

“FEATURES OF THE USE OF ANGLICISMS IN RUSSIAN-LANGUAGE ADVERTISING”

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Abstract:

This dissertation is devoted to English borrowings in Russian advertising. The topic of Anglicisms in the Russian language is quite popular and is the object of research for many both domestic and foreign linguists. Interest in this problem has not waned over time, which indicates its multifaceted nature and inexhaustibility. Russian advertising, the language of which is closely related to linguistic changes and reflects the main trends in language development, has absorbed a large number of Anglicisms.

Keywords: Anglicisms, advertising.

INTRODUCTION

This article discusses the main directions in the study of advertising text, features of the advertising language, style of advertising; types of advertising are described, thematic classification is given English borrowings in advertising texts are studied and various levels of mastering English borrowings are analyzed Russian language, the most frequently used in the language are identified advertising anglicisms and their analysis is carried out. The analysis of the thematic classification of English-speaking borrowings, allows us to say that they have firmly entered into life advertising text space. A quarter of everything composition of anglicisms (25%) used in advertising are terminological units of economics, politics, sports, music, television, computer equipment. Average frequency (10%-15%) have anglicisms denoting professions and types of professional activities, cosmetic products, cosmetology and hairdressing, clothing, fashion, food, drinks, cars and car accessories. Less frequent (1%-5%) turned out to be anglicisms denoting household appliances, goods and services, names of companies, bars, clubs, shops, newspapers and magazines.

METHODS

In the process of borrowing, there is an overlap of two different language systems, which determines different levels of mastering new lexical unit of the donor language in the receiving language:

- phonetic and graphic levels (a foreign word is transmitted phonetic and graphic means of the borrowing language);
- morphological level (the word correlates with grammatical classes and categories of the borrowing language);
- semantic level (the word is included in the system of semantic connections and oppositions, is included in one or another semantic field or even in several fields);
- stylistic level (the word is used in various genres literary speech, and the term - in the



terminological area in which it is borrowed).

The process of mastering English borrowings by the Russian language is a rather complex continuum and requires passage an English lexeme of several stages of penetration into a new for her language. Each new level symbolizes deeper penetration into the receiving language. Duration of presence of English vocabulary on at one or another stage depends both on the frequency of its appearance in the language space of the new language, and on the specifics of its semantic content. Of course, there are lexical units that bypass one or a different level of development, which is associated with excessively rapid penetration into language. The final moment confirming her full membership in the Russian language system, serves to fix anglicism in one way or another dictionary, which indicates the transformation of a foreign word into borrowed.

RESULTS

The largest amount of advertising material with English speakers glossy magazines contain borrowings. Currently in our the country, following the West, issues of healthy lifestyle, it has become fashionable and prestigious to be in good physical fitness, follow fashion trends, pay great attention appearance and lifestyle. Most frequently used Borrowed lexical units turned out to be words such as SPA, wellness, nail art, bodybuilding, image making, glamour, fitness, styling, brashtg, liftgtg, pshgshg, shaping and others. Use of English borrowings such as SPA, glamour, wellness, each of which carries itself a certain amount of information, allows the author to avoid a long description of the characteristics of the advertising object, displaying the totality of all meanings in one word, distinguishing it from others similar lexical units. The analysis made it possible to present a semiotic characteristics of English borrowings through the prism of the following triads:

- 1) semantic aspect, i.e. identifying the values of the considered units;
- 2) structural aspect, i.e. identification of structural properties units in question;
- 3) pragmatic aspect, i.e. identification of functions performed units in question.

The first aspect of the semiotic characteristics of the English-speaking borrowing in advertising texts is a semantic aspect that can be characterized through identifying its conceptual and information entities. In advertising discourse, conceptual the essence of English borrowing is one of four the most frequent varieties, i.e. what is advertised and is dominant in the text (object, service, quality, procedure). Clothing with a checkered print has taken its place of honor on pedestal of this season's fashion trends (I'm buying 2010). In this example, the English borrowing ".print" means subject, i.e. a thing of indeterminate shape, namely embossed on fabric drawing, since "print" from English: print - imprint, imprint, trace, seal, design embossed on fabric, etc.

Брашинг will help you look your best! Use a comb for everything one hundred! **Брашинг** - is a method of styling hair with a special comb with natural bristles and hair dryer. Brushing - from a derivative English word: brush - brush, comb. This service has found its application in the area hairdressing and cosmetology. Without its use it is impossible create the perfect and necessary hairstyle. Throughout October, you can try creative dishes from the chef. chefs from England.

Креативный - from English: creative - creative, constructive. The English borrowing "креативный" expresses the totality essential features of the qualities of an object, namely "блюд" that distinguish them from other "кушаний" and giving them a certain peculiarity.



DISCUSSION

Under the informational essence of English borrowing, we understand the basic content of the lexeme, the new knowledge that it carries recipient, and its accompanying meaning. Thus, information the essence of Anglicism is represented in the form of one of its three possible components: definitional, cognitive and connotational.

The definitional component refers to the idea of concept, making a definition without accompanying meaning and gaining new knowledge. The Platinum nightclub is open not only to those who like to dance to high-quality club music, but also for those who like to sing. After **restyling** and **upgrade** for all fans professional karaoke Platinum presents “Karaoke Hall” (Gloria 2008).

Рестайлинг (from English: restyling) - modification, change designs. *Ангрейд* (from English: upgrade) - improvement, modernization. In this example, the anglicisms “рестайлинг” and “ангрейд” nominate new concepts in the field of design, reconstruction and construction. The cognitive component refers to the introduction of new knowledge to well-known basic content.

Кейтеринг. This trendy service will deliver wine and snacks, music and festive surroundings to any point at the request of the client and will serve everyone. The text of this advertising message itself not only explains meaning of the word “catering”, but also brings new knowledge with detailed explanation and decoding of the nature of the service. First part of the example is definitional, i.e. nominates a concept, explains that the word “catering” means “service”; the second is cognitive, i.e. brings something new knowledge in explaining the concept, namely, it reports that it is “a service that delivers wine, snacks, music and more wherever the customer desires.” The connotation component refers to the accompanying expressive meaning of the basic content of an English lexeme. Snow party on a summer night! Sergey Pimenov (Moscow) / Project PPK, host of DFM radio, director of the largest Russian dance label UP LIFTOL. In this example we observe the additional meaning of English noun label:

Label - a trademark of company or brand name on certain goods, esp on gramophone records. Label - from English: trademark, brand name. Although the original meaning of the word label is “tag, label, label, sticker”, in this case a new accompanying the meaning of the linguistic unit “trademark, brand name” with definition of “danceable”. The phrase “dance label” brings a certain type of expression to the sentence, evokes emotions and associations, what makes the reader pay attention to this particular advertisement. Selected components (definitional, cognitive, connotational) represent the information essence semantic aspect of English borrowings.

The second aspect of the semiotic characteristics of the English-speaking borrowing in advertising texts is a structural aspect, under which is understood as identifying the structural organization of the English language borrowing.

The analysis showed that there are various ways transmission of Anglicisms in Russian. Based on interspersed in texts advertising anglicisms, we identified the most frequent structures:

- English borrowings conveyed using Russian alphabet:

In general, “**оверсайз**” and layering are the main stylistic constants of grunge.

Оверсайз (from English: overste) - very large size.

- Anglicisms transmitted using English-Russian or Russian- English alphabet, i.e. compound words have one part written in English letters, the other in Russian, or vice versa:

Beauty studio Lady Perfection: wedding hairstyles and makeup from certified specialists; all types



of stylish haircuts; build-up nails and eyelashes; SPA-mineral.

SPA - mineral spring, procedures based on mineral waters.

- Anglicisms transmitted using the English alphabet, i.e. words that retain their graphic and phonetic forms of their native language.

This duet will decorate a casual style set.

Casual (translated from English) - everyday.

Thus, using the means of English, Russian or English Russian languages for the transmission of English borrowings, authors advertising texts pursue a variety of goals. Firstly, the texts containing anglicisms attract special attention of readers due to novelty of the use of lexical units. Secondly, using Anglicisms, the author pays tribute to fashion, keeping pace with the times. Structural the organization of English borrowings depends on the tasks facing the author of the advertising text, from its concept and pragmatic direction of the text.

CONCLUSION

The influence of the English language on the textual material of Russian advertising communications was insignificant until the 90s of the 20th century. A dynamic, successfully developing and constantly changing space reflects the influence of lexical units of the dominant English-speaking society in the modern era. The intensification of the borrowing process after the 1990s is due to the increasing process of globalization of international relations, the growth of language contacts, the worldwide popularization of the English language and the intensification of telecommunications and Internet technologies.

Having become today the generally recognized leading language of international communication, English is increasingly used by the peoples of the world in a wide variety of spheres of human activity. The spread of English is such that the number of people using English as a second language will soon exceed the number of native speakers. The results of the article allow us to state the fact that the degree of influence of the English language on the language of Russian advertising is quite large, given the high percentage of Anglicisms in advertising texts. As for the English-language influence on the Russian language through advertising, it should be emphasized that Russian advertising, absorbing the most advanced and fashionable, including trends in English borrowing in the language, has become an active supplier of new words to the Russian language.

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