

Abstract

COMMUNICATIVE-PRAGMATIC FUNCTIONS OF STYLISTIC DEVICES IN ADVERTISING AND TOURIST DISCOURSE

Author: Zeynalova Suzanna Yrjevna

Graduate Thesis Advisor: Strausov, Victor Nikitovich, PhD, associate professor of the Chair of Lingua-Communication science and applied foreign languages.

Graduation Qualifying Thesis from:

Pyatigorsk State University

Institute of the Foreign Languages and International Tourism

Chair of Lingua-Communication science and applied foreign languages.

Significance of Researched Topic is due to the fact that the role of stylistic devices in the formation of tourist discourse and in performance of communicative-pragmatic functions has not been properly studied.

The objective of the thesis is to identify what stylistic devices are taking part in performing communicative-pragmatic functions and what stylistic devices have the biggest pragmatic load.

For the purpose of achieving the set goal, the following **problems** are established and resolved:

- to clarify the notion “tourist discourse”;
- to identify the genres of tourist and advertising discourse;
- to reveal the most recurrent stylistic devices taking part in the formation of tourist discourse;
- to reveal its communicative-pragmatic functions;
- to identify what analyzed stylistic devices carry the biggest pragmatic load;
- to describe the most recurrent stylistic structures of tourist discourse.

Theoretical significance of the study is that it contributes to the development of the discourse analysis theory in general, as well as to the study of the functioning of the stylistic devices in a particular genre of tourist discourse.

The practical significance of this study is that the results can be used in teaching the stylistic course of modern English, lexicology, and translation theory.

The results of the study. 467 examples of the use of the stylistic devices and substantives in advertising and tourist texts were analyzed during the study.

This analysis allows us to note that the attractive function is predominant in advertising and tourist discourse and that it aims at creating expressivity and attractiveness of a tourist object. With that metaphors are the most common stylistic devices.

The emotive function is also relevant in advertising and tourist discourse, it is performed through metonymy and allusion the last of which helps to develop a certain level of addressee trust.

For performing the function of self-presentation and its main goal – indirect formation of a stable recognizable image of the advertising product – addressers communicate certain positive information about it using such stylistic devices as metaphors, similes and allusions.

In addition, the informative function is also inherent to advertising and tourist discourse. In the present case the stylistic means aim at facilitating perceptibility of the offered piece of information.

During the study it has been noted that according to the number of subjective circumstances a sentence can combine several functions while one stylistic device can contribute to performing different communicative-pragmatic functions.

According to the analysis of the role of substantives in formation advertising and tourist discourse S+S-type substantives are the most recurrent and can be part of a metaphor or be used alongside with epithets.

Recommendations. The results of this study can be used in teaching the modern English stylistics, lexicology, and translation theory.