

Abstract

Graduation Level of Proficiency Paper (Bachelor`s degree)

Subject matter of the dissertation: National cultural characteristics of the expression of the concept of beauty in Spanish advertising.

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Information about customer organization: Institute of Roman and German Languages, Informational and Humanitarian Technologies.

Topical importance: is related to the growing importance of the mass media (advertising) in concept formation (e.g. «beauty», «success», «happiness») and the increasing degree to which they (concepts) affect the individual. Nowadays advertising is a factor that determines specificities of word usage and linguistic dynamics. Advertising constitutes a range of means (both linguistic and extralinguistic), whose intent is to make an impact on a recipient and persuade them to acquire a product or a service.

Goals: The aim of the study is to explore the national cultural characteristics of Spanish advertising based on the analysis of the expression of the concept of beauty.

Tasks:

- 1.to analyze culturological meaning of the concept
- 2.to determine the relationship between the concept of beauty and other concepts.
- 3.to analyze verbal means of expression of the concept of beauty.
- 4.to analyze non-verbal means of expression of the concept of beauty.
- 5.to highlight the difference between the expression of the concept of beauty in Spanish advertising and advertising of other countries.

Theoretical value and practical applicability: Theoretical value is determined by the contribution to the study of national cultural characteristics of the expression of the concept of beauty in Spanish advertising. Practical applicability is determined by the possibility of using the materials as supporting lecture material for the theory and practice of cross-cultural communication classes.

Results of the research:

The analysis of the theoretical basis for the subject demonstrated that there is a considerable quantity of different approaches to the study of concepts. In the study we used linguocultural analysis, since we were analyzing the way language and culture influence each other. In the practical part of the research we analyzed lexical and grammatical characteristics of the words that represent the concept. An etymological and componential analysis had been carried out, synonymic and antonymic rows of the lexeme «beauty» had been given, the difference in the expression of the concept of beauty on the basis of gender was analyzed. We also analyzed the difference in the expression of the beauty concept in Spanish and Russian advertising.

On the basis of the analysis in question we can state that the concept of beauty consists of a large number of components that can directly belong to synonymic row of the word «beauty» or go far beyond. The concept of beauty is closely linked to others and in some cases can be expressed through them (e.g. «health», «efficiency», «success»).

Implementation advice: materials can be used as supporting lecture material for the theory and practice of cross-cultural communication classes.
Target audience: language students or high schoolers who study Spanish language.