

Abstract

Graduation Level of Proficiency Paper

(Bachelor's degree)

Title: The stylistic and lexical peculiarities of the Popular Economical Discourse in the Spanish mass-media.

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Topical Importance is determined by the need of our modern information society to look in detail into the mechanism of creation of new words and phrases, actualized with the help of the economical reality. The other reason is the interest in the study of the economical discourse that determines the modern social international events.

Objective of the research is to identify the stylistic and lexical peculiarities that are used the most in the Spanish popular economical articles.

Tasks of the research:

- to define the importance and the relevance of the term in the modern linguistics;
- to determine the typical features in the Economical Discourse;
- to describe the general tendencies in the types of the economical terms;
- to study the most popular ways to create a new economical term or phrase;
- to determine and study the stylistic and lexical peculiarities in the Economical Discourse.

Theoretical value and practical applicability: The theoretical significance of this work is determined by its contribution to the further study of the term that could be beneficial for the Theory of the Term, the International Communication, the Theory of the Translation, Lexicology, Stylistics and Pragmatics and the Applied Linguistics.

The practical significance of the presented work is that the results of the research can be used during the practical classes of Spanish, Lexicology, the Theory of the Term and during the practical classes of Spanish for economists.

Results of the research: During the research, 100 economical articles in the mass-media were analyzed, then we selected the most popular terms and language means and divides them in groups: 1) the most popular in the everyday life, 2) the popular economical terms and phrases for certain situations, 3) the professional terms, 4) the economical clichés, 5) the economical slang, 6) the economical abbreviation, 7) the economical borrowings, 8) the economical idiomatic phrases.

We selected examples of using different stylistics techniques and analyzed its frequency in the language of the economical articles for the common people. Later the results were compared.

Implementation advice: More detailed research of the spectrum of economical terms and language techniques can be applied in the Comparative analysis of the phenomena.