

Subject matter of the dissertation: Pragmalinguistic characteristics of the advertising text (on the example of the print advertisement of the perfume)

Author of the dissertation: Bolgova Y. Y.

Scientific supervisor of the master's dissertation: Petrenko T. P.

Customer organisation: Pyatigorsk State Linguistic University, the Institute of Romano-Germanic languages, informative and humanitarian technologies

Topicality of the research:

The topic of the dissertation is connected with the increasing attention of the modern linguistic science to semiotically complicated texts, the need for further study of the specificity of the advertisement of the perfumery products, its capacity to convince and encourage the audience to take action due to the techniques, strategies and methods of the influence that the advertisement is using in this purpose.

Objective:

To determine the specificity of verbal and non-verbal elements used for the transmission of the smell of the French perfumery products on the example of the French print advertisement of the perfume.

Tasks:

- 1) consider current approaches to the study of the advertising text;
- 2) describe the structural components of advertising text, their character and functions;
- 3) analyze the lexical, grammatical and stylistic expressive ways of creating the expressivity in the advertisement of the perfume;
- 4) identify the role of nonverbal means in the transmission of smell of the perfume in the print advertisement.

Theoretical and practical significance of the research:

The theoretical and practical significance of the research consists in the possibility of application of the material of the research during the course "Semiotics" as well as in the preparation of special classes on the analysis of polycoded texts. The findings of the study represent the useful information for the creators not only advertisement of the perfume, but also for the advertisement that specializes on in other products.

Results of the research:

The advertising text is the polycoded formation, joining in the single sign – oriented space semiotically heterogeneous components. The advertisement of the perfume is actively using verbal elements of the expressivity (lexical, grammatical and stylistic) and nonverbal (paralinguistic) ones to improve persuasive, suggestive effects and the emotional influence on the audience. The distinctive feature of advertising texts specialized on the perfume is the effect of synesthesia created by both verbal and non-verbal components.