SUMMARY

Subject matter of the graduate work: Modeling of intellectual speech clichés in information and PR-texts.

Author of the graduate’s work: Postnikova A.A.

Scientific supervisor of the graduate’s work: Kunizhev M. A.

Customer organization: OOO "Advertising Agency KAKADU"

Topicality of the research: The global spread and availability of the Internet inevitably led to the fact that people began to spend much of the time online. The Internet pushed out print media and television, which reduced the demand for television and print advertising. Business could not help reacting to the changes. Gradually, all commercial organizations to some extent presented their work on the Internet. Thus, in a relatively short time, the number of commercial sites has increased. At present, to get the necessary information about any commercial organization, a person, first of all, will turn to the Internet. Thus, the site has become a real business card of any commercial organization. Advertising texts, in particular the texts "about the company", posted on business websites are designed to attract customers. But, unfortunately, the quality of many of them leaves much to be desired. Such texts are overloaded with superfluous information not bearing in itself any advantage for potential clients that leads to bad results of work of such sites. Removing unnecessary information from texts, such as speech stamps, uninformative words and constructs, will undoubtedly lead to improvement in the work of a commercial organization, by attracting new customers. That’s why we came to the choice of this topic, so that people working in this field, it was easier to compose information and advertising texts, making fewer mistakes.

In this paper, we identify:
- the main features of information and advertising texts;
- general rules for creating texts "About the Company";
- features of speech stamps;
- list of speech clichés in information and advertising texts;
- general rules and principles for the creation of intelligent systems.

Objective: the use of theoretical material on the modeling of intellectual systems and the application of the knowledge obtained in the problems of text analysis with the selection of speech clichés in information and advertising texts (on the materials of the texts "About the company" of medical centers).

The tasks. Implementation of work with the theoretical and practical aspects of the research object. For a qualitative practical study, a qualitative elaboration of the theoretical material is required, on the basis of which the field of application, technology, the architecture of the intellectual system, the method of analyzing results, the form of empirical deduction are chosen. The following tasks were set and fulfilled:
- explore the principles of creating information and advertising texts;
- explore speech stamps;
- identify the criteria for identifying speech clichés in information and advertising texts;
- identify speech stamps;
- develop a database structure;
- develop an algorithm for the operation of an intelligent system;
- implement the software product.

Theoretical and practical significance of the research. The possibility of creating an intellectual system within the final qualification work, its successful application in the tasks of search for speech clichés in information and advertising texts. The results of the work can be used both in the theoretical course of the foundations of the creation of intelligent systems, and in the practical course of modeling and the application of intelligent systems in hard-to-formalize tasks of search for speech clichés in advertising texts.

Results of the research intellectual system of search for speech clichés in information and advertising texts (based on the materials of the texts "About the company" of medical centers).

Recommendations: It is necessary to pay more attention to the intellectualization of the developed program, because this will improve the efficiency of the system as a whole.