Research Topic: LANGUAGE GAME AS A RELEVANT DEVICE IN ADVERTISING DISCOURSE

Graduation Qualification Paper from:

Pyatigorsk State Linguistic University

Institute of International Service, Tourism and Foreign Languages

Chair of Experimental Linguistics and Intercultural Competence

Author: Sarkisyan Diana, group 502

Academic advisor: Lola Aslanovna Kafova, Cand. Sci.(Philology), Assoc. Prof. of Chair of Experimental Linguistics and Intercultural Competence

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

Keywords: discourse, advertising, language game, word play, phonetic game, stylistic game, morphological game, syntactic game, advertising texts, slogans.

Abstract:

The paper provides an overview of research into language game in advertising.

Modern advertising is a phenomenon, which attracts attention of various branches of scientific knowledge. The language of advertising immediately reacts to new ideas and events, reflecting all the changes in the world.

Language game is the dominant technique in almost all areas of linguistics. In the advertising discourse, it is reflected in the creation of advertising texts. From a linguistic point of view great interest in advertising is explained by a great number of language tools and techniques used in it.
The novelty of the work may be explained by the fact that the linguistic processes in mass media always reflect important changes in the development of language and the society, because, in modern world, the media is a source for the creation of new words and expressions in the language.

The object of the research is language game in advertising.

The subject is methods of language games and their peculiarities in advertising texts.

This paper purpose is identification and characterization of the principles and methods of language games, making the advertising discourse as a peculiar kind of modern discourse. The given purpose specified the performance of the following tasks:

1. Define the concept of 'discourse' and its types.
2. Analyze advertising discourse as a kind of modern discourse.
4. Identify aspects of the game in advertising discourse.
5. To study the problems of the language game.
6. Explore the nature of advertising, game techniques and methods of using the language game in advertising discourse.

This paper consists of introduction, two chapters, conclusion and the list of literature the research is based on.

The first chapter is devoted to some theoretical points in the study of the concept of discourse in linguistics and characteristics of advertising discourse as separate area of study.

In the second chapter the phenomenon of language play in the advertising texts, different methods of language games in English-language advertising texts
are discussed and analyzed. In the conclusion some results and deductions of this research are presented.

So, this research work enables us to make a conclusion that language game is an integral, dynamic and the most flexible part of the language. Despite the accepted point of view, the game is a distraction from everyday life, which can create a new reality.