

INTERFERENCE OF ADVERTISING ON THE CHANGE OF THE NORMS OF THE RUSSIAN LANGUAGE

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ABSTRACT

This article examines the influence of advertising on changes in the norms of Russian written language. The development of society, both at the global level and within the subculture, presupposes inevitable changes in the foundations and norms at all stages of formation, which define this community as a unique segment of world globalization. Change, neglect and, in a sense, violation of linguistic norms can be viewed as an indicator of the degradation of society with a simultaneous striving for world globalization, and, accordingly, development that presupposes compliance with the high standards of this environment.

The relevance of the work lies in the need to investigate the levels of changes in the linguistic norms of the Russian literary language at the present stage of its development in the CIS countries, where it is deprived of the status of the state language; the causes and consequences of possible discrepancies and the study of the sources of destructive influence. Currently, the importance of maintaining the purity of the language lies not only in the conservative use of units included in explanatory and spelling dictionaries, but also in the possible codification of new elements.

Key words: advertising, language, genre, communication, dictionaries.

INTRODUCTION

The language of advertising is one of the genres of mass communication. Its features cause controversy among researchers - psychologists, linguists, sociologists, who highlight advertising as "an important factor that can influence various areas of human life." [1, 596] In our study, we focus on the study of this genre from a linguistic point of view. in order to determine whether current trends in the advertising business are reflected in the preservation of the language norms of the Russian literary language.

It can be argued that the language of advertising is one of the most striking, variable, not constrained by the framework (their influence at the present stage of development of society is extremely negligible) directions presented in the media. Nevertheless, this fact gives rise to sometimes fierce discussions about how much language license is allowed in advertising texts and whether it is allowed at all. Here the question arises about the dual nature of advertising, whether the violation of the norm at any level causes irreparable damage, or is it not the result of the work of an illiterate author, but the realization of the conceptual component of the genre itself.

We have already mentioned at what language levels violations of language norms are manifested - lexical: violation of lexical compatibility, ambiguity, paronomasia, the use of words in unusual meanings; grammatical: incorrect declension of nouns, violation of the type of connection between words, an error in the use of gender and number, etc. ; spelling. Advertising

abounds with pleonastic combinations, i.e. the constituent parts have the same meaning, which is unacceptable from the point of view of the norm. "The presence of errors in the texts of advertising discredits the manufacturers of products and services, but most importantly, it introduces into people's understanding the idea that this word usage is the norm.

Errors and defects in advertising, on the one hand, can reduce its information content, on the other hand, they draw the recipient's attention to this particular message. Of course, one of the tasks of organizations that control the field of advertising should be the task of preserving the language and observing the stylistic framework of the advertising text, which should contribute to the information content and productivity of mass communication, improve the culture of oral and written speech.

Let's look at some examples of advertisements:

1. Advertising of the SMALTO dental clinic network, namely the services provided to children by SMALTOKIDS: "Only children are treated here! ... Restoration of aesthetics in children."

In this example, the following can be distinguished: the information indicates that the clinic provides all types of dental services to children. But at the same time, the information content of the phrase is reduced. It can be taken as information that SMALTOKIDS will refuse treatment to anyone who is not a child. However, every human being before the age of 18 is a child. Is there an age gradation for clinic visitors, which will affect the provision of services? This phrase can also be regarded as distinguishing yourself from the circle of other dental clinics, based on the above definition of the concept of "child".

The consumer unconsciously grasps the meaning that only in this clinic is there help for "human beings", in other clinics things are different. Among the services of the clinic is "Restoration of aesthetics in children." Not everyone understands the meaning of the word aesthetics in the field of medicine. For many, this word is associated with one of the meanings of the word "beauty, the artistic essence of an object", but in general, it is supposed to carry out procedures to eliminate tooth defects.

2. "Carrying out promotions, organizing events, advertising production" [3]

this is how one of the agencies advertises its activities on the advertisement website Prom.uz. Promo (emphasis on the first "o") is a prefix word, which in English is a shortened version of the word "promotion" - promotion, advertising. More V.V. Vinogradov noted: "There are a lot of words that are only morphemes, and morphemes that are sometimes also words." [4]

In Russian, the word gained momentum at the beginning of the 21st century and began to be used as part of such words as "promotion", "promo video", "promo discount" or "promo code". As an independent word "promo" is rarely used and means in the broadest sense "advertising products". [5]

In these cases, this prefix can be successfully replaced with the adjective "advertising", which is more familiar to the Russian ear. However, saying "promotion" is long and not very "trendy". The word event is an example of transliteration (English event - event, event). Following fashion trends, the author of the advertisement uses borrowing from English. The use of this option, although fashionable, sounds alien to a native Russian speaker. In addition, the author makes a mistake in the transliteration of this word, according to the rules, the English letter E is translated into Russian by the letter I or E, but not E, as the author did, which ultimately

indicates ignorance of the rules. It would be more profitable to leave the usual "organization of events". Thus, the use of borrowings is not always justified even as an author's idea.

But the frequency of use of such not always digestible words leads to the possibility of their use in everyday speech, displacing Russian variants, thereby impoverishing the literary language. The language of advertising can also be considered from the point of view of the lifestyle of a given society. Mentality affects many aspects, such as devotion to cultural values and traditions, adherence to generally recognized rules and patterns of behavior, norms of social life.

Consider the following example. One of the billboards in Uzbekistan contains an advertisement for juice. The photo shows a family and a pack of juice, and below is the text: Dad knows best. Bliss. On the one hand, we can talk about the use of foreign language (English bliss - pleasure, bliss), which reflects the current trends in the use of anglicisms, including advertising texts. But on the other hand, we can talk about the manifestation of mentality, namely, that historically in the countries of Central Asia, a man was an indisputable authority in the family. Thus, in this text, the choice of language units has a gender impact on the audience.

According to Shchuklina T.Yu. the use of various non-traditional techniques and methods for creating creativity and expressiveness of advertising texts is expedient and has a certain significance. This is evidenced by the effectiveness of advertising on the mind of the consumer and the degree of its influence on the speech of our contemporaries: jokes are composed on the basis of advertising texts, humorists and satirists cannot do without them, there are advertising slogans that become successful figurative expressions - ironic comprehension of the phenomena of modern reality.

However, focusing on achieving brightness, extravagance and attractiveness of advertising, copywriters should not neglect the general laws and principles of the Russian language, according to which competent and expressive texts are created. In addition, the correct strategy for the formation of an advertising message should be built taking into account the national and cultural traditions of the society and not contradict the psychological, ethical, legal, and moral standards that have developed in it. [1, 600]

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