

Abstract

Graduation Level of Proficiency Paper

(Bachelor's degree)

Title: Verbalization of the Woman's Image in English Personal Advertisements

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Topical Importance: The topical importance of the given research work is provided by the increasing interest towards the text of personal advertisements because of the acute problem of loneliness the contemporary society is characterized by. This problem has not been enough analyzed in terms of linguistics. That's why it arouses interest for research work.

Goals: The main goal of the research work is the necessity of analyzing the means of verbalization of the woman's image in the context of English personal advertisements and in detecting its core and peripheral components

Tasks: The tasks of the research work are the following:

1. To define and analyze the structure of the woman's image;
2. To explore the means of self-representation of the woman's image in women's personal advertisements;
3. To explore the means of representation of the woman's image in men's personal advertisements;
4. To reveal the core and peripheral components of the woman's image in English personal advertisements.

Theoretical value and practical applicability: The theoretical value of the given research work consists in certain contribution to the cognitive linguistics exploring the means of verbalization of the woman's image. The results and findings can be practically applicable in the sphere of gender linguistics and linguoculturology.

Results: The result of the research is the following:

the core of the woman's image in English personal advertisements is represented in the following way: *good-looking, showing affection, telling the truth, enjoying the company of others, able to learn and to understand, with varied interests, looking for serious relationship.*

Implementation advice: The results of the work can be used while writing reports, research papers, in special courses in gender linguistics and culturology.