

Abstract
Graduation Level of Proficiency Paper
(Master's degree)

Title: "Comparative analysis of PR texts (in Spanish and English languages)"

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Topical importance: The relevance of our work due to social demand for high-quality communication in the global information society, and the different approaches to the organization of informational influence based situational parameters. Also one of the causes of depressions in this area is necessary to expand further contextualizing professional PR texts.

Goals: The aim of this work is to examine the specificity of PR texts, and in particular, the linguistic features of a corporate press release on the Spanish and English languages that will allow structured to broaden the knowledge concerning the object in question.

In accordance with this purpose in our study were set and solved the following

tasks:

1. to define the concept of PR text;
2. to consider the differences between advertising and PR texts;
3. to characterize the specificity of the typology of PR texts;
4. to examine the morphological characteristics in the texts of the press release;
5. to examine the lexical and grammatical features in the texts of the press release;
6. to identify the function of terminology in the texts of the press release;
- 7) to conduct a comparative analysis of press releases in Spanish and English languages;
- 8) create a database reflecting the results of comparative studies.

Theoretical value of the work lies in the fact that it can serve as the basis for further study of PR texts, as a special kind of PR activities.

Practical applicability of this study is that there are no works devoted to this

subject, and for the first time, we conducted a detailed linguistic analysis of PR texts, in particular, press releases in Spanish and English.

The results: the article considers various approaches to the definition of "PR text" and formulated most precisely corresponding to the main characteristics of the definition, highlighted significant differences between advertising and PR text, as well as the specific features of the typology of PR texts. In the practical part were analysed 300 press releases in Spanish and English and identified by their morphological and lexical features. Also, this work includes a project "Database of terms in Spanish and English", which was developed using Microsoft Office Access 2007 is a separate product.

Implementation advice: the results of the study can be used in theoretical courses and seminars on public relations, as well as included in the practical tasks of the Spanish and English language.