the **result of the research** activity based on the results of the study was the development of a “Guide for the use of effective linguistic-communicative strategies and tactics for positioning a language school in the educational services market”, which presents recommendations on the formation of architectonics of an advertising message aimed at promoting a language school, as well as the main positive and negative points of this process.

**Evaluation of results** was carried out during a number of scientific conferences of international and regional scale. There are 4 scientific publications on the topic of final qualification work.

**The structure of this research:** the work consists of an introduction, three chapters, conclusion and bibliography.

**Chapter 1** lays the theoretical foundations of further research, studies the features of advertising from the perspective of linguistic and communicative studies, describes the linguistic and extralinguistic features of advertising, and discusses the problem of creolization of text in advertising.

**Chapter 2** is devoted to the study of the market of educational services in Russia and England, taking into account the actual types of these language educational services and the forms of their provision. In addition, this chapter defines the role, status and features of the functioning of the language school in the educational services market.

**Chapter 3** is largely practice-oriented in nature, since it studies specific linguistic and communicative strategies and tactics of advertising activities to promote language educational services, carries out and describes a comparative analysis of the use of linguistic and extralinguistic advertising tools to promote language schools in England and Russia, and categorizes effective promotional tools for promoting a language school.

**In Conclusion**, the results of the work are summarized.

**The bibliography** consists of a list of scientific works of domestic and foreign scientists and researchers used in writing this final qualifying work.