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**Annotation**

The article is devoted to the study of neologisms in advertising English and German discourse. The primary aim of the research was to single out the main tendencies of the use of neologisms in modern authentic English and German advertisements; to find out common features and distinctions between them. The typical features of the advertising discourse on different levels were studied using the examples taken from English and German advertising. With the help of the classification suggested by John Algeo the most productive patterns of coining new words were singled out. In advertising English those are compounding, affixation, abbreviations and clippings; while German copywriters rely on affixation and borrowings. For that purpose more than twenty English and ten German printed magazines of different types were analyzed, including women-oriented magazines. It goes without saying that the results of the research contribute to the formation of cultural awareness of not only students but also linguists and may be used in teaching English and German in the classroom of intermediate and advanced learners of the language.

**Аннотация**

Статья посвящена комплексному исследованию неологизмов в англоязычном и немецкоязычном рекламном дискурса. Основной целью исследования было выявить основные тенденции использования неологизмов в современной аутентичной английской и немецкой рекламе, а также выявить общее и частное между ними. Характерные признаки рекламного дискурса изучались с помощью примеров, взятых из английской и немецкой рекламы. С помощью классификации, предложенной Джоном Алгео, были выделены наиболее продуктивные модели образования новых слов. На основе анализа можно сделать вывод, что для английской рекламы характерны словосложение, аффиксация, сложносокращение и сокращение слов; в то время как немецкие авторы рекламных текстов предпочитают в большей степени аффиксацию и заимствование. В статье дан анализ более двадцати английский и десяти немецких печатных изданий различных типов, большей частью которых являются женские журналы. Результаты исследования вносят вклад в формирование культурной грамотности не только учащихся, но и лингвистов, и может быть использовано в преподавании английского и немецкого языков в классах со средним и продвинутым уровнем языка.

**Key words:** advertise, advertisement, neology, neologism, discourse, linguistics, the English language, the German language, modern world, mass media, global, language and culture, commercial, technological revolution, compounding, affixation, abbreviation, clipping, productive patterns, neology-prone spheres, cultural artifacts, language levels (syntactic, stylistic, lexical, grammatical and phonetic), advertising discourse.

Ключевые слова: рекламировать; реклама; неология; неологизм; дискурс; лингвистика; английский язык; немецкий язык; современный мир; СМИ; глобальный; язык и культура; коммерческая реклама; техническая революция; словосложение; аффиксация; аббревиатура; сокращение слов; продуктивные структуры; сферы, подверженные влиянию неологии; культурные артефакты; языковые уровни( синтаксический, стилистический, лексический, грамматический, фонетический); рекламный дискурс.

**Advertising as a Neologism-oriented discourse: a Study of Advertising English and German Languages**

It is no use denying the fact that the modern world depends on advertising. Without it, producers and distributors would be unable to sell, buyers would not know about products or services, and the modern industrial world would collapse. It is undoubtedly true that advertisement are texts that do their best to get our attention, to make us turn towards them. Ad-phenomenon is extremely multifaceted and multidimensional. Therefore not surprising that there is a considerable variety of interpretations of the concepts and definitions of the term.

Advertising is not easily defined, though many people have tried. Narrowly, it means a paid form of non-personal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, public transport vehicles, outdoor displays and also the Internet, which aims to persuade, inform, or sell. It flourishes mainly in free-market, profit-oriented countries. It is one of the most important factors in accelerating the distribution of products and helping to raise the standard of living. Advertising cannot turn a poor product or service into a good one. But what it can do – and does – is to create awareness about old and new products and services. So three main objectives of advertising are: (1) to product knowledge about the product or service; (2) to create preference for it; and (3) to stimulate thought and action about it.

Advertising belongs to the modern industrial world. Today the industry employs hundreds of thousand of people and influence the behavior and buying habits of billions of people. Advertising spending worldwide now exceeds $350 billion per year. In the United States alone about 6000 advertising agencies help create and place advertisements in a variety of media, including newspapers, television, direct mail, radio, magazines, the Internet, and outdoor signs. Advertising is so commonplace that an average person may encounter from 500 to 1000 advertisements in a single day, according to some estimates. Advertising permeates everyone`s daily life.

Most advertising is designed to promote the sale of a particular product or service. Some advertisements, however, are intended to promote an idea or influence behavior, such as encouraging people not to use illegal drugs or smoke cigarettes.

Advertising has become increasingly international. More than ever before, corporations are looking beyond their own country`s borders for new customers. Faster modes of shipping, the growth of multinational corporations, rising personal income levels worldwide, and falling trade barriers have all encouraged commerce between countries. Because corporations are opening new markets and selling their products in many regions of the globe, they are also advertising their products in those regions.

In the world of advertising, selling products is the most important goal. As companies are becoming more global, they are looking for new ways to sell their products all over the world. It is true that because of global communication, the world is becoming smaller today.

But it is also true that the problems of global advertising – problems of language and culture – have become larger than ever. For example, Braniff Airlines wanted to advertise its fine leather seats. But when its advertisement was translated from English to Spanish, it told people that they could fly naked!

In writing new ads, global advertisers must consider different styles of communication in different countries. In some cultures, the meaning of an advertisement is usually found in the exact words that are used to describe the product and to explain why it is better than the competition. This is true in such countries as the United States, and Germany. But in other cultures, such as Japan, the message depends more on situations and feelings than it does on words. For this reason, the goal of many TV commercials in Japan will be to show how good people feel in party or some other social situation. The commercial will not say that a product is better than others. Instead, its goal will be to create a positive mood or feeling about the product.

Advertising is so familiar to modern readers that it may seem odd to ask what an advertisement is. Although advertising is all around us, we do not often pause to think about its nature as a form of discourse, as a system of language use whereby, on a daily basis, huge numbers of readers fleeting conversations‟ with the writers of countless texts (Goddard, 1998: 5)

New notions come into being, requiring new words to name them. On the other hand, some notions and things become outdated and the words that denote them drop out of the language. Sometimes a new name is introduced for a thing or notion that continues to exist, and the older name ceases to be used. The number of words in a language is therefore not constant. Any living language is in a constant flux and is unlikely to remain unchanged during a long period of time, it finds different ways for enrichment and self-development, and it easily adapts to new requirements and improves both its forms and content. The changes take place at all the language levels (syntactic, stylistic, lexical, grammatical and phonetic). On the lexical level, the alterations are represented by the appearance of newly coined words or neologisms. New words are often the subject of scorn because they are new, because they are perceived as unesthetically or improperly formed, or because they are considered to be unnecessary. They are, however, an integral part of language change; with frequent use and the passage of time they become unremarked items in everyday use. With the development of technology, science many “new words” appeared in the English language as well. Most of them are terms. The layer of terminological neologisms has been rapidly growing since the start of the technological revolution. The sphere of the Internet alone gave birth to thousands of new terms which have become international. Recent discoveries in biochemistry, genetic engineering , cosmonautics and other sciences demanded new words to name new concepts and ideas. However, the vocabulary of our everyday usage is also being enlarged by neologisms.

Neologisms tend to occur more often in cultures which are rapidly changing, and also in situations where there is easy and fast propagation of information. They are often created by combining existing words or by giving words new and unique suffixes or prefixes. Neologisms can also be created through abbreviation or acronym, by intentionally rhyming with existing words, or simply through playing with sounds.

Neologisms often become popular by way or of mass media, the Internet, or word of mouth. Every word in a language was, at some time, a neologism, though most of these ceased to be such through time and acceptance.

This article arouse as a result of a carried out research which main aim was to look at neologisms from the linguistic perspective. Advertising as a cultural notion was closely examined and the importance of studying advertising language was stated. Advertising is a phenomenon that manifests itself on a large scale: advertisers have a number of platforms at their disposal to make sure that millions of people are exposed every day to their messages. It was pointed out that it is a client-oriented industry that works on a large number of people of different ages, sexes and social background.

Neology as a branch of linguistics was closely looked at. The works of prominent scholars who investigated the problem and tried to determine the notion of a neologism were studied. Although linguists haven’t agreed on the universal criteria that could define a neologism, most scientists agree that it is important to distinguish between neologisms and nonce-words. Some criteria were suggested. Another debatable issue is the place of neologisms in linguistics. Neologisms (if they are viewed as a more or less stable, yet uncoded phenomenon) are believed to belong neither to the language system nor to the linguistic performance, but to the “level of language in use”.

The typical features of the advertising discourse on different levels were studied using the examples taken from English and German advertising. The choice of the languages is not accidental, as English advertising techniques are spread all over the world due to the economic and cultural domination of the USA that was mentioned in the beginning, while German can also be viewed as a language of international communication, though on a smaller scale. All the language levels are taken into account.

With the help of the classification suggested by John Algeo in the book “Fifty Years among the New Words: A Dictionary of Neologisms” the most productive patterns of coining new words were singled out. In advertising English those are compounding, affixation, abbreviations and clippings; while German copywriters rely on affixation and borrowings (notably English; that proves the interconnection between two languages).

According to the research, the most neology-prone spheres in the advertising English discourse are health, beauty and food in commercial advertisements. In German advertisements the main spheres are beauty, health and fashion. There is a tendency in both advertising discourses to avoid neologisms in serious financial and business editions.

Advertising texts are full of specific and creative language means. Creative use of language in advertising texts makes it a particularly rich site for language and discourse analysis. Copywriters resort to innovative tendencies in the language to make their creation more vivid and remarkable.

Neologisms that contribute to the vocabulary of any language can produce a persuasive effect on the reader. Sometimes advertisers create the whole chains of neologisms that draw the reader’s attention to the key points of the text foregrounding the message. Neology enables copywriters to express a large semantic content in a shorter space.

It goes without saying that research into the language of English and German advertising discourse is both interesting and rewarding as well as the investigation of neologisms in any domain. Linguists should pay more attention to this subject as there are lots of interesting and useful facts still waiting to be discovered in that field.

Summing up, advertisements are some of the most important cultural artifacts affecting life today. Even if one does not read newspapers or watch television, the images posted over our surroundings are inescapable, and advertisements have an immense influence. Their existence in several media gives advertisements a sort of independent reality that links them to our own life. As they appear constantly and thus share continuity, they form a world experienced as real. Advertisements provide a structure that transforms a language of objects to that of people and vice versa and as a matter of fact the language studies all the processes that occur within the advertising discourse.

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