

Abstract

Graduation Level of Proficiency Paper

(Bachelor's degree)

Title: Some features of political advertisement (on the materials of election campaigns in Spain and Russia).

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Topical Importance is explained by the interest in the significance and degree of influence of political slogans on the political activity of voters in the Spanish and Russian political discourse, and is also determined by the need for a comprehensive comparative analysis of the features of these slogans, which have not been sufficiently studied by Russian linguists. The research supplements the existing ideas about the role of the political slogan in the life of society, allows to reveal the national and cultural features of this type of political communication.

Objective of the research is to determine the place and role of the political slogan in the Spanish and Russian political discourse, as well as to identify the features of its construction and functioning during election campaigns.

Tasks of the research:

1. To define political advertisement and political slogan;
2. To explain the strategic purpose of applying political slogans;
3. To identify the characteristics and features inherent in the political slogan in modern Spain and Russia;
4. To conduct a comprehensive comparative analysis of political slogans in Spain and Russia.

Theoretical value and practical applicability: The theoretical significance of this work is determined by its contribution to the development of scientific ideas about political discourse and, in particular, about modern strategies of speech impact. The identification of the features of Spanish and Russian political slogan

contributes to the development of ideas about the Spanish and Russian national character.

The practical significance of the presented work is that the results of the research can be used in the educational process of higher and secondary educational institutions to train the specialists in the field of philology, history, advertising, translation, intercultural communication and political science.

Results of the research: During the research, 160 political slogans presented at the stage of election campaigns in Spain and Russia in different periods of time were analyzed. The examined material has revealed that a common feature of the political slogans of Spain and Russia is that manipulative influence on the voters is realized in a concise, laconic form, by means of one or several words that appeal to the interests of the addressees. Nevertheless, the subject matter varies depending on the country and on the candidate's program. The comparative analysis of the political slogans of Spain and Russia has revealed certain tendencies towards more frequent use of rhetoric techniques in the Spanish political discourse, conditioned by the peculiarities of language and culture. A detailed analysis of political slogans has allowed us to identify and understand the form in which addressees provide information, as well as the strategies which they apply to influence on the consciousness of voters. By analyzing concrete examples of political slogans, we have found out that the lexemes and ideologems used by the authors of Russian and Spanish political slogans in many aspects are similar to universal concepts.

Based on the obtained data of the research, we have come to the conclusion that nowadays the emphasis in the presented slogans is no longer made on the ideology of the party, as it was before. Currently, candidates are prone to the use of more general phrases without ideological subtext, as the result of this tendency the slogans of different parties can be interchanged.

In the most cases, political slogans contain statements with implicit content, where the central position is given to historical and cultural components, as well as the context. Special attention is paid to the situation in the country, to the specific

time of campaign. It is worth noting that the majority of the examined political slogans are multivalued and semantically open.

Implementation advice: In this graduation qualifying work, we have tried to identify some features of political advertisement and, in particular, Spanish and Russian political slogans by means of complex comparative analysis.

It should be noted that many aspects related to the study of political discourse are still not sufficiently covered by domestic linguists. The analysis of political slogans of leading Spanish and Russian political parties which reveals the ways of their construction and linguistic expression of key concepts opens new perspectives for further research; also it creates the possibility to use the obtained results for a comparative analysis of political slogans on the material of other languages. In addition, the obtained data give the opportunity to outline the ways of further development in the field of comparative research: the systematization and integrated analysis of the means used in the diachronic section with the purpose of capturing the dynamics of changes during election campaigns of different historical periods.