

**Graduation Qualifying Thesis Theme:** English and Spanish advertising discourse of the XXI century (communicative-pragmatic aspect)

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The **significance** of our research is determined by the fact that the study of institutional types of communication is in the centre of attention of many linguistic trends; at the same time the advertising discourse as one of the types of institutional communication has not been amply studied in linguistic literature. In view of the insufficient investigation of the topic, this research is relevant because lexicosemantic, functional, communicative-pragmatic and linguocultural characteristics of the English and Spanish advertising discourses of the 21st century will be studied for the first time.

The **aim** of the scientific work is to describe, analyse and compare lexicosemantic and communicative-pragmatic peculiarities of the English and Spanish advertising discourses of the 21st century and to reveal the most effective means of their representation on the discourse level.

**Objectives:**

- 1) to study the concepts "advertising", "discourse", "advertising discourse", "advertising communication";
- 2) to consider approaches to the study of advertising and advertising discourse in Russian and foreign linguistics;
- 3) to describe and highlight the prevalent functions of English and Spanish advertising;
- 4) to analyse the texts of English and Spanish advertising on the subject of lexicosemantic, communicative-pragmatic and linguocultural peculiarities;
- 5) to carry out a comparative analysis of the identified peculiarities and determine which of the discourses is the most effective.

**The theoretical and practical significance of the research** lies in the possibility of using the results of the analysis in training courses on discourse theory, linguoculturology, social studies of Great Britain and Spain, intercultural communication and in writing graduation thesis. In practice, the results of this work can be used by specialists when creating and studying advertising texts.

### **The results of the research**

According to the results of the analysis of the lexico-semantic and communicative-pragmatic peculiarities of the English and Spanish advertising discourses of the 21st century, the English advertising discourse is proved to be more flexible and effective than the Spanish one, which is explained by the fact that in today's era of linguistic globalisation, English is, without any doubt, a "lingua franca". It was proved that the differences are due to internal and external linguistic characteristics and, what is even more important, the English language skilfully uses these advantages to create witty, memorable and effective advertisements.

### **Recommendations**

In further linguistic studies on English and Spanish advertising discourses a more detailed analysis of the pragmatic features of both discourses is recommended, as well as consideration of phonological, morphological and syntactic characteristics for revealing the similarities and differences between the discourses and a deeper understanding of their functioning peculiarities in the modern advertising world.