Abstract

Subject matter of the graduate work: Modeling of intellectual of search uninformative words, constructions and speech patterns in information and PR-texts (on materials about companies "cosmetic clinics").

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Topicality of the research: Today, there are thousands of different technologies, the world is constantly evolving, there are new inventions and programs that make people to live easier, freeing us from some tasks that "smart" technologies perform on their own. In the context of globalization Internet, media and marketing play an important role. Of course, a person who has gadget and access to the Internet, can get the information that he needs, one request and a thousand or even more answers to this request. However, there is a problem: find the information you need. When we opening some text, we looking for only the necessary part of the information. The problem is that the texts, especially advertising ones, are now oversaturated with" beautiful "and" attractive " words, designs and turnovers. That is why we have come to the choice of this topic. This research for that people, who want read information and advertising texts and getting out only "squeeze" of information.

In this work, we identified:
* criteria of informativity of words;
* development tools for intellectual systems;
* modeling tools;
* the process of learning intelligent systems;
* list of uninformative words in information and advertising texts.

Objective: the use of theoretical material for intellectual systems and modeling and their application in the analysis of texts with a sample of informative words,
designs and speech patterns in information and advertising texts (on the materials of the texts about the companies "cosmetic clinics").

**The tasks.** Working with the theoretical and practical aspects of the object of study. For qualitative practical research requires qualitative elaboration of the theoretical material, on the basis of which are selected the scope, technology, architecture of the intellectual system, the method of analysis of the results, the form of empirical conclusion. The following tasks were set and fulfilled:

* explore the infostyle;
* to explore the informativeness content of the words;
* to determine the criteria of informativeness of words or structure of words;
* define stop words in information and advertising texts on the example of companies "cosmetic clinics»;

* develop database structure;
* develop application interface;
* conduct experiments to determine the effectiveness of the work.

**Theoretical and practical significance ointellectualf the research.** Practical significance is the possibility of creating a trained intellectual system in the framework of the final qualifying work, with its successful applications in problems of search of uninformative words, structures and phrases in informational and advertising texts. The results of the work can be used both in the theoretical course of the basics of creating intellectual systems, and in the practical course of modeling and application of intellectual systems in difficult-to-formalize tasks of searching for uninformative words in advertising texts.

**Results of the research** is an intellectual search system of uninformative words, phrases and constructions in information and advertising texts (based on the materials of the texts about the companies "cosmetic clinics").

**Recommendations:** The efficiency of the developed intellectual system shows 98% of the correct search for uninformative words, designs and speech patterns in information and advertising texts.
The results of the work can be used both in the theoretical course of the theory of intelligent systems, and in the practical course of writing information and advertising texts