

ABSTRACT

**of the final qualification work of the 2nd year student
of the Institute of foreign languages and international tourism
of the Pyatigorsk State University**

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studying in the direction of training 45.04.02 - Linguistics

**(profile: Intercultural communication and foreign language competence in innovative
management and business),**

**on the topic “COMMUNICATIVE MEANS OF PROMOTING A COMMERCIAL
PRODUCT IN THE ENGLISH-LANGUAGE BLOGOSPHERE”**

Scientific supervisor: PhD, associate professor, the head of the department of linguocommunicativistics and applied foreign languages of the Institute of foreign languages and international tourism PSU V.V. Elkin.

The relevance of the final qualification work is due to the fact that in recent years, due to the rapid development of information and communication technologies, business blogs are gaining popularity due to at least two of their characteristics that are important for communication in the business context: wide audience coverage and high speed of communication. In this regard, blogging has a huge potential for business development. Reducing the boundaries in space and time makes business blogs an important business tool, which means that they are relevant and practically valuable objects for applied linguistic research.

Object of research: English-language commercial blogs.

Subject of research: linguocommunicative tactics and strategies of promoting a commercial product in the English-speaking blogosphere.

Aim: to identify, analyze and describe the communicative language means of promoting a commercial product in the English-language blogosphere.

Tasks:

- 1) to define the concept and functions of promotion in the commercial sphere;
- 2) to study the features of digital marketing as a method of promotion;
- 3) to describe blogging as a digital marketing tool;
- 4) to classify blogs;
- 5) to establish sociolinguistic features of business blogging;
- 6) to implement a methodology for headline analysis of blog titles and blog post titles, and to typologize them;
- 7) to analyze the linguocommunicative characteristics of CTA in an English-language blog.

Theoretical and methodological base: scientific ideas and concepts of domestic and foreign scientists developed in the following research areas:

- Internet linguistics and computer-mediated communication;
- theory of text and discourse;
- sociolinguistics;
- marketing communications and public relations.

Methods of linguistic research: theoretical and analytical method, descriptive method, including the method of observation, generalization and classification, structural and compositional method, as well as the method of headline analysis as a component of the content analysis method.

The hypothesis of the research is that in the process of promoting a commercial product in the English-language blogosphere, the authors use a diverse Arsenal of correlated lingocommunicative tactics and strategies that implement the blogger's lingocreative potential.

Empirical basis of the research: authoritative ratings of the best business blogs published by the following sites: Technorati, Feedspot, Quickbooks, BusinessPundit, Montague Institute, Volusion, and containing a total of 444 blogs.

Provisions for protection:

1. The act of naming is a primary step in creating the attractiveness of a blog, creating engagement with its target audience, and ultimately promoting a commercial product.

2. Blog titles, as well as post titles, reflect the conceptualization of discursive reality and represent a concentrated expression of semantic meanings of the entire blogotext. The title expresses the essence of the author's idea of the blog and sets the initial focus and topic of the discussion. It is one of the significant factors of attractiveness for potential readers.

3. The deliberate and thoughtful strategy for promoting a commercial product in the English-language blogosphere is implemented through the use of private linguocreative tactics and techniques based on the use of a wide Arsenal of English language tools.

The scientific novelty of the research is due to the fact that it is the first time on the basis of a fairly representative empirical material implemented a method of headline analysis of blog titles and blog post titles, which allowed to identify and describe the author's linguocreative tactics and techniques used in them, as well as to implement their typology.

The theoretical significance of the research is due to the fact that it makes a certain contribution to the development of Internet linguistics as an independent discipline due to the detailed linguistic knowledge about the implementation of the pragmatic function of utterance, as well as the further development of the methodology of headline analysis as an integral part of content analysis.

The practical value of the research is determined by the possibility of using the main provisions and results of the work in the practice of teaching University courses on the theory of text and discourse, lexicology, stylistics, and text analysis. The materials of the research can also be used in teaching English in such disciplines as "Computer-mediated communication" and "Practical course of speech communication".

The structure of the final qualification work consists of the introduction, two chapters, conclusion, bibliography, as well as the list of reference literature and Internet resources.