

**Abstract**  
Graduation Level of Proficiency Paper  
(Specialist's degree)

**Title:** Advertising as the Sphere of Functioning of the New Vocabulary.

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**Topical Importance:** Advertising copies are of interest as an object of linguistic study, as the texts with a certain pragmatic orientation, certain structural features and stylistic nuances. One of the characteristic features of advertising copies is the wide use of neologisms and nonce-words. This paper provides an analysis of peculiarities of word-building and functioning of new lexical units in advertising copies.

**Goals:** The aim of this paper is to study and describe the means of creating and functioning of new words in advertising copies.

**Tasks:**

1. Identify the linguistic and pragmatic characteristics of an advertising text;
2. Consider the basic features and functions of a trade mark as a central element of advertising;
3. Define the role of neologisms and nonce-words in advertising;
4. Classify new lexical units used in advertising contexts;

**Theoretical value and practical applicability:** The research results make a certain contribution to the study of neological process in English, specifically in the sphere of advertising. They can also be used for compiling thematic glossaries, making lecture courses on lexicology and neology.

**Results:** The use of new vocabulary in advertising contributes to the realization of its basic functions and meets the basic requirements for an advertising text. Neologisms used in advertising texts are divided into phonological, borrowings, semantic and morphological. The latter are created by means of affixation, conversion, compounding, abbreviation. However, in some cases, neologisms in advertising texts are characterized by an unusual combination of their constituent components, a violation of semantic valence, as well as violations of common word-formation models.

**Implementation advice:** The results of the research can be used for compiling thematic glossaries, making lecture courses on lexicology and neology.