

The theme of the final qualifying work: “Linguocommunicative peculiarities of personal advertisements (in English and Spanish)”

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The relevance of the research topic is due to the fact that, firstly, we study three types of personal ads, which allows us to create a complete picture of the similarities and differences in the functioning of this type of text in two languages – Spanish and English. Secondly, the focus is on the linguistic and communicative representation of four blocks of personal ads, which reflects the socio-cultural situation of the two cultures under consideration. In this regard, a comparative analysis of this type of text in Spanish and English linguistic cultures is of particular interest.

The aim of the study is the identification of the linguistic and communicative features of the texts of personal ads in Spanish and English language culture from the communicative-pragmatic and structural-semantic points of view, based on a comparative analysis of this type of text in two designated linguistic cultures.

Research tasks:

- highlighting the linguocommunicative peculiarities of personal ads as a special type of text;
- description of the compositional semantic structure of personal ads and analysis of its variation conditions;
- analysis of communicative pragmatic strategies used by the addresser;
- description of the language representation of personal ads as a special type of text;
- conducting a comparative analysis of ways and means of linguocommunicative representation of the blocks in Spanish and English personal ads;
- study of the relations between the choice of a particular compositional and semantic structure and the type of the personal ad in two linguistic cultures;
- identification of communicative and pragmatic strategies used in three types of Spanish and English personal ads as well as analysis of the reasons for the addresser's choice of a particular strategy in two language cultures;
- description of language tools for representing the main blocks of personal ads and identification of factors that influence the choice of these tools in three types of Spanish and English personal ads.

The theoretical and practical significance of the research. The theoretical value is that the results of the research will serve as an incentive for theoretical research in the field of pragmalinguistics, linguocommunicativistics and text linguistics. In this paper, a comparative analysis of ads about the acquaintance of two linguistic cultures, Spanish and English, which allowed us to identify and describe

the structural, communicative and linguistic similarities and differences of this type of text on the material of the English and Spanish languages. The practical significance of the study is that on the basis of empirical material and analysis, a brochure can be developed and implemented on the type of instructions for creating effective personal ads in Spanish and English; it is also possible to use the results obtained in theoretical courses on the theory of intercultural communication, linguo-communicativistics, pragmalinguistics, gender linguistics, in the practice of teaching Spanish and English, in courses of theoretical and practical grammar of Spanish and English.

The results of the study. The materials and results of this study were tested in the papers done at the Department of Linguocognitive and Applied Foreign Languages, at special seminars on cognitive linguistics, on stylistics, at scientific and practical conferences, including a speech at the conference “Young Science 2020” (“Linguistic characteristics of texts of Spanish personal advertisements”), as well as during the work practice and pregraduation practice.

Recommendations. As a prospect for further research, we see a comparative study and description of methods of language compression in the texts of Spanish and English personal advertisements of different target orientations from various newspapers and electronic platforms. The materials of the work can be used in writing master's theses, bachelor's and term papers in linguo-communicativistics.