

The theme of the final qualifying work: “Linguoculturological features of verbalization of gender stereotypes in the advertising discourse of modern English and Spanish”.

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Information about the customer company/organization: Federal State Budgetary Educational Institution of Higher Education “Pyatigorsk State University”.

The relevance and importance of the research issue are determined, firstly, by the fact that gender linguistics is a relatively new and actively developing field in modern linguistics. Secondly, the tendency to use linguo-conceptual analysis as the most pragmatic method of linguistic research is becoming quite relevant and important. Thirdly, the advertising discourse based on the material of the English and Spanish languages was not previously analyzed and sociolinguistic changes in the linguistic cultures under consideration were not revealed.

The aim of the work is to determine gender stereotypes and linguocultural characteristics of their verbalization in English and Spanish advertising discourse.

The research tasks of the work:

- 1) to give a theoretical description of modern advertising discourse;
- 2) to determine the place of gender linguistics in modern linguistics;
- 3) to describe the structure of the conceptual analysis of advertising discourse in terms of the conceptual, subconceptual and stylistic component;
- 4) to conduct a definitional analysis of the concept of *Beauty* and the subconcepts of *Pleasure, Equality, Comfort, Individuality, Affordability, Uniqueness, Motherhood, Fatherhood*;
- 5) to identify the main means of verbalizing gender stereotypes in the advertising discourse of English-language linguistic culture on the basis of conceptual analysis;
- 6) to identify means of verbalizing gender stereotypes in Spanish advertising discourse on the basis of conceptual analysis;
- 7) to identify similarities and differences in the means of verbalizing gender stereotypes in English and Spanish advertising;
- 8) to reveal conceptual, subconceptual and stylistic correspondences between gender-oriented advertising discourse in English-speaking and Hispanic linguistic culture.

The theoretical and practical relevance of the research. The theoretical significance of the work lies in the fact that it provides a model for a comparative conceptual analysis of English and Spanish discourse taking into account the influence of gender stereotypes on the designated linguistic cultures. The study gives a theoretical definition and explanation of such concepts as discourse, gender linguistics, concept, subconcept. We also proposed a theoretical mechanism for analyzing the advertising text, taking into account the conceptual, subconceptual

and stylistic components. The practical value of the work lies in the fact that its main provisions and conclusions can be used in the study of advertising discourse in the linguocultural aspect, when teaching linguoconceptual analysis of the discourse, in the course of gender linguistics, as well as in writing master's theses, bachelor's and term papers in linguoculturology . In addition, the materials of this work can be of interest to specialists working in the field of advertising.

The results of the study. The materials and results of this study were tested in the papers done at the Department of Theoretical Linguistics and Practice of Intercultural Communication, at special seminars on cognitive linguistics, on stylistics, at scientific and practical conferences, including a speech at the conference “Young Science 2020” (“On the issue of the place of gender studies in the linguoculturological aspect”), as well as during the work practice and pregraduation practice.

Recommendations. While making a research on this theme, we found out a lot of unsolved issues. It seems necessary to conduct a morphological and syntactic analysis of the marked subconcepts and means of their implementation. However, due to the volume requirements for a final qualifying work, we had to leave these aspects outside the scope of the study. The materials of the work can be used in the study of advertising discourse in the linguocultural aspect, in teaching a linguistic conceptual analysis of the discourse, in the course of gender linguistics, as well as in writing master's theses, bachelor's and term papers in linguoculturology, as well as in the work of specialists in the field of advertising.