

Abstract

Graduation Level of Proficiency Paper

(Bachelor's Degree)

Title: Communicative pragmatic analysis of the Marriage Advertisements' texts

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Topical Importance: The relevance of this work is that it clarifies the pragmatic aspects of the Marriage Advertisements' texts. They are described as a unit of a communicative act. Besides the speech acts are analyzed in the text.

Goals: to identify the pragmatic features of the Marriage Advertisements' texts on the communicative and speech acts level.

Tasks: - to describe the linguistic peculiarities of the text

- to study the pragmatic features of the text;

- to classify and analyze the speech acts in the Marriage Advertisements' texts.

Theoretical and practical applicability: The theoretical significance of this work is in thorough analysis of the speech acts classification and features of the communicative act. The results can be used in further developing of the pragmatics studies of texts of various genres.

Results: different strategies are used in the Marriage Advertisements' texts to achieve the main goal: to attract the attention and influence on the choice; the text is described as a speech act with 4 main components; there are four structural types of the Marriage Advertisements' texts: consisting of two, three and four components.

Implementation advice: The results of the work can be used in pragmalinguistic courses, during the special classes on pragmatics, while writing the reports.