REVIEW

of the scientific advisor on the Master’s degree paper of student Elena Romanovna Krevtsova

**Transformations of advertising text during localization (based on hotel advertising)**

The work of E.R. Krevtsova is devoted to the study of the features of the advertising text that determine various kinds of transformations in the localization of hotel advertising.

The relevance and practical usefulness of the topic is due to both the needs of the modern travel industry and the tendency to develop and improve translation localization mechanisms.

The Master’s paper of E.R. Krevtsova consists of an introduction, two chapters with conclusions, a general conclusion, a list of sources of material, theoretical and reference literature, as well as an Appendix with a table of the studied English examples and their translations, indicating the nature of translation transformations. The reliability of the data and conclusions obtained in the work is confirmed by both theoretical arguments and a wide scope of examples.

The work is distinguished by independence, logical evidence and consistency in the analysis of linguistic material and has prospects for practical application both in the field of localization of advertising discourse and in the practice of training translators.

This work can be considered complete, since the goal set and the tasks specified in the introduction have been achieved.

The text of the Master’s paper (final qualifying work) was checked through the Blackboard electronic system of St. Petersburg State University to identify coincidences in the text of the work. An overview of the general nature of the textual matches identified by the system shows that most of them represent correct citation with indication of the source (retelling of the citation without quotation marks, indicating the author's surname), digital signs of the compositional structure (for example, 3.2.1), titles of scientific works and names of researchers, cliches of scientific phraseology and terms.

The Master’s paper (final qualifying work) of student Elena Romanovna Krevtsova is admitted to the defence.

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