

ANGLICISMS IN RUSSIAN ADVERTISING TEXTS

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Annotation: The problem of using English words in advertising texts is a factual one. We are all consumers and because of advertising, we choose products or services. The main purpose of our investigation is to determine the frequency of use of English words in Russian names of stores and companies. Russian advertising texts use English borrowings as a source of enrichment of the Russian language.

Keywords: linguistics, anglicisms, advertising, Russian, English, contrast, uniqueness, intensity.

Introduction

The problem of using of anglicisms in advertising is actual nowadays. The name of shop – is like a visiting card and merchants anchor their hope on a right choice of the name when the assortment of goods and services is quite boring. English-language borrowings, the study of which is devoted to this work, have a significant impact on the main factors of the advertising language, namely the factor of contrast, uniqueness and intensity [2, 4]. To enhance the contrast factor in the advertising text, the interlingual contrast is used, which implies the use of English words in the Russian text. As a contrast, you can use not only the English word or phrase, but also the letters of the English alphabet. Using of anglicisms in Russian advertising is explained by many factors:

The emergence of new terminology (computer language, economics, finances). In connection with rapid development and spreading information technologies, a vast number of new things appeared in our daily life, and they need to be named (the Internet, laptop, bite, site, etc.). In this way, a great number of Americanisms became to Russian language, so it is easier to use already existing words than to invent new ones [7]. No corresponding name. About 15% of the newest anglicisms are borrowed due to the lack of an appropriate name: top model, virtual, investor, sponsor, spray.

Knowledge of English is considered highly prestigious. Often people, using English words or expressions, thus want to look fashionable, using such words as: presentation, rating, talk show, branding and others. The use of anglicisms in advertising promotes the appearance of an "illusion of uniqueness", i.e. impressions of the uniqueness, significance of the advertised product or service. An important role in it is played by anglicisms, unusual and unconventional forms that can attract the attention of the consumer. That is why many firms, advertising their goods or services, use anglicisms. A large number of advertisers often do not have the experience that would allow them to create advertising that meets the requirements of the time and copy the English advertising. Thus, the English element often plays the role of attracting attention. This function, of course, is very important. It stands in the first place in the advertising formula AIDA: A – attention – to attract the buyer's attention; I – interest – to be interested in his offer; D – desire – to excite the desire to have an advertised product; A – action – the ultimate goal – to induce the recipient to the main action – the purchase of goods. Studies show that recipients understand about 38% of English words, but this does not reduce the effectiveness of advertising. "Strange" and "incomprehensible" is estimated, rather, as interesting and attractive. Saturation of the language of advertising elements of the English language almost never affects the consumption. This phenomenon can also be observed in musical discourse, where the principle WHRU operates – widely heard rarely understood

(everyone hears it, but only few people understand) – it is important to create a sound background that inspires positive associations, and they can be different for each listener [3, 5].

Thus, it can be concluded that the penetration of words and expressions from one language to another is a continuous and dynamic process that is connected with the globalization of the economy and advertising. The number of anglicisms in advertising will not decrease, but on the contrary will constantly increase. Of course, with the penetration of English words into any language, the latter loses its uniqueness and integrity, but this, unfortunately, is inevitable. The use of English is very beneficial in the conditions of the developing environment of advertising communications, due to its flexibility, openness to change and ease of perception. English is the language of a new generation without a certain nationality and residence, brought up in mass culture. The main function of advertising is to attract people's attention to a product or service, so the use of anglicisms in it is an integral part of the success of any company [1].

For advertising purposes, a huge number of firms are called: Ford Dialogue (computer equipment firms), House Holding, City, Insight (real estate agencies), Doctor Dent, Smile, Dental Forte, "Regent", "Insight Help" (dental offices), "Print Express" (printing house). Very often, the contrast effect that occurs when using English words along with Russian words is used in advertising slogans, for example: "Chester – go to wide leg. Price & Quality (Chesterходинаширокуюногу. Цена&Качество)" (shoes), "Maggi – hot mug (Maggi – горячаякружка)" (food), "Baby – orange, Baby shop (Baby-апельсинчик, Baby магазинчик)" (children's clothes and toys store). As a contrast, in the advertising slogan, not only English words and phrases can be used, but also the letters of the English alphabet "ВыRozziseбя" (a boutique of fur products "Rozzi"), "Cellular salon" Mobeliization", "ZapchastiKamaZ-The central letter of your business ". The letters of the English alphabet are not only used to achieve contrast, but also remind us of the name of the company itself). It is necessary to emphasize the important role of inclusions in English in advertising texts [6]. Having analyzed the role of such inclusions affecting the contrast factor, we would like to emphasize the role of illustrations used in advertising a particular product or service. The illustration helps to understand and adequately perceive the information that the advertisement contains. Thus, English borrowings in advertising texts in Russian serve as a source of enrichment of the Russian language. For example: "Ace Brilliant – Gentle whitening, radiant whiteness" (bleach advertisement). Here the repetition of the sound "b" not only helps to create a certain rhythm of the advertising text, but also to cause in the minds of the buyer certain associations with the word "white", "Rowenta. Joy in your house". "Wella. You are gorgeous", "Clean is pure Tide." To strengthen the intensity factor, rhyme is often chosen for the name of the trademark: "Lays – you will crash, you will not stand", "With Mr. Proper cheerful, clean will be twice as fast."

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