

Abstract
Graduation Level of Proficiency Paper
(Bachelor's degree)

Title: Lexical Features of Internet Advertising in English

Author: Asiyat Kulova

Research Supervisor: Associate Professor, Ph. D. N. A. Knyazev

Research Initiator: PSLU.

Topical Importance: The relevance of this work stems from the growing interest of the scientific and practical community to the phenomenon of advertising discourse and the need to address the peculiarities of perception of the Internet advertising and its impact on the target audience. An important aspect of research is the designation of the key methods of derivation in advertising texts in the Network.

Goals: to define the conceptual foundations of English advertising discourse on the Internet, to identify ways of implementing his pragmatic attitudes and to determine the relationship of these two aspects.

Tasks:

- to identify special pragmatic status of the advertising discourse on the Internet as the object of study;
- to identify features of construction and highlight the main lexical features of English advertising discourse;
- to define the most productive ways of forming new lexical units in online advertising.

Theoretical value and practical applicability: the possibility of using these results to design the course on word-formation and lexicology of the English language. The study may also serve as a basis for the preparation of analytical reports, training manuals and courses on the language of advertising, pragmatics, neology.

Results: The work contributes to the development of the Internet advertisement phenomenon, sets out the main theoretical concepts that constitute the scientific basis of the study, the characteristics of the modern Internet advertising, special attention is paid to consideration of existing areas of linguistic analysis of advertising and Internet texts, describes derivational models used in advertising texts.

Implementation advice: The materials of the paper can be used in the theoretical course of Lexicology of Modern English, to design the course on word-formation. The study may also serve as a basis for the preparation of analytical reports, training manuals and courses on the language of advertising, pragmatics, neology.