Abstract
Graduation Level of Proficiency Paper
(Master Degree)

Title: Linguocreativity as an integral component of popular scientific business discourse (on the material of the English language)

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Topical Importance: The currently observed complex of extralinguistic factors, including the process of popularization of scientific knowledge, plays an important role in the system of the world of public institutions and is an integral part of modeling and remodeling of public consciousness.

Goals: to characterize the main types of linguistic creativity within the framework of popular science business discourse in terms of discursive and pragmatic-communicative approaches, as well as to reveal the patterns of the functional range of these language phenomena.

Tasks:
- to conduct an analysis of the theoretical background for the study of popular science business discourse;
- to identify and describe basic characteristics of the popular science business discourse;
- to identify and analyze the complex of language forms of linguistic creativity, used by the author of popular science business discourse as well as the features of implementation of these forms in popular science business discourse;
- to systematize the functional features of paremias as linguo-creative elements in the header complex of English popular scientific discourse.

Theoretical value and practical application: the deepening of the linguistic creativity concept, as well as the study of its manifestation in the works of popular science business discourse. The analyzed factual material and the findings of the study can also be used in the practice of teaching English for special purposes.

Results: The research showed that the use of various means of linguocreativity - stylistic, lexical, syntactic, as well as paremias and phraseological units, is a frequent phenomenon in the modern popular science discourse that ensures the constant attention of the recipient and deprives the discourse of monotony.

Implementation advice: The results of the research can be of some help to those who are interested in popular science discourse within linguistic researches.