

ABSTRACT

Summary of graduate qualification work

"The manifestation of the impact function in the discourse of social advertising (on the material of Russian, English and German)"

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Field of study / Speciality: 45.03.02 - Linguistics

Focus / specialization: "Theory and practice of intercultural communication»

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Data on the customer organization: Institute of Translatology, Russian Studies and Multilingualism, Pyatigorsk State University

Urgency of the research: relevance of this work is determined by the fact that the study of types of institutional communication is in the focus of many linguistic directions, while advertising discourse as one of the types of institutional communication is not fully researched and covered in linguistic literature. The study of the implementation of the influence function in advertising speech is also one of the most topical areas of contemporary speech theory, but the specificity of its implementation in advertising texts has not been reflected in the works on linguistics.

Purpose of work: identification of stylistic and pragmalinguistic features of social advertising texts in terms of the implementation of the influencing function (in German, English and Russian).

The tasks are: 1) to define the essence of the concept, functions and features of an advertising text;

2) to identify and study pragmatic features of texts of social advertising;

3) to analyze and define specific linguistic content and mechanism of language usage in Russian, English and German advertisement texts from the aspect of influence function realisation;

4) to conduct a comparative analysis of syntactic and figurative-expressive means usage in Russian-, English- and German-speaking social advertising texts;

Theoretical and practical significance of the research lies in the possibility of using the results of the analysis in training courses on the theory of intercultural communication, discourse theory, as well as in writing term papers and graduation papers.

Results of the research: linguocultural features in the texts of social advertising in Russian, English and German were identified, analysed and compared. To achieve this goal the following tasks were solved:

1) theoretical material of domestic and foreign linguistics on the concepts of "discourse", "advertising", "social advertising", "pragmatics of social advertising texts" was collected and studied;

2) the material was collected and analysed in terms of linguistic and cultural features in terms of the implementation of the impact function;

3) the comparative analysis of syntactic and expressive means usage in Russian, English and German advertisement texts of social orientation was carried out.

Recommendations: The results of the study can be used as a recommendation for specialists in international advertising, international PR, as well as in classes on the theory of intercultural communication for students in the field of linguistics and in a number of non-linguistic areas of studies, such as "Advertising and Public Relations".