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## FORMATION OF THE NORM OF THE ENGLISH LITERARY LANGUAGE

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This research delves into the development of the norm of the English literary language, shaped by various factors including historical shifts, socio-cultural dynamics, and linguistic reforms.

The economic and socio-political factors of the XII and XIII centuries contributed to the emergence of London as an important economic and cultural centre of England. Due to its location on trade routes and its role as a trading and craft centre, London attracted people from different regions. This process contributed to the formation of the national English language, especially after the conversion of schooling to English.

In the XIV and XV centuries, writers such as Chaucer and Gower began to use the national English language in their works, mixing different dialects. An important moment was the introduction of printing by William Caxton in 1477, which required standardisation of spelling and grammar. The process of forming the national language continued until the 16th century, when the first works in standardised English appeared and local dialects began to disappear.

This period saw the emergence of professional jargons and argot, which also contributed to the diversity of the English language. In the XVI century there was an interest in the aesthetic function of language, reflected in books on rhetoric. Rhetorical canons played an important role in the formation of norms of the literary language. In the XVII century there were works aimed at standardising and describing the rules of the English language. Important events were the publications of grammars by Alexander Gill, Charles Butler, John Wallis, and others, as well as Samuel Johnson's dictionary in 1755. John Jones's 'Practical Phonographer', which was published in 1701, included valuable observations on the pronunciation and spelling of words. Towards the end of the XV and XVI centuries there was a Latinisation of spelling of some English words borrowed from French, which affected the pronunciation and affixes of words, increasing the discrepancy between spelling and pronunciation.

The formation of the English literary norm was the result of historical, cultural and linguistic factors. Each stage of this process, from the economic rise of London to efforts to standardise grammar and orthography, has contributed to the evolution of the language. The Romanisation of orthography added complexity by emphasising the dynamic nature of language development. As a result, English has become rich and varied, reflecting centuries of adaptation and influence.