

ABSTRACT

Graduation Level Proficiency Paper

(Master's degree)

Title: Inducing Language Markers in English Commercial Texts (on the material of landing pages)

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Topical importance: The relevance of the research topic is determined by the fact that the mechanisms of influence in the landing pages are not well understood from the perspective of linguistics.

Goal: to detect linguistic markers that perform the function of influencing the addressee, and to develop methods to analyze them.

Tasks:

- To analyze current research of online-advertising texts.
- To define the landing page, to identify the features of generation of textual content of landing pages and the role of language markers
- To form a methodology for the analysis of landing pages and the interpretation of stimulating language markers from a cognitive-linguistic position.
- To analyze selected landing pages

The theoretical and practical significance of the study consists in examining the language markers of landing pages from cognitive-linguistic positions, which makes possible the forming of a clearer picture of the functioning and role of the texts of landing pages in the English segment of the Internet.

Results: An analysis of studies on commercial texts, the definition of landing page, methodology for analyzing stimulating language markers of commercial texts of landing pages from a cognitive-linguistic position.

Implementation advice:

- When generating English online-advertising texts of the developed sites, one should pay attention to the priming effect of the offer.
- One should determine the basic concepts to fix in subsequent blocks of landing pages and to use synonymous syntactic structures with lexical repetitions that enhance the priming effect.
- One should optimize texts to reflect the purpose of the landing page by means of language means that make a call-to-action, a narrative *goal* ↔ *way* and that consolidate a key set of concepts describing a product or service.