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**4th INTERNATIONAL NEW YORK
CONFERENCE ON
EVOLVING TRENDS IN
INTERDISCIPLINARY RESEARCH &
PRACTICES**

**May 2-4, 2021
Manhattan, New York City**

ABSTRACT BOOK

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& PRACTICES

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Editor

Assoc. Prof. Christina Reuterskiöld

By

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Conference Identification

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RESEARCH & PRACTICES**

DATE AND PLACE

May 2-4, 2021
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ORGANIZATION

IKSAD - Institute of Economic Development and Social
Research
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Turkey. United States of America. Azerbaijan. Iraq. Mexico. Poland.
Pakistan. Bulgaria.. Nigeria. Algeria. Israel. Georgia. India. Kazakhstan.
Moldova. Portugal. Iran. Ukraine. Malaysia. Lithuania. Hungary

International participants: 95

Participants from Turkey: 50

NUMBER OF ACCEPTED PAPERS: 144

NUMBER OF REJECTED PAPERS: 36

EVALUATION PROCESS

All applications have undergone a double-blind peer review
process

CONFERENCE LANGUAGES

English, Russian and Turkish

PRESENTATION

Oral presentation/ Virtual

04.05.2021 | SESSION- 1 | HALL- 5**New York Local Time: 08:³⁰–11:⁰⁰****Ankara Local Time: 15:³⁰–18:⁰⁰****MODERATOR: Assoc. Prof. Oryslava Ivantsiv**

Authors	Affiliation	Presentation title
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Vikas Poply	<i>K.L.P. College, India</i>	ANALYSIS OF NANOFUID FLOW WITH CHEMICAL REACTION OVER A STRETCHING SURFACE
Assoc. Prof. Svitlana Tarasova	<i>V. N. Karazin Kharkiv National University, Ukraine</i>	LINGUIST AS A COMIC LANGUAGE IDENTITY
Assist. Prof. Behzad Moeini Sam Sara Mohammadi Avandi Anis Mohammadi Avandi	<i>Islamic Azad University, Iran</i>	THE IMMORTALS AND THEIR NAME
Assist. Prof. Behzad Moeini Sam Sara Mohammadi Avandi Anis Mohammadi Avandi	<i>Islamic Azad University, Iran</i>	VENERATION POSTURE AT DARIUS' RELIEF IN PERSEPOLIS
Lect. G.M.Sembiyeva	<i>Korkyt Ata Kyzylorda State University, Kazakhstan</i>	Empirical comparison of the results of the Kazakh -and Russian-language version of the methodology
Lect. Martynova I. E.	<i>Kharkiv National University of Construction and Architecture, Ukraine</i>	EXTRACURRICULAR WORK AS A FORM OF STUDENT ORGANIZATION
Assist. Prof. A.G.Priya Varshini Dr. T.Aparnaa Dr. V.Sangavi Dr. E.Gokulapriya	<i>Dr.Mahalingam College of Engineering and Technology, India</i>	SOFTWARE EFFORT ESTIMATION USING ENSEMBLE MACHINE LEARNING APPROACH
Assoc. Prof. Oryslava Ivantsiv	<i>Ternopil Volodymyr Hnatiuk National Pedagogical University, Ukraine</i>	GENRE PARAMETERS OF CORPORATE PRESS RELEASES

(speakers required to be connected to the session 10 min before the session starts)

Moderator is responsible for ensuring the smooth running of the presentation, managing the group discussion and dynamics.



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GENRE PARAMETERS OF CORPORATE PRESS RELEASES

Oryslava Ivantsiv

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Abstract

The press release as the main genre of public relations (PR) communication has penetrated into all spheres of public life and has become an integral part of modern world. Although the scope of research on the press release in the domain of public relations is extremely diverse, strikingly, the interest of linguists in this genre has so far been rather limited. In this paper we aim to explore the genre parameters and linguistic features of corporate press releases of international jewelry brands.

The corpus of the data used for this study consists of 40 press releases issued by two luxury jewelry brands, namely *Tiffany & Co.* and *Harry Winston, Inc.* based in the USA between 2019 and 2021 and accessed on the corporations's websites.

The collected data were analysed in qualitative terms within the theoretical framework of linguistic genre studies.

The press release can be regarded as a multidimensional semiotic formation that combines verbal and nonverbal means of informing and influencing the target audience, the selection of which depends on the pragmatic intention of the author as well as the main genre parameters of the press release, such as information redundancy and lexico-grammatical uniformity. The information redundancy is realized by the frequent use of repetitions. The lexico-grammatical uniformity lies in the invariability of linguistic devices used in press releases of international jewelry brands, such as evaluations, superlatives, metaphors, quotations, direct reader address, and imperatives.

The press release is a specific form of displaying relevant information about company's activities aimed at accumulating publicity capital and developing a positive corporate image. The main distinguishing features of press releases of luxury jewelry brands are accessibility, conciseness, information saturation, high level of formal structuring, hypertextuality, which contribute to the achievement of the goals of PR communication.

Keywords: press release, genre, genre parameters, linguistic features.