USE OF PREPOSITIONAL-CASE CONSTRUCTIONS IN ADVERTISING TEXTS IN TEACHING RUSSIAN AS A FOREIGN LANGUAGE

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Abstract. *The article examines the peculiarities of using prepositional-case constructions in advertising texts and their role in teaching Russian as a foreign language. Extralinguistic and linguistic-methodological advantages of advertising texts, their functional load, and influence on the language acquisition process are identified. Particular attention is paid to the semantic characteristics of prepositional-case phrases and the difficulties students face in their perception.*

Keywords: *prepositional-case constructions, advertising, Russian language, teaching, semantics, grammar, communication, linguistic units, methodology, perception.*

INTRODUCTION

Despite significant attention given to the study of prepositional-case phrases in modern linguistics, their semantic status remains insufficiently defined. Theoretical studies indicate that although prepositions belong to service parts of speech and do not possess their own semantics, they function within prepositional-case constructions, forming a specific semantic load. [6, 190] One of the distinctive features of these constructions is the presence of «invariant meanings,» which creates certain difficulties in teaching Russian as a foreign language.

Before exploring the potential of prepositional-case constructions in advertising texts for teaching Russian, it is advisable to characterize their extralinguistic and linguistic-methodological advantages [1, 10]:

1. Wide distribution: Advertising texts are among the most accessible text formats created by native speakers for natural communication. They evoke numerous associations, deepening knowledge of cultural studies.

2. Reflection of social realities: The mass communication of any country includes transnational advertising, making it a convenient tool for language acquisition.

3. Reliance on national-cultural linguistic units: Advertising texts often contain proverbs, idioms, and fixed phrases that are particularly valuable in language learning.

4. Accessible grammar and conversational nature: These features make advertising texts a convenient material for learning a foreign language.

5. Conciseness: Advertising texts are typically short, which is especially important given limited instructional time. [4, pp. 47–49, 91]

Prepositional-case constructions are widely represented in various thematic groups of advertising texts:

- Nature: «Nestle Pure Life represents natural artesian water extracted from an underground source, undergoing deep purification and conditioning»

Family and kinship: «The SAMO brand offers knitwear for the whole family, catering to all tastes and seasons»

Body parts: «The Vispa hair care line includes shampoos and masks designed for professional use»

Colors: «The Artel brand uses white and green colors, symbolizing harmony and nature»

Food: «The Tarona restaurant offers traditional Uzbek dishes in the atmosphere of a national show»

Beverages: «The 'Juicy Valley' restored tomato juice is intended for the nutrition of preschool and school-age children»

When teaching Russian as a foreign language, it is important to consider that the inclusion of prepositional-case constructions in students' lexical repertoire should occur after mastering meaningful parts of speech. [3, 114] This is explained by the fact that meaningful parts of speech have high combinability and form the structural foundation of grammatical constructions.

The primary task of the teacher is to facilitate the process of studying prepositional-case phrases. This requires the development of clear rules for their usage, structuring education based on students' native languages and basic knowledge of linguistic systems. [2, 15] It is also necessary to consider students' age-related and individual characteristics, since «any learner of a foreign language already possesses a certain conceptual system»

Additionally, well-chosen advertising texts provide high informativeness and enable students to create their own speech expressions based on the suggested samples. [5, 190] Thus, studying prepositional-case constructions within the framework of teaching Russian as a foreign language is a complex yet essential process requiring as much attention as other aspects of the language.

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