Abstract

Subject matter: Concept "pleasure" in German advertising texts (linguistic and translation aspects).

Author: Igor Andreevich Zilinsky, Master's program student, Institute of Translatology and Multilanguage Studies.

Scientific supervisor: Nadezhda Vladlenovna Chorunzhaya, PhD in Pedagogy, Associate Professor of the Chair of Theory and Practice of Translation and Interpretation

Information about the sponsor organization: Pyatigorsk State University; 9 Kalinin St., Pyatigorsk, Stavropol Krai.

Topicality of the research: Today one of important tendencies in the world is the tendency of globalization which leads to closer collaboration between multiple countries. New markets dictate all manufacturers to influence their targeted audience through any channels in general and advertising texts, that are a crucial element of mass-culture and mass communication, in particular.

Object of the thesis: to analyse the term "concept" in general, to consider concept "pleasure" in Russian and German cultures, including its' usage in advertisements and its' translation from German into Russian language.

Tasks of the thesis: to gather theoretical information on this topic; to analyse German advertising texts and to find appropriate practical examples; to systemize selected examples emphasizing typical methods, that can be used to translate advertising texts with the concept "pleasure".

Theoretical and practical significance: the collected data can be used for further researches in such fields as translation theory, linguistics conceptology and during practical studies for translators.

Results of the thesis: thesis consists of introduction, two chapters with the inferences, conclusion and bibliography.

The first chapter covers from many angles theoretical basis of the term "concept" in the modern science. Apart from that its' focus is on the concept "pleasure" in German and Russian cultures.

The second chapter covers usage if the concept "pleasure" in advertising texts, translation problems of this texts that contain this concept and ways to deal with them.

General inferences are represented in the Conclusion.