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THE USE OF ENGLISH LOAN WORDS IN RUSSIAN-LANGUAGE ADVERTISING

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An Anglicism is a word, expression, or construct borrowed from the English language or created in the likeness of English-language vocabulary. The reasons for using English borrowings in Russian-language advertising are primarily driven by a commitment to fashion and image building, the emergence of new concepts and terms (for instance, in sports (outsourcing, jogging) and computer technologies (website)), expressiveness and novelty, the need for brevity and conciseness (for example, the word «deadline» in Russian refers to the final deadline for a task and lacks a short equivalent), and the advertising expansion of international brands (Jimmy Choo, Nike, Bentley). The primary functions of Anglicisms are nominative (for instance, the words «marketer», «shimmer», and «fake» have no Russian equivalents), expressive (for instance, the word «weekend» in Russian carries a more modern and innovative connotation than its native counterpart), and prestige-building (for instance, «luxury»). The primary transformation types that anglicisms undergo during their adaptation to the Russian language include transcription, transformation, calquing, semi-calquing, and hybridization. The stages of adapting Anglicisms to the Russian language include:

- 1) assigning a grammatical gender;
- 2) modifying the word-building structure;
- 3) creating new word combinations.

The legislative regulation of foreign language borrowings is enforced through Article 10 («General Requirements for Advertising») of the Law of the Republic of Belarus on Advertising.

According to a sociological study, 52 % of respondents frequently encounter English borrowings. However, the attitude towards Anglicisms remains predominantly neutral (54 %) or positive (40 %). It's worth noting that, in most cases (58 %), the use of Anglicisms doesn't impact the comprehension of the advertising message, but it's not a significant factor in the appeal of advertising (only 34,7 % report an increase in appeal). Among the areas that utilize Anglicisms in their advertising, sports (48,7 %), food products (43,3 %), and social advertising (42 %) are the most prominent. The most memorable advertisement was the one for the famous «Snickers» bar, featuring the slogan «Don't hold back. Snickers!».

The study analyzed 17 sources, including works by renowned authors such as O. S. Akhmanova, L. P. Krysin, A. I. Dyakov, and others. Furthermore, the Illustrated Encyclopedic Dictionary (F. Brokgauz, I. Efron) and the Dictionary of the Russian Language (S. I. Ozhegov) were also explored.