

Abstract

Graduation Level of Proficiency Paper

Title: Concepts of "beauty" and "health" in the Spanish advertising text.

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Research Initiator: The department of Spanish studies and cross-cultural communication

Topical Importance: is determined by the ever-growing interest in the language of advertising, which has a beneficial effect on the distribution of health and beauty products.

Goals: to analyze the linguistic features of advertising texts cosmetics, in particular the analysis of concepts of "beauty" and "health".

Tasks: - to define the concept of "advertising";
- to examine the concept of "advertising text" and "advertising discourse";
- explore the features and functions of the advertising message;
- to define the concept of "concept";
- to examine the concepts of "beauty" and "health" and to analyze their use in advertising texts.

Theoretical value of the study is to identify the essential characteristics of the advertising text and advertising discourse, in distinguishing these concepts, as well as in the analysis of concepts "beauty" and "health".

Practical applicability of the study due to the possible use of materials and research results in the further use in the educational process for the preparation of workshops and special courses.

Results: A number of features inherent in the content of advertising texts are revealed, at that the structure and content of the advertising text are the main factors that help to achieve the greatest effect on the advertising message and reach the main goal of advertising - a buyer interested in purchasing the advertised product or service.