The peculiarities of text categories of job advertisements in English and Russian languages

Graduation Qualifying Thesis from:
Pyatigorsk State University
Institute of the International Service, Tourism and Foreign Languages
Faculty of the English and Romance Languages
Chair of Experimental Linguistics and Intercultural Competence

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Main parts: Contents, Introduction, two Chapters, Conclusion, Bibliography.

Keywords: advertisement, types of advertisements, genre of ads, Classifieds, text categories.

Abstract: The present paper is dedicated to the study of ways of expressing text categories in English and Russian classifieds which attract reader’s attention emphasizing this classifieds from some others. The goal of the research is to identify what categories are expressed through different words in Russian and English classifieds.

In Chapter I the theoretical background to this research is observed, the terms «advertisement», «genre» and «classifieds» are defined, and different types of advertisement are reviewed.

Chapter II is devoted to the study of expressing text categories in Russian and English Classifieds. In this part of paper different ways of expressing of the modality are reviewed.

So, the classification developed in this paper enables us to make a conclusion that despite the fact that advertisements are universal phenomena there is national specifics in the ways they are expressed by.