

Summary

Subject matter: Verbal interaction and manipulation in the French advertising communication.

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Information about customer organization: Department of French philology and the intercultural communications.

Topicality of the research: is due to the fact that it is made from the standpoint of psycho-, pragmatic, and socio-cognitive linguistics, the study of the use of verbal and non-verbal language as an instrument of social impact in the act of communication and advertising communications in particular. **The objective of the research:** is to show the manipulative mechanisms of communication, having a powerful force of influence on society. **Tasks of the research:**

- 1) the disclosure of advertising discourse as a specific act verbal communication;
- 2) identification of the integral and differential characteristics advertising communication;
- 3) identification of the main motives of voice;
- 4) establishing the role of verbal and cognitive-pragmatic components of voice;
- 5) of the definition of the concept of "manipulation" and the disclosure of basic signs, causes and preconditions of manipulation;
- 6) the study of technologies and mechanisms (strategies and tactics) manipulation in advertising;
- 7) Identify and describe the linguistic resources that operate in today's advertising discourse (for example, advertising in different countries).

Theoretical and practical significance: The work consists of two parts: theoretical and practical. The first part discusses the features of the speech and the impact of science, studying it directly, the most common criteria for the classification of advertising texts, new trends in advertising. The second part is devoted to the immediate consideration of examples of effective advertising copy, their detailed analysis and explanation of the reasons for their effectiveness.

Results of the research: advertising texts are of interest from a linguistic and especially pragmalingvistic point of view. They are constantly being improved: in the minimum amount of text is put the maximum amount of information processed professionally in order to attract the consumer's attention and influence his choice unbeknownst to him. In such circumstances, the most effective message is gaining the trust of the people and creates a perfect image of the advertised product.