

Abstract

Graduation Level of Proficiency Paper

(Specialist's degree)

Title: Means and methods of representation of the concept "Family" in marriage advertisements.

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Topical Importance: 1) high importance of linguocultural concept "Family" for English-speaking culture; 2) the requirement of detailed and complex research of means and methods of representation of the concept "Family", which is a fragment of separate sphere of concepts.

Goals: to describe components of the concept and language means, which represent the concept, to find the core and periphery of the concept "Family".

Tasks: 1) determination of the theoretical basis of research by analyzing the modern linguistic science in the field of the concept; 2) identification of the structure of the concept "family"; 3) studying the semantics of linguistic units that represent the concept "family".

Theoretical value and practical applicability: The theoretical value of research consists in determination of a place of the concept "family" from theoretical positions of cognitive linguistics.

The practical applicability of the research is defined by possibility of using the results of the work when developing and reading courses on cultural science, cognitive linguistics, intercultural communication, sociology and psychology. The present work can be of interest for experts in the field of intercultural communication, sociology of a family, psychology.

Results: We identified allomorphic and isomorphic components. The core of the concept "family" is the following: *husband/wife, marriage, common interests,*

comfortable house, share duties, strong relationships; the periphery of the concept “family” consists of the lexical items which are frequent in men’s marriage ads, but are not used or seldom used in women’s marriage ads and on the contrary.

Implementation advice: the theoretical and practical material of the diploma can be applied while studying or teaching different courses of linguistics, psychology, sociology and also in the Practical Course of the First Foreign Language.