

## **Abstract**

Graduation Level of Proficiency Paper

Specialist's degree

**Title:** The verbalization of the concept “Beauty”.

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### **Topical Importance:**

The paper under study has a lot to do with the interest of cognitive linguistics, as it relates to the process of knowing, understanding and learning through human's activities in life. It is just the time where language units and cognitive structures come in contact with each other so that they could build up the entire world of human's outlook. The groundwork of the newly-born lingua-cultural linguistics is an idea of a number of concepts that we realize and understand through life. The concept “Beauty” is one of them.

### **Goals:**

- to describe the main aspects of the concept “Beauty”, which occur in functioning the nuclear components of the block of the lexemes of different level;
- to establish similarities and differences of wordbuilding structures of the nuclear lexemes of the concept “Beauty”.

### **Tasks:**

1. To make a review of different approaches to the terms: “gender”, “concept”;
2. To study the notions of the “advertising text”;
3. To examine the philosophical and linguistic aspects of the notion “Beauty” and the included components;
4. To study lexical-semantic content of beauty products advertising texts;

5. To analyze the main lexical blocks, representing the concept “Beauty” according to the hierarchical multistep structure of the functionally-semantic sphere.

**Theoretical value and practical applicability:** The Specialist’s degree paper is devoted to studying of the certain contribution to the cognitive linguistics exploring the means of verbalization of male and female images in beauty products advertising texts. The results and findings can be practically applicable in the sphere of gender linguistics and linguoculturology.

**Results:** The outcomes of the research show, that the core of mental concept “Beauty” based on beauty products advertising texts for men and women is represented by nuclear lexeme “clean”.

**Implementation advice:** The results of our research can be applied to teaching such courses as cognitive linguistics, business and advertising courses and in additional educational programs. They can be also used in copywriting, in building of the conceptual model of the text of beauty products advertisements.