

## Summary

**Subject matter:** Textual concept of consumption in modern French narrative

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**Topicality of the research:** The diploma paper develops the conceptual of textual concept in the language of writer's idiostyle in conceptualizations of textual constants of linguistic and cognitive and discursive principles are developed in the research.

**Objectives of the research:** To provide the analysis of the macroconcept structure of the "consumption" in the novels "Les Choses" by G. Perec and "99 Francs" by a contemporary French writer F. Beigbeder.

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

- to reveal the representation of the textual concept in the basis of linguistic researches;
- to study the concept "consumption" and its language conceptualization;
- to allocate the language units which realize in their semantic structure the meaning of "consumption";
- to reveal the semantic signs of the "consumption";
- to study verbal conceptualization of "consumption" in modern French narrative.

**Results of the research:** The diploma paper reveals the ideological role of advertising as a socio-cultural metaphor of the modern society, whose main characteristic features are anomie and callousness. The diploma paper deals with the consumer-based concepts of F. Beigbeder's novel "99 francs" and G. Perec's "Les Choses". Common features of postmodern works and advertising texts are defined.

The diploma paper consists of the introduction, two heads, the conclusion and the list of the literature. In the first part functional characteristics of textual concepts are investigated. In the second one the concept of the "consumption" is studied at the formal-semantic and functional levels.

**Key words:** textual concept, conceptual analysis, narrative text, conceptual structure of the text.