

Advertising Message as an Object of Pragmatic Research in Linguistics (On the Example of English-Language Advertising)

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ABSTRACT

This article discusses the study of the pragmatic features of an advertising message. The advertising slogan has the function of providing information about a new product or service in the advertising text, as well as the functions of persuading and inviting the purchase of this product or service. Research shows that linguistic pragmatics studies the behavior of signs in real communication processes, taking into account the relationship between signs and their user. The levels of the speech act are considered, which are distinguished according to the pragmatic criterion: the attitude of the consumer to the advertising message.

KEYWORDS: *pragmatics, advertising message, slogan, recipient, communication speech acts, communication strategies*

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INTRODUCTION

Full integration into the world community requires high-quality knowledge not only in a particular field of science or economics, but also in the areas of knowledge of foreign languages, as well as in the area of socio-cultural phenomena, which, in particular, can be attributed to the advertising sphere - an integral component of modern life of any nation.

Therefore, the relevance of the chosen topic is determined primarily by the fact that modern English advertising creates unique opportunities for the expansion of socio-cultural knowledge. Without the necessary minimum knowledge of the language, the history of the English-speaking countries, literature, the realities of modern mass culture, it is impossible to talk about full-fledged knowledge of the language. Many examples of advertisements can serve as a tool for learning modern English. In addition, the relevance of the research is related to its growing role as one of the types of advertising in modern society, the expansion of areas of activity and the emergence of new types of advertising. The relevance of the chosen topic is also justified by the realities of the modern world, given the fact that advertising can be not only a powerful tool for business, but also a social pro-organization. In particular, at the present

time, when the whole world is faced with the pandemic caused by the COVID-19 virus, it is social advertising that acts as the main informant, because possesses the necessary qualities: brevity, information content, brightness and imagery. In this research, we also focus on the slogans of public service advertising.

The scientific approach to the study of advertising requires the consideration of advertising as a form of human communication. The formation of a relationship, an attempt to establish communication channels between the advertiser and his audience are its essence. Otherwise, advertising is perceived from the formal point of view as a heap of various and numerous advertising media and channels for their transmission. With this approach, advertising is unsystematic and, as a result, is ineffectively implemented in practice.

The main purpose of the research is to study the pragmatic features of advertising slogans, communication strategies and the degree of their impact on the addressees.

Based on the set goal, it is planned to solve the following tasks:

- explore a pragmatic approach to the study of speech impact in the media;
- analyze linguistic means and their role in the formation of pragmatic impact in an advertising slogan;
- explore pragmatic advertising message strategies;
- To determine the role of a non-verbal approach to the study of mass communication and modeling of speech impact.

RESEARCH METHODS

The following scientific methods were used to solve the identified tasks: a descriptive method (used to characterize the linguistic units that form an advertising slogan), a complex method of linguistic analysis: word-formation, lexical and syntactic analysis of texts (when describing the word-formation and stylistic possibilities of the language when constructing an advertising slogan); the method of contextual-situational analysis (when identifying thematic groups (subgroups) of the advertising slogan), the method of continuous sampling (when selecting and distributing practical material for analysis).

The theoretical significance of the work is related to the specific functional-pragmatic, psychological, communicative and linguistic analysis of the genre characteristics of the slogan, determining the dependence of the choice of different means of speech to achieve the most effective effect of the slogan on the address. The proposed interpretations of AM can serve as a basis for further development of the principles of cognitive-pragmatic and linguistic analysis of other genres of advertising texts.

The object of psycholinguistic research is metaphorical colloquial advertising texts, which are specific types of texts that are created, with specific features that are highly effective in achieving the goals of the speech effect. In addition, they are characterized by great associative power, aesthetic value, semantic versatility, which is due to both extra- and intralinguistic means.

RESULTS AND DISCUSSION

Pragmatics is a field of science in semiotics and linguistics, in which the functioning of linguistic signs in speech is studied. The term "pragmatics" was introduced in the late 1930s. Ch.U. Morris as the name of one of the sections of semiotics divided into semantics - the relation of characters to objects; syntactic - a section on gesture relationships and pragmatics that explores the attitudes of speakers to their characters. According to a number of researchers, linguistic pragmatics does not have clear boundaries therefore, speaking about the pragmatic characteristics of an **advertising message (AM)**, we will consider a set of issues related to the speaking subject, addressee, their interaction in communication, communication situation, presumptions and attitudes of speakers.

As mentioned above, pragmatics is closely related to semiotics, not only by the fact that initially arose within its framework, but also by the object of study - the relationship between signs. A sign is a material sensually perceived object (phenomenon, action) that acts as a representative of another object, property or relationship. Any sign is two-sided it consists of a signifier and a signified. Distinguish between linguistic and non-linguistic signs the latter are also

used in the AM. Advertising communication is the process of communication between advertiser and consumer. The object of study in this type of communication is the text in this case the MS. Advertising communication is a special type of it, differing in the specificity of the advertising situation, the number and nature of the participants, and the formulas for advertising impact.

The advertising status of a communication determines the subject of the communication - the market for goods and services and the specific method of communication and message - in order to draw attention to the product or service. The peculiarity of advertising communication lies in the fact that there are several levels in the advertising message - "explicit" and "latent" (manifest and latent), which differ from each other, which makes it difficult to read and perceive AM. The complexity of advertising communication lies in the fact that it includes different types of signs that manifest themselves in different ways depending on the degree of attachment to the communication situation. This, in turn, brings additional meaning and load to the advertising message, so that often the "explicit" meaning of the statement gives way to the "hidden" message, and the alternating connotative and denotative meanings complicate the interpretation of the advertising message.

According to C. Peirce, non-linguistic signs are represented by iconic signs, index signs, and symbol signs. In our study, we will adhere to this classification of non-linguistic signs.

1. Defined characters are formed based on the similarity between the character and the signifier. A portrait of a person is an icon because the image is like the person himself. The functioning of this type of sign leads to the fact that the face of a famous person, for example, Catherine Deneuve, and its inherent beauty and charm, are linked in such a way that the perfume "Chanel No. 5" advertised by her can be replaced by the image of the actress, and the perfume will be associated with the indicated human characteristics. But such a situation in advertising is possible provided that the signifier (the face of Catherine Deneuve) carries a special meaning in one language system and thus is used to create a new system, in this case, related to perfumery. If Catherine Deneuve was not a popular film actress and was not the standard of French beauty and chic, the connection between her face and perfume would be difficult to establish. Thus, it is not the face of Catherine Deneuve as such that is important, but that it embodies the impeccable French beauty. This, in turn, creates a special positive image of the product - the sophistication of the scent of perfume - necessary in order to convince the consumer to purchase this product.

2. Index signs are created by the contiguity relation between the signified and the signifier and are signs that are used to represent an object on the basis of associative links that define an additional meaning. For example, the idea of a Paris vacation can be represented by the image of the Eiffel Tower (symbol of the city); the costume of the advertising "hero" "iconically" defines the style of clothing or character, "indexically" - the social status or profession. Metonymy refers to the index signs: "Whitehall" - a street in London, on which government offices are located, is used to denote the British government.

3. Symbolism is generated by the establishment of a connection between the signifier and the signified by conditional agreement. The connection between the two sides of a sign-symbol does not depend on their similarity; such a sign acquires the status of a conditional establishment and a general rule. Signs-symbols can be created artificially, for example, when a metaphor is an intermediary between the symbol and the advertised goods or services. The name of the shoe for children "Hush Puppy" is associated with the softness, which, in turn, is associated with the coat of puppies (puppies). It turns out the following scheme: puppies - softness - "Hush Puppy" shoes.

Taking into account these features of advertising communication, we consider it possible to classify advertising as an indirect communication - meaningfully complicated, in which the understanding of the statement includes meanings that are not contained in the statement itself (the presence of two levels in advertising and a combination of signs in the message), and requires additional interpretive efforts. Which are not limited to simple identification of the mark.

Advertising connections, according to some scholars, give rise to false needs, goods or services are not offered to satisfy them, but "images" are images with additional psychological values. Other researchers argue that advertising does not create new needs through subconscious manipulation, but rather discredits them. The contradictory and multifaceted advertising situation of communication is manifested in a variety of formulas for advertising influence, on the basis of which the "program" of the relationship between the sender of the advertising message (AM) and the recipient is built, which is reflected in the effective formulation of the AM, leading to the "act" of purchasing an advertising product. The most common formulas are:

Similarly, the combination of different characters on a computer helps to form a clear and hidden meaning of a statement. For example, the Jewelers Association's gold jewelry computer says: The strongest bonds are made with gold. At the "open" level, this could mean that the bracelets, chains, locks on the earrings are made of gold - they are durable and strong: one of the meanings is the gold ornament that signifies the durability of this product. As you can see, the "Hidden" message appears when viewing a verbal and visual advertising message. The advertisement picture shows a man and a woman hugging (the woman has a wedding ring and a bracelet on her hand). In this regard, gold acts as signified and close relationships between people as a signifier.

Researchers in this field believe that advertising, manipulating the subconscious, does not create new needs, but only objectifies them.

Thus, the motives of individuals serve as external material objects and can act as an object of need.

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The most common formulas are AIDA: Attention - Interest - Desire - Action (attracting attention - interest - desire to possess - action); PPPP: Picture - Promise - Prove - Push (picture - promise - proof - motivation); PAPA: Promise - Advantage - Prove - Action (promise of benefit - dignity - proof - action); USP: Unique Selling Proposal (a unique selling proposition, without excess of common arguments) and MR: Motivation Research (research of motives). From this it follows that these formulas serve as an effective and original way when creating advertising slogans.

Currently, numerous strategies of influence in the advertising practice of compiling AMs are being replaced by formulas based on "Motivation Research" and gravitating towards "Unique Selling Production", for example:

"The Most Reliable Airline In The World" - airline advertisement KLM

"Britain's Largest Selling Whisky" - Haig whiskey ad

"King Of Them All" - ads for Embassy Kings cigarettes.

N.V. Meshishvili demonstrates a four-component model of advertising communication: advertiser, advertiser, information channel, audience. However, depending on social, age, and gender, the advertising message has "its own" audience. It should be noted that the context is of great importance for the effectiveness of the impact of advertising, which in the physical (spatial), temporal, social and psychological aspects also affects the process of advertising communication. The process of RT perception can become more difficult due to communicative and informational interference or noise (for example, blurry font, information clutter, etc.). A number of obstacles come from the addressee and are associated with familiarization with advertising in an unfavorable environment, distrust of it, and the presence of competing information.

The communicative relationship between the main participants in advertising communication - the advertiser and the consumer - can be considered from three points of view.

The first is object-oriented: the advertiser is the subject of communication the consumer is the object (passive in relation to the advertiser). Based on this approach, the theory of consumers was developed by Z. Freud and A. Maslow.

The second, subjective or personalistic point of view is a direct appeal from the advertiser to the consumer. According to the third point of view, the advertiser and the consumer enter into a certain relationship, close to the communication process, excluding the manipulation of man by man through advertising. Not everyone agrees with this provision. Many leading researchers in the field of advertising argue that advertising, informing about a product or service, manipulates the consciousness or sub consciousness of the consumer, convincing and tilting him in a favorable direction.

When describing the pragmatic characteristics of AM, we will adhere to the model of A.O. Stebletsova according to which the pragmatic aspect includes a number of factors: the factor of the general target attitude of the text, the factor of influence on the addressee, the factor of the addressee of the text, the factor of the addressee of the text, the factor of the

relationship between the addressee and the addressee text, the factor of the benefit of speech impact, the factor of the benefit of the predicted result.

Developing this idea, it can be established that the addresser-advertiser uses certain strategies to achieve his goals. The following types of strategies are distinguished in the advertising discourse: contact-establishing, informative, evaluative, argumentative, meta communicative regulating.

It is known that the meaning of an advertising message (product information) is transmitted through code (language or image); communication channel - print, audio, video advertising; context is the general linguistic and communicative state in which the recipient is. Researchers T. Westergaard and K. Schroeder point out that of the many components of advertising communication (channel, code, meaning, recipient, etc.), three important participants are distinguished: the advertiser - the product - the potential buyer (p: "Advertising status", the slogan is included and reflected in it, three terms: advertiser - product - consumer).

Based on this, a kind of conversation between them takes place according to the scheme proposed by the psychologist A.N. Lebedev: the source of advertising is the communicator - the message - the recipient, where the source of advertising is the release of a product or service, the communicator is the advertiser (firm, organization), the message is the advertisement itself, addressed to the potential buyer-recipient. Thus, communication acts as an intermediary between individual and socially conscious information. The key problem of the advertising message is the mechanism that translates the individual process of transmission and perception of information into a socially significant process of personal and mass impact. This mechanism is embedded in the speech activity of people - it is in it that pragmatically determined norms of advertising communication are implemented.

Scientist N.V. Meshishvili presented a four-component model of advertising communication: advertiser, advertiser, information channel, audience. However, depending on social, age, and gender, the advertising message has "its own" audience. It should be noted that the context is of great importance for the effectiveness of the impact of advertising, which in the physical (spatial), temporal, social and psychological aspects also affects the process of advertising communication. The process of perceiving an advertising text can become more difficult due to communication and information interference or noise (for example, blurry type, information clutter, etc.). A number of hindrances come from the addressee and are associated with acquaintance with advertising in an unfavorable environment, distrust of it, and the presence of competing information.

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advertiser and the consumer enter into a certain relationship, close to the communication process, excluding the manipulation of man by man through advertising. Many leading researchers in the field of advertising note that advertising, informing about a product or service, manipulates the consciousness or subconsciousness of the consumer, convincing and inclining him in a favorable direction.

One of the fundamental teachings underlying pragmatics is the teaching of speech acts by J.L. Austin. A speech act is understood as an oral and written message affecting the addressee. At the same time, the written message is pragmatic not only in the sense of the selection of lexical material, the sequence of information presentation (this characteristic is not absolute), but also in the possibility of using paralinguistic and extra linguistic means. Extra-linguistic media are the main source of pragmatic information for oral communication. For a speech act, along with communicants and utterances, the situation of communication, the goal and results of a speech act, which consists of locative, illocutionary and perlocutionary acts, become important categories. The meaning of communication is not limited to pronouncing (writing) words correctly formed phonetically and grammatically (locative act), it consists in evoking a certain reaction in the listener by recognizing the speaker's intention to evoke this particular reaction (illocutionary act) on the part of the addressee. In other words, the illocutionary act shows that is the communicative intention of the addressee of the advertising message. In the AM, illocutionary acts can be directed towards recipients as addressees and as participants. In the first case, illocutionary acts such as approval, request, promise, advices are combined. The reason for the language act in advertising is the answer-proposal to the "unspoken" question (interest) of the recipient, and its purpose is to convince the purchase of this particular product or service. The information that is presented in the slogan is perceived as informative. The definition of informative means information obtained without will, which can be disposed of at will, but preferably according to the main meaning of the informative, which boils down to the fact that by purchasing a product, using the service, as the participants ("heroes") of advertising do, one can achieve success and solutions to many problems.

To achieve their goals, the advertiser uses certain strategies. The following types of strategies are distinguished in the advertising discourse: contact-establishing, informative, evaluative, argumentative, meta communicative and regulating.

The contact-setting strategy is implemented through direct questions to the addressee: Do You Know Me? (American express credit card) // Does Your Wallet Look Like You Need A Raise? ("The Convertible") // What Is Yours Called? (Renault); appeals to target groups of potential buyers: For the Man Who Has Everything (General — use slogan) // Is Your Wife Cold? (National Oil Fuel Institute); speech acts of compliment and flattery: You Never Had It So Good! ("Shamtu" shampoo) // Your Courage? Your Cheerfulness? Your Resolution Will Bring Us Victory (Government morale-building slogan) // You Never Look So Good! (Avon cosmetics).

Informative strategies are built in such a way as to show the benefits of a product or service, while in the statement or promise of benefits there are no detailed descriptions of the characteristics of the subject of the advertising message: The Sound You Thought You'd Never Hear Again! (AIWA) // Real Relief For Real Living! (Allegra antiallergy pills). Another relevant example of an informative advertising message today will be an example of advertising with the slogan of the global COVID-19 pandemic:

Stay at home!

Stay at a distance!

Wear your masks and gloves entering this building!

Don't leave your homes other than emergency!

Consequently, the information and communication function is fundamental, since it is in the process of advertising communication that it is possible to implement all its functions without exception: it forms and disseminates information, information about a product, service, her, person, program, social problem, etc., which contributes to the implementation of the spiritual and ideological function of advertising.

An evaluation strategy aims to highlight the merits of a product or service: from the so-called "restraint code" (May Be She's Born with It! May Be It's Maybelline! — Maybelline make-up // Perhaps We Could, Paul. If You Owned A Chrysler! — Chrysler // Probably the Best Lager in the World — Carlsberg) до явного самовосхваления (One Of The Leading Hotels Of The World! — Elounda Beach // America's Most Famous Dessert — Jell-O // Service Like No Other — St. Vital Centre).

The multicomponent of advertising communication, a variety of ways of presenting information to the AM require the addressee to be involved in the process of perception, interpretation and understanding of the advertising message, cognitive abilities and emotional sphere. AM-text of secondary information is characterized by pragmatism evaluativeness and emotionality. The pragmatics of AM serves to reinforce the communicative intention of the author to establish communication and induce action. Decoding an utterance presented in the AM is a complex process since the meaning of an utterance often does not lie on the surface it is hidden and requires "external" consideration (the connection of the utterance with a product / service; consumption theory, technical, economic and social relations) and "internal" (text). The interpretation of the advertising message, in addition to the context, the target setting of the AM, the general fund of knowledge of the addressee, the non-verbal component of the advertising message, is also influenced by the deviation from the maxims of communication and the symbolic character of the AM.

Conversational maxims, or maxims for conducting a conversation, were formulated by M. Gais. On the basis of these maxims, five principles of communication in advertising were developed: the maxim of strength (say no less than is required), the maxim of economy (say no more than is required), the maxim of proof (do not assert what you have no evidence to prove), the maxim of relevance (talk about the topic) and the maxim of clarity (avoid inaccuracies and clutter). Often advertisers cannot avoid ambiguity and clutter in advertising, initially programming the ambiguity of interpretations based on linguistic and motivational analysis

of AM. It is believed that these motives are equivalent for advertising communication, although there are other points of view that establish the priority of the statement of motives: 1) linguistic means used in the function of intentional influence are at the head; 2) the addressee of the advertisement is important, as it determines the nature of the advertisement message. Compliance of advertising with the needs of the addressee (perceived and latent) is the basis of the subject of advertising. Moreover, the advertising slogan as a sign, in addition to the main message, contains information that is superimposed on the main, denotative one. This part tells the recipient how he should perceive or interpret what is indicated in the first part.

CONCLUSION

Thus, we can conclude that in the formation of perception and understanding of the information inherent in the advertising slogan, verbal and non-verbal means of expression go through the process of identification at several levels, during which the structure and semantics of the slogan form one integral part, and the other is contained in consciousness (sub consciousness), memory of the individual. Accordingly, influencing the subconscious, the advertising slogan creates a positive image of the advertised object and makes a potential buyer want to purchase a particular product.

Advertising creates a special linguistic space (the so-called "sub literature"), with its characteristic emotional and suggestive manifestations and, to a certain extent, influences the formation of individual and mass consciousness. Based on the analysis of advertising slogans, the following conclusions can be drawn.

The definition of the functional-methodological state of advertising is that advertising is considered as a sub-style of the mass, a socially significant, socio-speech practice of people, a specific state of communication that determines the extra and intervaluistic features of this sub-style. The advertising slogan takes a special position in the advertising text, performing both the function of presenting information about a new product or service, and the function of persuasion and appeal to purchase this product / service.

An advertising slogan differs from an advertising headline in its position in relation to the advertising text, functional parameters. It forms a certain linguistic category, tending towards autonomy and characterized by the specifics of content (presence of news, stimulation of the addressee's actions) and form (the number of words used, the presence or absence of a brand slogan, lexical, syntactic and graphic characteristics). These features of the advertising slogan are reflected in the large number of classifications of the advertising slogan (we have identified more than a dozen classification methods in the study of the slogan). Since the slogan is closely related to the genre of advertising due to the fact that it is initially an integral part of it and can be presented both independently of the ad text and as an element of it, in our study, when determining the specifics of the slogan, we relied on a comparison of extra- and intralinguistic characteristics with the same ad characteristics.

The advertising slogan is characterized by the interaction of symbols of different nature: iconic, indexed and symbolic, their choice is determined by the ratio of "explicit" and

“hidden” data in terms of the impact of the slogan on the addressee. The specificity of the pragmatic aspect of the advertising slogan is:

- in the interaction of the rational, emotional and subconscious level of influence of the advertising slogan;
- in the process of accepting information containing denotative and connotative characteristics and representing the process of decoding the advertising message by the addressee, during which the addressee’s consciousness is enriched with new knowledge, ideas, emotions;
- in the implementation of the advertising slogan, in addition to the informative function itself, the pragmatic function of persuasion and direction of the addressee’s actions.

Means of an advertising slogan not only draw attention to the advertising message, but also cause a reaction to the stimulus inherent in the graphic design of the advertising slogan, thereby forming a certain channel of advertising influence, combining visual and lexico-psychological methods of manipulating the consciousness and actions of the person to whom the advertising is directed tagline.

The specificity of the advertising slogan as a special advertising genre is manifested in the specific implementation of cognitive and pragmatic functions, the unifying feature of which are various forms of linguistic influence on the addressee.

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