

Abstract

Graduation Level of Proficiency Paper
(Bachelor's degree)

Title: FEATURES OF SCIENCE TERMINOLOGY IN THE ADVERTISING TEXT (ON THE BASE OF SPANISH)

Author: L.U. Derebeiya

Research Supervisor: PhD, Associate Professor N. V. Sementsova

Research Initiator: Piatigorsk State Linguistic University

Topical importance: The relevance of this work stems from the fact that advertising is a versatile tool for the integration of cultures, which allows it to stand on a par with art. The interest of linguists to linguistic features of advertising is increasing day by day. Also, at this stage of the development of modern society, the need for scientists interested in understanding the place and role of scientific vocabulary in advertising, identifying ways and means of their realization in advertising texts. In addition, the relevance of research in this area is due to peculiarities of the little-studied scientific terminology in the Spanish advertising texts.

Goals: The purpose of the study is to determine the characteristics of the functioning of scientific terminology in the texts of the Spanish advertising.

Tasks: consider the linguistic specificity of advertising texts; determine the nature and objectives of advertising; determine the communication objectives and strategies and mechanisms of action of advertising texts; identify the linguistic features of the advertising text, the linguistic features of the advertising text and the characteristics of the use of scientific units in the language of advertising.

Theoretical value and practical applicability: The theoretical significance of this work is determined by its contribution to the further study of advertising tests from a position of linguistics, as an open system of advertising language, as well as in studies of other types of advertising. The materials can be used in parts of the interdependence and interrelation of social development and language. The practical significance of this work is the ability to use the research results in the practical activities of the linguist. The study may be useful in courses on the theory and practice of translation theory and practice of intercultural communication.

Results: science is being used in advertising as a source that supports the dignity of the advertised product; to give greater popularity of the advertised product, resort to scientific terms, ignoring the fact that the use of this vocabulary properly.

Implementation advice: Also, we believe current and future investigate further the use of scientific concepts in the Spanish periodicals, as this will further study the specificity of the Spanish language press.