

Бондарева Надежда Валентиновна

Филиал ФГБОУ ВО «Государственный морской университет имени адмирала Ф.Ф. Ушакова» в г. Севастополь

старший преподаватель

ГАОУ ВО «Московский городской педагогический университет»

аспирант кафедры германистики и лингводидактики

Economic Vocabulary in Presentation and Advertisement: Linguocultural Features and Functions

Economic vocabulary is not limited by bank, tax, and customs documents as economic vocabulary can be met not only in economic discourse but also in other discourses in different linguocultures. The research objective is showing up functional features of economic vocabulary in texts of presentation slides and advertising texts in the English linguoculture. Problems are: 1) to reveal functional specificity of presentation texts and advertising texts; 2) to carry out an analysis of economic vocabulary and phraseology which are used in presentation and advertizing as one of their components; 3) on the basis of the received results to reveal specific features and functional specificities of economic vocabulary usage in presentation and advertising texts. Object of the research is the economic vocabulary and phraseology. Subject of the research are features of functioning of this vocabulary and phraseology in presentation and advertising texts. Material source for objective data acquisition are texts of presentation slides, advertising texts and their translations. We were interested mostly in presentation and advertising texts of economic character as economic lexical and phraseological units were researched.

Presentation (from Lat. praesentatio – representation) is a formal presentation of the newly established enterprise, business, project or product to a range of invitees [5: 321]. The presentation should give as much interesting and useful information about the goods and enterprise itself as possible. In addition, it should convince listeners that the

enterprise is worthy cooperation and its goods are the most useful and qualitative. To achieve this goal it is necessary to combine precision, informative content and maximum expressiveness at the same time. Advertizing is one of the basic means of marketing communications. Advertisement is something (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement. Imagery is the purpose of the advertising text. That's why it has a number of specific linguistic features, which give the advertisement imagery and expression. As a rule, both economic presentation and economic advertisement have structure, which is convenient for the auditorium to apprehend information. The main structural parts of presentation and advertisement are similar (both text types begin with a title after which there is a main text and a phrase/phrases finishing presentation or advertisement). However, every structural part of these text types has its own specific features. These features determine the presence of definite economic lexical and phraseological units.