

1. 2020
2. **Title:** VERBALIZATION OF AXIOLOGICAL REGULATIONS IN ENGLISH PERFUME CONSUMER REVIEWS
3. **Author:** A.A.Litvinenko
4. **Research Supervisor:** O.V. Dolmatova
5. **Specialization:** 45.03.02 – Linguistics ("Theoretical and applied linguistics")
6. **Bachelor's degree**
7. **Institute of Foreign Languages and International Tourism**
8. **Chair of the Experimental Linguistics and Intercultural competence**

**Topical Importance:** This thesis is devoted to a detailed systematic description of the verbalization of axiological regulations in the English perfume online consumer reviews. Insufficient knowledge of the discourse of the perfume Internet market and ways to verbalize its value characteristics through language means determine the relevance and scientific novelty of this qualification work.

**Goals.** The main objective of the work is a comprehensive description and analysis of the peculiarities of axiological evaluations, identification of common types of forming positive or negative characteristics of modern perfumes on the web pages, the detection of patterns of verbalization of opinions about used products in the toilet of the opinion discourse in contemporary English.

**Tasks:** In order to accomplish this goal the following tasks should be worked out:

- to give a description of Internet review discourse as a new communicative media environment;
- to define and describe the properties of an online review in comparison with other media comment genres;
- to explain the axiological concept of private value in modern linguistics;

- to identify and describe the entire spectrum of the axiological scale of perfume online reviews based on consumer reviews of perfume products on the site [fragrantica.com](http://fragrantica.com);
- to identify and describe metaphorical models of axiological verbalization when describing perfume products.

**The theoretical and practical significance** of the thesis is that the research contributes to the study of the specifics of the Internet review as a modern media tool. It describes the means of verbalization of axiological attitudes that are inherent in the review of perfume products and reflect the emotional and aesthetic assessment of modern perfume brands in the language consciousness of the individual. The main provisions of the work are acceptable for use in teaching English lexicology, general linguistics and practical English courses; reading special courses in cognitive linguistics and related topics.

**Results:** thanks to a detailed analysis of English consumers' perfume reviews, it was possible to identify some metaphorical models that the review authors use to create an enthusiastic-positive or cautiously-negative characteristic of the fragrance they describe. 10 main metaphorical models were identified, within which perfume products are reinterpreted and the axiological characteristics of perfume aromas are verbalized in the perception of users of this product. 1. Fragrance is flowers; 2. Fragrance is food; 3. Fragrance is touch; 4. Fragrance is material; 5. Fragrance is a living being; 6. Fragrance is weather/time of year; 7. Fragrance is a work of art; 8. Fragrance is the color; 9. Fragrance is emotion; 10. Fragrance is a transfer.

**Tips for implementation:** materials of the this is can be used in teaching lexicology, general linguistics and practical English courses; reading special courses on discourse, cognitive linguistics and related topics.