

Abstract

Graduation Level of Proficiency Paper

Bachelor's degree

Title: The peculiarities of the man's representation in marriage advertisements.

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Topical Importance: is determined by the direct connection with the development of culturology, comparative linguistics, cross-cultural communication.

Goals: to discover linguistic peculiarities of marriage advertising texts, which are supposed to be the means of representing the image of man in the English culture.

Tasks: to define genre characteristics of marriage advertising texts; the stereotypes of a man's role in modern society; to identify linguistic peculiarities of marriage advertisements, peculiarities of self-concept and assessment in marriage advertisements; to detect differences and similarities in men's and women's advertisements.

Theoretical value and practical applicability: the results and findings of the current research can contribute to the development of cultural concepts, interaction of culture and language; identifying the structure of image-concept.

Results: the core of the man image in English marriage advertisements consists of the following lexical elements: serious relationship; unmarried; educated; religious; good-looking; without unhealthy habits; having versatile interests; able to think and understand; have the faculty of imagining; like talking; enjoy life as it is; easy to be with; free from deceit; deserving of trust or confidence; showing love; careful; goal orienteered; reckless; friendly; humorous.

Implementation advice: The results of the work can be used in the course of cross-cultural communication, culturology, in compiling a dictionary of concepts.