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**(ФГБОУ ВО МГЛУ)**

**Аннотация**

к выпускной квалификационной работе

Шкарпета Александры Анатольевны

Факультет английского языка (уч. группа 04-52)

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На тему: Прецедентный феномен в рекламном дискурсе (на материале английских и немецких рекламных текстов).

**Abstract**

**Key words**: *advertising discourse, precedent phenomenon, precedent text, precedent utterance, precedent name, precedent situation, national source, context in advertising discourse*

The **subject matter** of the master’s thesis is the investigation is the precedent phenomenon. The **scope** of the investigation comprises giving a general description of precedent phenomena; different viewpoints on the precedent phenomena; defining the role of precedent phenomena in advertising texts and analyzing the difference between the English and the German advertising texts.

The **aim** of this work is to study precedent phenomena in advertising discourse. In the framework of this aim the following **tasks** are set:

• to give a general description of precedent phenomena;

• to give different viewpoints on the precedent phenomena;

• to define the role of precedent phenomena in advertising texts;

• to analyze English and German advertising texts.

To achieve the aims of the study and find the solution of tasks the following set of research **methods** was used: discourse analysis, contextual analysis of complex cognitive methods, statistics methods, comparative method to identify the general and specific features of the considered units and techniques of observation, generalization and classification. The study involved not only the linguistic, but also philological, semiotic and linguocultural data.

The **relevance** of the topic is conditioned by the fact that in the epoch of globalization precedent phenomena increasingly claim philologists’ attention as important and necessary clues to effective dialogue of cultures in the course of intercultural communication, both in the synchronic and diachronic perspective.

The **structure** of the work contains two Chapters. In Chapter I we observed the general description of precedent phenomenon, gave the classification of precedent phenomena and built the hierarchy of them. In Chapter II we illustrated the main differences and similarities between the precedent phenomena in English and German advertising texts.

The **results** of the research are novel and relevant. They are of interest and can be used in classes and seminars. Thus, we can say that they are **practically** applicable.

Согласовано:

Научный руководитель: Гусева Ольга Андреевна

к.ф.н., доцент кафедры лексикологии английского языка