Abstract
Graduation Level of Proficiency Paper
(Bachelor’s degree)

Title: Pragmatic potential of creating expressiveness in texts of English-language public advertising

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The relevance of the topic is due to the lack of public service announcements’ studies and its imperceptible practical presence in the Russian social discourse.

Goals are to study and analyze the features of the implementation of the trend of speech compression in the texts of English-language social advertising.

Tasks:

- to specify the term "expressiveness";
- to reveal the concept of "social advertising" and to determine the place and the role of this communicative practice in advertising communication;
- to collect a base of English-language examples of public advertising;
- to analyze the examples of public advertising in terms of their expressive abilities to influence the recipient.

Theoretical value and practical applicability of the work lie in the fact that a serious theoretical basis for further research is being developed. More than 500 authentic texts of English-language social advertising were considered and analyzed, the principles of speech compression at different language levels were deeply studied. The main conclusions of the work can be used in teaching, writing student works on this and related topics, reading the relevant special courses.

Results: the collected material, analysis of speech compression and developed recommendations for condensed, capacious presentation of information in English – language advertising can be used in practice-in the creation of social advertising texts.

Implementation advice: the theoretical material of the work can be used in the practice of teaching such disciplines as "Practice of professionally-oriented speech", "English Language Stylistics", "Advertising communication".