**Список тем для магістерських робіт**

Науковий керівник – к.філол.н., доцент **Пініч Ірина Петрівна**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DIPLOMA PAPERS under the supervision of** Associate Professor **Pinich Iryna Petrivna** | | | | |
| # | Title | | Keywords | Some Associated references |
|  | 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. |
|  | Linguistic Means of Rendering Sadness/ Anger/ Happiness/ Love/ Pride etc. in the English Discourse. | Мовні засоби вияву емоції суму, злості, щастя, любові, гонору і т.д. у англомовному 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. |
|  | Discursive Emotions in the Contemporary English Fiction Prose/ in the Political/ Media Discourse. | Дискурсивні емоції в сучасній англомовній 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.) |
|  | 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. |
|  | 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 |
|  | Non-verbal emotional expressions as pragmatic appeals: a study of cinematic discourse | Невербальні засоби вираження емоцій як прагматичне звернення: на матеріалі кінематографічного дискурсу | Cinematic discourse as a combination of multimodal features of the fictional character  Affective pragmatics  Communicative moves (Expressives, Commissives, Declaratives, Imperatives) | Chepinchikj, N. & Thompson, C. (2016). Analyzing cinematic discourse using conversation analysis  Scarantino, A. (2017). How to do things with emotional expressions.  Scarantino, A. et al. (2022). Emotional expressions as appeals to recipients |
|  | The emotional appeal to morals in fairy tales: a discursive account | Емоційне звернення до моралі у казках: дискурсивний аналіз | Emotional competence  Moral emotions  Mythological account of morals  Emotional appeal | Hansjörg, H. (2000). Dynamic Aspects of Fairy Tales: Social and emotional competence through fairy tales  Haidt, J. (2003). The moral emotions |
|  | A comparative study of basic emotions verbal manifestation in English and Ukrainian | Зіставний аналіз вербального вираження базових емоцій в англійській й українській мовах | Emotion manifestation (literal and figurative)  Emotion thematization  Emotion expression  Basic emotions  Emotion talk vs emotional talk | Bednarek, M. (2010). Emotion talk and emotional talk: Cognitive and discursive perspectives  Kövesces, Z. (2003). Metaphor and emotion.  Ekman, P. (1999). Basic emotions  Ekman group. Atlas of emotions |
|  | Metaphorical emotion expression (of love/happiness /pride etc) in English and Ukrainian: a comparative study | Метафоричне вираження почуттів (любов/радість/гордість та ін.) в англійській і українській мовах: зіставний аналіз | Emotion metaphors  Emotion conceptualization  Emotion terms  Emotion expressions  Folk models of emotions | Kövesces, Z. (2003). Metaphor and emotion.  Tri Endarto, I. (2014). Expressing Love through Metaphors: A Corpus-Based Contrastive Analysis of English and Indonesian  Wierzbicka, A. (1999). Emotions across languages and cultures  Safarnejada, F. et al. (2014). A cognitive study of happiness metaphors in Persian and English |
|  | Linguistic means of positive emotional communication in modern fiction/ non-fiction discourse. | Лінгвальні засоби позитивно-забарвленої емоційної комунікації у сучасному художньому / нехудожньому дискурсах | Emotional communication  Emotional talk vs emotion talk  Expressive means  Emotion evoking  Emotional appeal  Emotional intelligence | Bednarek, M. (2010). Emotion talk and emotional talk: Cognitive and discursive perspectives  Bartsch, A. & Hübner S. (2005). Towards a theory of emotional communication  Goleman, D. (2005). Emotional intelligence.  Ekman group. Atlas of emotions |