

Stylistic features of Spanish-language advertising magazine article

«Pyatigorsk State University»

Institute of foreign languages and international tourism

Department of linguo-communication science and applied foreign languages

Author: Khachatryan Christina Vladislavovna

The work consists of introduction, two chapters, conclusion and list of references.

Keywords: advertising magazine article, style, stylistic features, stylistic devices, lexical features, morphological features, syntactic features, Spanish, Spanish advertisement, Spanish article.

This thesis is devoted to the study of stylistic features of Spanish-language advertising magazine articles.

The relevance of the research topic is due, on the one hand, to the growth of intercultural relations, and as a consequence of the increased interest in learning of Spanish; on the other hand, to a huge role that advertisement as a form of mass communication plays in the modern society. All this determines the need of Spanish-language advertisement research, and due to an insufficient information about the genre of advertising articles, it is necessary to make a comprehensive analysis of stylistic techniques used in texts of magazine advertising articles, that allows to understand their lexical, morphological and syntactic features.

The introduction determines the relevance of the research topic, the purpose, the tasks, the theoretical and methodological basis of the study.

The first chapter contains definition and description of the types of advertising magazine article, it shows the concept of advertising article style and explores the peculiarity and the specifics of the used stylistic tools and techniques. It also contains a brief analysis of linguistic theoretic studies in the field of advertising and promotional texts in Russian and foreign practice. It reveals scientific and theoretical approaches to the study of stylistic peculiarities of Spanish-language advertising magazine article.

The second chapter includes the study of texts of magazine advertising articles in Spanish from the point of view of their stylistic peculiarity. This chapter presents lexical, morphological and syntactic stylistic features of advertising texts of Spanish articles.

The conclusion summarizes research results and formulates general conclusions.