

Abstract

Graduation Level of Proficiency Paper (Bachelor's degree)

Title: «Means of implementation of various types of argumentation in English social advertising»

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Topical Importance. As an effective source of influence on behavior of society social advertisement is gaining popularity, though remaining not fully explored phenomenon.

Goals. Investigate which arguments prevail in social advertisement, how they affect a recipient and with help of which stylistic devices they are implemented.

Tasks:

- to study the differences between commercial and social advertisement;
- to draw out main classification of argumentation in advertisement copy and it's distribution in compositional parts of text;
- to define how one or the other kind of argumentation affect a recipient;
- to analyze argumentation in social advertisement on lexical and syntactic levels

Theoretical value and practical applicability. Conforming to the given goals and tasks, K.K. Chotchaeva develops a serious theoretical base to the research. An enormous bulk of material (both theoretical and practical) has been considered and deeply scrutinized: types of advertisements, the main theories of argumentation, types of argumentation used in social advertisement, stylistic devices used in argumentation of social advertisement.

Results. The author concludes that social advertisement is a significant component in the development of society, because it has an impact on idea about processes existing in different spheres of our reality. The discovered variety of arguments used in social advertisement is realized with the help of different lexical and syntactic stylistic devices, which help to create a vivid image. In addition, stylistic devices make argumentation evocative and memorable for recipients.

Implementation advice. The results of the research can be used in educational activities - courses of lectures and seminars in such disciplines as sociolinguistics and linguo-stylistics. The material can also be used in practical courses of the English language.