ABSTRACT

This work deals with newly formed words in German advertisements. The theme was chosen due to the interest in the language of modern German advertisements, its vocabulary, neologisms and their functioning in advertisement texts. In modern world the problem of advertisement attracts more attention of specialists in various branches of science: philosophy, psychology, cultural studies, journalism, political science, economics and other sciences. For the title of the work we chose the term «newly formed words» but not neologism or «a new word». In many textbooks on lexicology, grammar and in various dictionaries the terms «neologism» and «a new word» are treated as equals. Neologism (Greek «neos» – new, «logos» – word) is every new word or word combination that appears at a definite moment to denote a new object or a phenomenon. The majority of newly formed words in advertisements are either stylistic neologisms used with specific stylistic purposes, or occasional words formed according to non productive models and used in a definite context. Both these terms do not show the specific character of this work because we not only study new words and word combinations but also the frequency of the usage of different parts of speech, groups of words with the same component, various stylistic devices, the frequency of the usage of various grammar categories and so on. Under the word «newly formed word» we understand modern linguistic trends in German advertisements that are connected with the formation of new words. According to all mentioned above the aim of this work was to depict the peculiarities of modern German advertisements, the analysis of structural semantic characteristics of newly formed words in advertisements. Advertisement is an object of studies of different sciences is of great interest to linguists. Scientists pay great attention to depicting the peculiarities of the language of modern advertisement texts. The aim of advertisement is to attract the attention of the customer, make him interested in the good and bring him to the idea of buying this good. To achieve this aim a lot of original and memorizable newly formed words are invented.

The work consists of an introduction, two chapters and a conclusion. In the introduction the choice of the theme and its relevance are explained. In the first chapter we contemplate the term advertisement, theoretical questions concerning the role and place of advertisement in modern consumer society, its types, forms and functions and characteristic features of the vocabulary of German advertisement texts. In the same chapter factual material is analyzed, we also give structural and semantic analysis of newly formed words, the most productive models of the formation of neologisms are given. In the conclusion we draw
conclusions on the basis of the results we came to, we summarize the results of quantitative, structure and semantic analysis of newly formed words found in German advertisement texts.