

ABSTRACT

**of the final qualification work of the 4th year student
of the Institute of foreign languages and international tourism
of the Pyatigorsk State University**

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**studying in the direction of training 45.03.02 – Linguistics
(profile: Theory and practice of intercultural communication),
on the topic**

**«LINGUOCULTURAL, COGNITIVE AND DISCURSIVE
CHARACTERISTICS OF REGULATORY NOTES»**

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The relevance of the research topic is due to the insufficient study of the discourse of regulatory notes as a linguistic phenomenon, as well as a very limited number of scientific studies that analyze cognitive and discursive characteristics and consider national and cultural specificity of regulatory notes, despite the frequency of their appearance in the life of modern man and the diversity of their types.

The object of the study of the final qualification work is the corps of Russian-language and French-language regulatory notes, collected from open Internet sources, as well as through field researches.

The subject of the study is a system of language tools representing the specifics of the cognitive and discursive organization of regulatory notes functioning in Russian and French cultures.

The objective of the study cultural-linguistic and communicative features of regulatory announcements on the example of Russian and French linguistic cultures.

The aim of the study is to fulfill a number of interrelated **research tasks** aimed at:

- 1) exploring the text as the basis of discourse;

- 2) considering a regulatory declaration as a type of text;
- 3) analyzing the specifics of discursive ad research;
- 4) studying the cognitive and discursive characteristics of regulatory notes;
- 5) identifying and describing the cultural, linguistic and communicative features of Russian-language regulatory announcements;
- 6) identifying and describing the cultural, linguistic and communicative features of French-language regulatory notes.

The general scientific **methodological principles** of this research are descriptive, structural and functional, a method for classifying language material according to certain criteria, a comparative method. A discursive and conceptual analysis of regulatory notes is used to illustrate individual provisions.

The theoretical basis of the study is the provisions of the works served the works of domestic and foreign linguists, experts in such fields as text linguistics and communication, text and discourse theory and analysis, cognitive linguistics, language and culture: Allikmets K., Anisimova E.E., Arutyunova ND, Boldyrev N .N., Borbotko V.G., Burvikova N.D., Buyanova O.N., Valgina N.S., Halperin I.R., Gasparov B.M., Kamenskaya O.L., Kibrik A. A ., Kozina T.A., Kubryakova E.S., Kushneruk S.L., Referovskaya E.A., Ryseva W.A., Terentyeva E.P., Bonvillain N., Dijk TA, Dzykovich O., Lander S., Lee DYW, Liddicoat AJ.

The scientific novelty of the work is determined by the fact that it considers the features of the linguistic organization and the communicative characteristics of regulatory notes functioning in Russian and French-speaking linguistic cultures.

The material of the study is the studies of Russian-language and French-language regulatory notes collected from open Internet sources, as well as through field researches.

The theoretical significance of the study is determined by the refined idea contained in it about the regulatory notes as a type of text, the concretization of the linguistic, semantic and linguocultural characteristics of Russian and French notes

having a regulatory component

The practical value of the study is that regulatory notes representing Russian-speaking and French-speaking cultures were analyzed and structured, as well as conceptual cultural and linguistic characteristics were determined, with the help of which certain pragmatic goals are achieved and which allow regulating the life and actions of representatives of a certain cultural society. The research materials can be used at special courses on text linguistics, country studies and intercultural communication, as well as for practical purposes, for example, in travel or advertising booklets.

The structure of the work is determined by the objective and tasks. It consists of 89 pages, introduction, two chapters, eight paragraphs, conclusion, bibliography, including 54 titles, as well as appendices.

The **Introduction** formulates the relevance of the linguistic research, its objective and tasks, defines the methodological principles, describes the theoretical basis and material of the study, its scientific novelty, theoretical significance, practical value, specifies the structure of the work.

Chapter I is devoted to the study of the theoretical foundations of the study of regulatory notes, as a format for cognitive and discursive formations. It examines the defining features of the text, correlates the concepts of text and discourse, identifies categories and the main features of regulatory notes that characterize them as a special text genre with certain ethnocultural characteristics, and notes with a regulatory nature are analyzed as a cognitive and discursive format for organizing behavior.

Chapter II analyzes and studies the cultural, linguistic and communicative characteristics of Russian-language and French-language notes, designed to regulate the movement and activities of representatives of the respective linguistic and cultural communities.

In the **Conclusion**, the results of the research are summarized, and possible directions of theoretical and practical developments for the future are outlined.