

Abstract

Graduation Level of Proficiency Paper
(Specialist's degree)

Title: Linguistic means of the verbalization of the notion "Goods for Children"

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Topical Importance: This work is due to the increased interest in the study of the cognitive aspect of advertising texts and texts advertising goods for children in particular.

Goals: to study and analyze the structure of the advertisement text, to characterize the term "notion" and find differences between the terms "concept" and "notion", to identify the linguistic means of verbalization of the notion "Goods for Children".

Tasks: 1) to consider different approaches to the term "advertising"; 2) to explore scientific approaches to the texts advertising goods for children, to identify the physiological and age-appropriate differences between the texts of ads for children of different age groups; 3) to find the structural features of the texts of goods for children; 3) to identify the differences between the terms "notion" and "concept"; 4) to analyze the linguistic means of verbalization of the notion "Goods for children" and to describe the core components of the notion.

Theoretical value and practical applicability: The theoretical value of the research is in summarizing scientific knowledge about the term "advertising" and finding the differences between advertisements in general and ads of goods for children in particular. The theoretical value of the research consists in the determination of the notion "Goods for children" from theoretical positions of cognitive linguistics.

Results: We considered various means of verbalization of the notion "Goods for children" in two spheres: "Food" and "Household Items". Each sphere is

divided into several areas, each which in turn has a number of components and specific language features. As a result of analysis, we identified core components of the notion "Goods for children." The core components of this notion are the following. Some lexical units of such areas as "Liquids" and "Solid Food" are represented with such words as "natural", "pleasant taste", "use for health", "high quality". Also, each area has its differences, for example, the area "Liquids" differs from others by benefit of products - "promoting good health"; the area "Solid Food" differs by "effectiveness"; the area "Furniture" is represented by "compact", and the area "Hygiene" by "sensitivity" and "gentleness".

Implementation advice: the theoretical and practical material of the diploma can be applied while studying or teaching different courses of linguistics and the development of reading courses in cultural studies, sociology and psychology, as well as special courses on the theory of advertising.