

## **Abstract**

Graduation Level of Proficiency Paper

(Bachelor's degree)

**Title:** Humorous creolized texts in advertising on the materials of English and Spanish

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**Topical Importance:** Currently creolized texts in advertisement are one of the prevailing forms of representation in the media, and the presence of a humorous components facilitates the perception of information by the consumer.

**Goals:** Identify and explore the main properties and features of humorous creolized text in advertising, and that is a reflection of its linguistic and cultural characteristics.

**Tasks:** To achieve the above goals were set the following tasks: 1) to identify the main text features key; 2) to identify the place of creolized texts and their structural specificity in the system of texts; 3) to characterise humour as a linguistic and cultural phenomenon; 4) identify the prerequisites for a humorous effect, as well as the means necessary for the efficient extraction of embedded in the text information; 5) identify the characteristics of humorous advertising creolized texts and stylistic techniques used in their creation.

**Theoretical value and practical applicability:** This study contributes to the development of linguistics, cultural linguistics, pragmalinguistics and discourse theory in the field of structure, semantics, and pragmatics of humorous creolized messages, updated in the text of the advertisement. And its results can find use in the lecture courses on linguistics, pragmalinguistics, text linguistics, and can also be useful in the teaching of Spanish as a foreign language.

**Results:** The language of advertising is developing, based on all common functional styles of speech. Often advertising texts are used successfully in diverse

components of the functional styles.

Modern researchers are showing interest in humorous advertising creolized texts, as formed today a capitalist society, without advertising can not do almost no one.

At the moment creolized texts are one of the dominant forms of representation in the media, resulting the study of the properties of humorous advertising creolized texts is not only of theoretical but also of practical importance. This final qualification work is devoted to the study of humorous creolized text in Spanish and English advertising. We examined the linguistic means used in advertising texts. We have analyzed the lexical, grammatical and stylistic features of Spanish- and English-language advertising slogans. We compared the linguistic characteristics of Spanish- and English-language advertisements and came to the following conclusions: in both advertisements use different tropes, such as metaphor, epithet, personification, repetition, comparison, rhetorical question. Developers advertising also prefer to use a play on words, as in the Spanish-speaking and English-speaking advertisements, as it is one of the effective methods of impact on the recipient.

We also analyzed the effect of humorous advertising slogans. From which we concluded that humorous ads are extremely effective in attracting attention than advertising, in which the humor is missing.

As for Hispanic advertising in General, we can say that this is a bright, metaphorically, as the Spaniards characteristically imaginative thinking and originality of perception of the world. English is the opposite, restrained, intelligent, it is possible to feel the English spirit. It is characterized by an advantageous combination of texts and images.

**Implementation advice:** In the present qualification work we attempted to perform a humorous creolized text in Spanish and English-language advertising, as well as to identify the originality of the English and Spanish discourse. Further study of perspective is seen in the study of creolized text is printed publications such as Newspapers, magazines, etc.