

**DIPLOMA PAPERS under the supervision of Associate Professor Pinich Iryna Petrivna**

#	Title	Brief summary	Some Associated references	
1.	Emotion Evoking Strategies as an Effective Tool of Advertisement.	Застосування стратегій емоційного впливу як ефективного засобу реклами	Communicative strategies and techniques Emotion evoking in media discourse Emotional advertising Pragmatic effect of emotional advertising	Anastasiei, B. (2014). Emotional response to advertising. Bagozzi, R. et al. (1999). The role of emotions in marketing.
2.	Linguistic Means of Rendering the Emotion of Sadness/ Anger/ Happiness/ Love/ Pride etc. in the English Discourse.	Мовні засоби вияву емоції суму, злості, щастя, любові, гонору і т.д. у англomовному дискурсі	Emotiology as a study of emotion verbalization Emotion categorization Verbal and non-verbal means of emotion expression Affectives, Connotatives, Potentiatives, Expletives	Baider, F., Cislaru, G. (2014). Linguistic Approaches to Emotions in Context. Ekman, P. (2012). Emotions Revealed: Understanding Faces and Feelings. Shakhovsky, V. (2008). Linguistic theory of emotions.
3.	Discursive Emotions in the Contemporary English Fiction Prose/ in the Political/ Media Discourse.	Дискурсивні емоції в сучасній англomовній художній прозі/ політичному/ медійному дискурсі	Emotions in discourse Pragmatics and emotion Emotion, syntax and lexicon Emotionality, Emotivity, and Expressivity Political emotions	Emotion in Discourse. (2019). J. L.Mackenzie, L. Alba-Juez (Eds). Nussbaum, M. C. (2013). Political Emotions Perinbanayagam, R. S. (1991). Discursive emotions / Discursive Acts Passionate Politics: Emotions and Social Movements. (2001). J. Goodwin, J. M. Jasper (Eds.)
4.	Eliciting Emotions as Means of Manipulation in the Contemporary Media Discourse.	Викликання емоцій як засіб маніпуляції у сучасному медійному (рекламному, туристичному) дискурсі	Pragmatics and emotions Manipulation and media manipulation Emotional intelligence Linguistic pragmatics of manipulation	Manipulation and Ideologies in the Twentieth Century: Discourse, Language, Mind. (2005). L. de Saussure, P. Schulz (Eds). Nordlund, M. (2003). Linguistic manipulation Teneva, E. (2018). Emotionalisation strategy as a means of manipulation in the British mass media discourse.
5.	Expressive Means in Modern English Fashion Language.	Експресивні засоби в сучасній англійській мові моди	Expressivity, emotivity, emotionality Morphological and syntactic EM Emotive language Pragmatics and emotion in fashion language	Crane, D. (2000). Fashion and Its Social Agendas: Class, Gender, and Identity in Clothing Gutzmann, D. (2019). The grammar of expressivity. Macagno, F., Walton , D. (2014). Emotive Language in Argumentation