

## Abstract

Final Qualification Work

(Bachelor's degree)

**Subject matter:** Speech influence in Spanish advertising communication: language features and its didactic application.

**Author:** Yana Rustamovna Saparova

**Supervisor of Studies:** Kobyakova Irina Aleksandrovna, Candidate of Pedagogic Sciences, Associate Professor at the Department of Spanish Studies and Intercultural Communication; Institute of Romance and Germanic Languages, Informational and Humanitarian Technologies; Pyatigorsk State University.

**Information about customer organization:** Institute of Romance and Germanic Languages, Informational and Humanitarian Technologies, Federal State Budgetary Educational Establishment of Higher Professional Education "Pyatigorsk State University".

**Topical Importance:** the relevance of the research topic is dictated by the importance of studying of advertising discourse, which is part of the culture and affects the speech culture of people, and also being one of the most common media, advertising is considered as a way of teaching foreign languages. The relevance is due to the need for a more thorough study with the disclosure of the linguistic aspects of the study of advertising.

**Goals:** the main purpose is to consider the means of speech influence in Spanish advertising texts and their didactic potential.

**Tasks:** to achieve the goal of the study a number of the following tasks are solved:

- To study the definition and features of modern advertising;
- To consider the methods and techniques of speech influence;
- Conduct a practical analysis of Spanish advertising;
- Consider the most effective tools to use in teaching Spanish;
- To develop exercises for the electronic course.

**Theoretical value and practical applicability:** the theoretical significance of the study lies in the fact that the research material can be used in the future not only in scientific works devoted to the topic of speech influence in Spanish advertising communication, but also in works related to the disclosure of didactic aspects of the study of advertising.

The practical significance lies in the use of the two lessons developed in the course of the work for teaching Spanish. Since teaching a foreign language requires up-to-date educational materials, the importance and expediency of using advertising in language training classes at a language university is justified.

**Implementation advice:** the results of the study can be used in teaching Spanish not only for students of linguistic faculties but also to everyone who wants to learn Spanish. Created on the Flipsnack platform, the electronic manual "En el mundo de la publicidad" includes exercises for working out some grammatical and lexical topics.

