

## **ABSTRACT**

**Title:** “Functioning of gender metaphors in advertising discourse”

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**Research Initiator:**

**Topical Importance:** The research is focused on the advertising texts in Spanish. The texts contain verbal and/or visual components; they can be read anywhere: in newspaper, in magazines, in Internet, on TV, etc. The research examines the peculiarities of gender metaphors in the advertising texts.

**Goals:** to analyze the peculiarities of gender metaphors in advertising discourse by the example of advertising texts in Spanish.

**Tasks:**

- to clarify the definition of “advertising text”, “advertising communication”, “gender”, “metaphor”, “gender metaphor”;
- to identify the principles of metaphorization;
- to determine the components in the structure of advertising texts;
- to classify the examples;
- to analyze the advertising texts in Spanish from the metaphorical point of view.

**Theoretical value and practical applicability:** The theoretical results obtained in this paper can be used in lecture courses and seminars on general linguistics, lexicology, psycholinguistics, sociolinguistics, text linguistics, and stylistics. Practical results will be useful in graduate studies on similar subjects.

**Results:** The author of the work clarified the definition of “advertising text”, “advertising communication”, “gender”, “metaphor”, “gender metaphor”; identified the principles of metaphorization. The theoretical base was applied in the analysis of the advertising texts in Spanish (advertising posters, slogans, magazines’ advertisement, Internet advertisement, etc.). In this paper the author describes peculiarities of gender metaphors in the advertising texts, i.e. the using of expressive nominators of men and women or their characteristic features

concerning to the different goods. There is a sufficient number of examples and illustrative material.

**Implementation advice:** The results can be used to create design, computer, film and video production, advertising and promotional materials, in the preparation of various teaching and learning materials for Spanish studying.