

ABSTRACT

Graduation Level of Proficiency Paper

(Specialist's degree)

Title: The means of representing of the implicit information in English advertising texts.

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Topical Importance: The importance of the research and its relevance are determined by the shift of the linguistic paradigm towards mass media text, where implicit information is considered as one of the most important features of persuasion.

Goals: To describe functioning of the implicit information in English advertising texts from the viewpoint of persuasion.

Tasks:

- ~ to describe implicitness as a linguistic and cognitive phenomenon;
- ~ to identify the suggestive potential of speech implicitness;
- ~ to analyze the suggestive potential of the implementation of the implicitness on the material of English advertising texts;
- ~ to consider the ways of functioning of the strategy of implicit comparison in the English advertising texts.

Theoretical value and practical applicability: The research results make a certain contribution to the study of communicative linguistics process in English and research of an advertising discourse.

Results and implementation advice: In modern advertising text implicitness functions as an effective persuasion technique and is characterized by its own strategies such as the strategy of implicit comparison. The received results can be applied as a basis of further linguistic research of gender oriented advertising discourse and materials for theoretical and practical courses of ELSP.