

ABSTRACT OF THE FINAL QUALIFYING WORK

Title: “Linguocultural Specificity of Color Representation in Spanish (on the material of Spanish Advertisements)”

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Customer organization: Ltd «Express»

The topicality of the research is determined by the lack of knowledge of the problem of the functional color representation in the communicative advertising sphere. The study of color nominations in advertising is a fairly new and actively developing area in Spanish. This was the key reason of choosing the research topic in order to identify the linguistic and extralinguistic features of color nominations in the Spanish advertising texts.

The objective is to study the linguocultural specificity of color representation in Spanish on the material of advertisements, which involves their consideration at the structural-morphological, lexical-semantic and national-cultural levels.

Tasks: 1) to define and consider the classification of color nominations in Spanish; 2) to reveal the concept of color as an informational element of advertising texts; 3) to carry out a structural-morphological and lexical-semantic analysis of color nominations in the texts of Spanish advertising; 4) to reveal the national-cultural specifics of the semantics of color in Spanish advertising.

The theoretical value lies in the fact that the classification of color nominations in the Spanish language is presented, the specific linguocultural features are revealed. In the context of the scientific and theoretical approaches used in the study, the linguocultural specificity of color nominations in the texts of Spanish advertising is considered in the aspect of anthropology, psychology, linguistic culturology, as well as from the point of view of psycholinguistics. The results of the study complement the modern linguistic theories and can be used in further researches related to the problem of investigating the language of advertising.

The practical applicability lies in the fact that on the basis of the results of the study, “Brochure for a beginning copywriter” has been created which presents the main tools and techniques for creating advertisements in Spanish taking into account the linguocultural specificity of the Spanish language in advertising and marketing.

Results: In the course of the study the color category was considered as an informational element of the advertising text, the classification of color nominations in Spanish was studied, and linguistic and extralinguistic features of the Spanish advertising were analysed. A brief analysis of the theoretical linguistic studies in the field of advertising and color nominations in Russian and foreign practice is presented. The scientific theoretical approaches to the study of

linguocultural characteristics of color nominations in the texts of Spanish advertising are disclosed. The analysis of color nominations in the texts of Spanish advertising on the structural-morphological and lexical-semantic levels was conducted. The national-cultural specificity of color semantics in Spanish advertising is revealed.

Implementation advice: the results of the study can be used as an educational material in teaching Spanish, as well as in the development of theoretical and practical courses in intercultural communication, linguoculturology, theory and practice of translation, and lexicology of the Spanish language.