ABSTRACT OF THE FINAL QUALIFICATION WORK
of the student of the IV course
of the Institute of international service, tourism and foreign languages PSU
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(45.03.02 - Linguistics (profile (orientation): The theory and practice of cross-cultural communication), on the subject
"Font as a linguocommunicative element of the architectonics of the text"

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The present final qualification work is devoted to the study of the features of use of fonts as a linguocommunicative element of the architectonics of the text.

The relevance of this linguistic research is caused by the urgent need of establishment of the connections between the external form and the internal contents of the text product functioning in each concrete sphere of the human activity.

The text very tectonics created and realized in the sphere of advertizing acts as the object of the research.

The subject of this scientific research is that special font registration which together with language means serve as instruments of creation of the advertizing text.

The aim of the present research is to study the specific models of the font design of the advertizing text from the positions of intensification of its pragmatical component.

The aim assumes the fulfillment of a number of specific tasks:

1) description of a font as a style forming semiotic element of the architectonics of the text;

2) tracing the history of origin and development of fonts;

3) classification of fonts;

4) study of the text as a semiotic system;

5) definition of the linguistic and semiotic principles of the design of the text;

6) consideration of the text as a semiotic system;

7) identification and description of the text signs;
8) establishment of the components of the text and their organization;
9) research of of the architectonics and structure of the text;
10) analysis of fonts as instruments of creation of the advertizing text.

The selection of the advertizing products serves as the material of the research on the basis of which the analysis of the specifics of the architectonics and external font and graphic design of the text is carried out.

The complex of methods and research techniques have been applied to achieve the aim in the course of work. The method of the visual analysis interwoven with the elements of the linguostylistic interpretation and the procedures of the contextual analysis has been used as the basic one.

The scientific novelty of the research is that in this work the experience of conducting the research procedures on the basis of the linguistic analysis interwoven with the principles of typographics as the art of providing text information and transformation of the text via the graphic design.

The theoretical importance of the research is determined by the contribution which it makes in the development of the problems of the text as a complex semiotic system the architectonics of which is formed by linguistic as well as such components of the text as font, extra font, color and graphic constituents considered as design objects.

The practical value of the conducted research consists in the detection, description and formulation of the effective methods of the advertiser's working with a word supported with the bright examples based on the font presentation together with the appropriate and exact use of language means.

The aim and the research tasks have determined the structure of the work. It consists of the introduction, three chapters, the conclusion, the bibliography, the list of reference Internet resources.