

Summary

The research is carried out in accordance with the urgent problem of modern linguistics – the study of the features of the implementation of the category “language subject” in creolized advertising discourse from the standpoint of its deconstruction. The study develops a typology of the implementation of the category of subject and subjectivity in Russian and French; deconstruction of the subject is considered from the position of discursive transformations of the category of subjectivity; deconstruction of the subject as a speech strategy is described; an idea of subjectivity in the semiotics of advertising is formed; the ethnocultural applications of the polymodal deconstruction of the category of subject in creolized advertising discourse are analyzed.

The relevance of the study is determined by the increased interest not only in issues related to universals studying the process of subjectivation and desubjectivation in language and speech, but also with various refractions of the subject category in one or another discursive formation, as well as in the processes of deconstruction of a language subject as a speech strategy, in questions of possibilities of implementing such a strategy in creolized advertising discourse in multisystem languages (in particular, in Russian and French).

A polymodal advertising discourse of the French and Russian languages based on the subject’s deconstruction strategy was chosen as the object of study. The subject of the research is the characteristic features of the use of various ways of subject expression in French and Russian, as well as the features of subject deconstruction in advertising discourse.

In theoretical part of the work, a general idea is given of the category of subject and subjectivity in language and speech, and the advertising discourse and the strategies for deconstructing subjectivity present in it are also considered. The practical part of the study characterizes the strategy of (de)subjectivity of advertising polymodal discourse on the example of French and Russian realities identified in the corps of French-language and Russian-language creolized texts from the field of commercial and social advertising on the Internet.