

ABSTRACT
of the final qualification work of the 2nd 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 45.04.02 - Linguistics
(profile: Modern applied linguistics
in the innovative practice of business and commerce),
on the topic “LINGUOCOMMUNICATIVE PECULIARITIES OF USING NON-
NORMATIVE LANGUAGE UNITS IN THE PROCESS OF THE MARKET
PROMOTION OF A COMMERCIAL PRODUCT”

Scientific supervisor: PhD, associate professor, the head of the department of linguocommunicativistics and applied foreign languages of the Institute of foreign languages and international tourism PSU V.V. Elkin.

Relevance of the final qualification work is due to the following significant factors:

- firstly, the expansion of the sphere of activity and the penetration of colloquial speech as a communicative characteristic and profanity as its component into various spheres of interpersonal and professional interaction, including intercultural communication;
- secondly, the further development of linguocreative technologies of advertising, promotion and marketing activities, as well as the need to identify and describe the current trends in the development of this business area;
- thirdly, the active influence of the advertising and promotional activities on various spheres of human life via the creation of linguistically attractive products designed to stimulate the consumer demand.

Object of the research: the linguistic aspect of advertising, promotion and marketing activities in the Russian and English languages.

Subject of the research: linguocommunicative peculiarities of using profane language units in the process of market promotion of a commercial product.

Aim: identification, analysis and description of lexical-semantic, structural-compositional, functional, graphic and cross-cultural features of using non-normative language units in the process of the market promotion of a commercial product.

Tasks:

- 1) to present and analyze the theoretical approaches to the study of the problem of using profanity in the theory and practice of scientific knowledge;
- 2) to determine the psycholinguistic grounds for using profanity;
- 3) to study the mechanism of the market promotion of a commercial product using trash talk;
- 4) to investigate the linguistic aspects of law enforcement practice regarding the use of obscene language in mass media and advertising in Russia and abroad;
- 5) to implement a procedure of comprehensive analysis and classification of the inscriptions-prints with profanity as a means of market promotion of a commercial product.

Theoretical and methodological base: scientific ideas and concepts of domestic and foreign scientists developed in the following research areas:

- lexicology and lexical semantics;
- lingvocognitive;
- stylistics;
- psycholinguistics;
- theories of intercultural communication and language contacts;
- marketing and advertising.

Methods of the linguistic research: theoretical-analytical method, descriptive method, including the method of observation, generalization and classification, contrastive (comparative) method, method of lexical-semantic, semiotic and content analysis.

Hypothesis of the research is that profanity is an active and effective means of market promotion of a commercial product.

Empirical basis of the research: more than 1000 units of screenshots of photographic images of products with inscriptions-prints containing profanity, presented on the Internet sites of clothing and accessories stores, as well as ads, posters, billboards and other advertising products containing this kind of vocabulary.

Provisions for protection:

1. Profanity is a complex language and socio-cultural phenomenon, a colloquial layer of the vocabulary which includes obscene colloquial words and expressions containing them with an inherent obscene meaning and various types of connotations (expressiveness, evaluation, emotionality, pragmatism, etc.), the main sphere of the use of which is the low register of communication.
2. The functioning of profanity in the sphere of advertising, promotion and marketing activities is implemented in order to create outrage, attractiveness and, as a result, the effectiveness of promoting a particular commercial product.
3. The conditions and criteria for the use of a wide arsenal of linguocreative means of profanity are dependent on the linguistic competence, discourse skills, ethical values that guide a marketer and advertiser in the promotion of a commercial product, as well as from the public demand of the target audience.

The scientific novelty of the research and the results obtained are conditioned by the following factors:

- for the first time, the method of comprehensive analysis of the use of non-normative language units in the process of market promotion of a commercial product has been implemented, including linguistic, communicative, intercultural, advertising, marketing, and legal aspects;
- for the first time, trash talk is considered as a linguocommunicative technique and a mechanism for market promotion of a commercial product;
- lexical-semantic, structural-compositional, functional, graphic and cross-cultural features of the use of non-normative language units in inscriptions-prints in the process of market promotion of a commercial product are identified, described and classified.

The theoretical significance of the research is determined by clarifying the role and functionality of using profanity in various spheres of communication, detailing linguistic knowledge about the nature and semantic properties of obscene vocabulary, and further

developing the methodology of complex interdisciplinary analysis of linguistic phenomena.

Practical value is determined by the fact that the main provisions and results of the paper can be used in the practice of teaching lexicology, stylistics, theory and practice of intercultural communication, semiotics, psycholinguistics, marketing and advertising, as well as practical English language courses.

The work was tested during a number of scientific conferences of international and regional scale. There are 4 scientific publications on the topic of the final qualifying work.

The structure of the final qualifying work consists of the introduction, three chapters, conclusion, bibliography, list of reference literature and Internet resources, list of sources of examples and an addendum.