Abstract

PHRASEOLOGICAL UNIT AS A MEAN OF EVALUATION IN BUSINESS DISCOURSE OF MASS MEDIA

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Main parts: Contents, Introduction, three Chapters, Conclusion, Bibliography, List of Practical Materials

Keywords: evaluation, business discourse, idiomatic construction, set phrase, intention, institutional discourse, institution, utterance, social status, an agent of communication process, a client of communication process, double rationalization, regimentation mass media discourse, business-media discourse, attractiveness, informative function, persuasive function.

Abstract:

Significance of Researched Topic is based on the increasing importance of business-communication in the modern world and its influence on current political, economical, social and linguocultural processes.

The objective of the thesis is the study and analysis of the main features of phraseological units with evaluation component in order to create a new evaluating classification.

For the purpose of achieving the set goal, the following problems are established and resolved:

1. to analyse the main theories concerning institutional discourse and its main features, components and functions;
2. to identify the independent character of business discourse and to create its own linguistic model in the context of mass media;

3. to analyse the authentic texts of mass media in order to characterise the phraseological units with evaluation component;

4. to create evaluating classification based on the pragma-communicative approach;

5. to study how this linguistic phenomenon influences the business discourse character.

Theoretical and practical significance of the study is based on the complex analysis of business discourse and its linguistic model in the context of mass media that can be discussed and used in teaching and studying the course of modern English Lexicology, Cross-Cultural Communication, Business Studies, Linguoculturology, Sociolinguistics etc.

The results of the study includes its database of evaluating phraseological units represented in the authentic texts of the advanced business magazines as “Forbes”, “Fortune”, “Entrepreneur” etc.

Recommendations. The further research of this topic needs the proper paremiological, stylistic and functional analysis of the business discourse in order to determine its linguistic modifications at the present moment.