

The theme of the graduate qualification work: "The Category of Persuasiveness in the Sports Advertese".

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Research rationale is conditioned by the need to study the mechanisms of persuasiveness as the main linguistic strategy in the process of effective promotion of sports services and goods. In this regard, it seems relevant to study a wide range of linguistic means used in sports advertising.

The purpose of the work: to identify the specific linguistic features of the sports advertising discourse that implement the category of persuasiveness in the process of forming the strategies for promoting sports goods and services in the media.

The objectives of the research:

1. To define and identify the features and communicative goals of the advertising discourse.
2. To consider the advertising discourse strategies.
3. To establish the role of the category of persuasiveness in the sports advertese.
4. To identify the functional and linguistic characteristics of the sports advertising discourse;
5. To analyze the phonetic, lexical, stylistic, and syntactic peculiarities of the Anglophone texts advertising the sporting goods and services in order to identify the mechanisms of persuasiveness in them.

The theoretical and practical relevance of the research. The theoretical significance of the work lies in the fact that it contributes to the studies of the advertising discourse in general, and sports discourse as well helps to identify the role of the category of persuasiveness within sports advertising as a factor of inspiration on sports goods and services consumer. The practical relevance of the WRC lies in the fact that its results can be used in writing sports advertising articles, as well as in courses in stylistics and lexicology of the English language and in the lessons on text analysis.

The results of the research were tested at the annual regional scientific and practical conferences of young scientists, postgraduates and students of PSU “Young science – 2019, 2020”. They are reflected in the following publications:

1. “The category of persuasiveness in sports advertising” // Young Science – 2019, Pyatigorsk: PSU, 2019.

2. “Slogan as an important component of sports advertese”// Young Science – 2019, Pyatigorsk: PSU, 2020.

Future references. The approach proposed in this paper to the study of the linguistic features of the sports advertising discourse seems promising for further study of the gender orientation of advertising, analysis of the linguistic characteristics of texts, which are aimed at male and female audiences. The prospect for further research in this area may also be focused on cross-cultural communication and ethnic characteristics of recipients of the advertising discourse.

Educational guidelines developed in the process of working at this WRC will help expand students' knowledge in the field of advertising, introduce them to the structural and linguistic features of sports advertising text, and consolidate theoretical material by performing a series of exercises.