

Abstract. The influence of the English language on the text material of Russian advertising communication was insignificant until the 90s of the XX century. 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. The dynamic, successfully developing and constantly changing space reflects the influence of lexical units of the dominant English-speaking society in the modern era. English, which has become the universally recognized leading language of international communication, is increasingly being used by the peoples of the world in a wide variety of spheres of human activity. The spread of the English language is such that the number of people using English as a second language will soon exceed the number of those for whom it is native.

Keywords: Anglicisms, Russian language, English language.

Anglicism in Russian-language advertising.

In the process of development of society, the language is developing in parallel, which has always been an open system characterized by dynamics and mobility. Currently, much attention is paid to the English-language linguistic and cultural influence.

So, for example, the Russian language also did not remain outside of this process. Since the 50s of the twentieth century, Anglicisms have been rapidly and in large quantities penetrating the Russian language.

The most significant reason for the large flow of Anglicisms into various languages is the undisputed world leadership of the United States in many areas of our life. We easily copy culture, the structure of economic development, the education system, language, lifestyle and even the way of thinking, forgetting about our own identity.

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 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.

The use of Anglicisms in Russian-language advertising is explained by many factors, which include:

- The emergence of new terminology (computer language, economics, finance). Due to the rapid development and spread of information technology in everyday life, many new items have appeared that require a name: Internet, laptop, disk, byte, website. Thus, a huge number of Americanisms flooded into the language, since it is easier for us to use existing words of another language than to invent new ones.

- The absence of an appropriate name. About 15% of the newest Anglicisms are borrowed due to the lack of an appropriate name in the receptor language: top model, virtual, investor, sponsor, spray. Borrowings for some reason (easier to pronounce, shorter, more transparent in their etymology, more specific in semantics) have replaced previously mastered or native Russian language units, for example, a price list instead of a price list, an image instead of an image.

- Knowledge of English is considered highly prestigious. Often, people using English-language words or expressions, thereby want to look fashionable, using words such as: presentation, rating, talk show, branding. 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].

As a contrast, in the advertising slogan, not only English words and phrases can be used, but also the letters of the English alphabet "БыRozziceбя" (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".

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