

Abstract

Graduation Level Proficiency Paper

(Bachelor's degree)

Title: “ Means of Expression of Modal Category in Advertising Discourse
(on the material of the English Advertisements of Educational Service)”

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Topical Importance: This diploma paper is devoted to the study of the Modal category and its national peculiarities on the material of the English advertisements in educational sphere of communication. There are some problems so far in the expressive potential of this phenomenon in English which need clarification in detail, ethnic specific features being one of them.

Goals: to do a thorough survey on the language characteristics of attitudinal meaning in the English advertisements in the sphere of education.

Tasks: to define the structure of the attitudinal category of advertisements in the sphere of education in English; to know the reasons of the attitudinal meanings in the English advertisements in the sphere of education in English; to discover the list of language means for the advertisement to appear.

Theoretical value and practical applicability: The results of the paper give a wide range of ethnic specific features typical of the English advertising techniques in the sphere of educational service that may be fruitfully used in different branches of language knowledge, i.e. cognitive linguistics, cross-cultural communication, Advertising Service, English Stylistics.

Results: Modality is a functional and semantic category which can be used to find out the links between text linguistics and the attitude of the speaker.

Modality of the advertising texts in the sphere of education is an important means of demonstrating ethno-cultural peculiarities of the whole nation, because the reading audience is a wide range of people, seeking for the best in education. National mentality and national world picture are reflected in the language of educational ads.

Implementation advice: the theoretical material of the diploma thesis can be applied while studying or teaching different courses of cognitive linguistics, in special courses on discourse study and the study of advertising.