

Title: A Consumer Grammar: Advertising Discourse and Some Active Processes in the Syntax of Modern Russian

Author: Irina Levontina, Institute of Russian Language, Russian Academy of Sciences

This talk is devoted to the spread of phrases with discordant nominative apposition, both in preposition, and in postposition, in modern Russian. The former are represented by phrases like *Комет гель*, *Интернет образование*, *Тульста кресло*, *блеск шампунь*, *сода эффект* etc. Earlier such constructions were possible only in compounds like *царь-девица*, *полынь-трава* etc. (unlike combinations *птица-тройка*, *красавица дочь* with agreed apposition). The latter are represented by phrases like *цвет баклажан*, *Актимель малина клюква*, *со вкусом йогурт* etc. Earlier such phrases also existed, but were possible only in strictly determined cases (compare *газета «Известия»*, *имя Ирина*, *номер пять*). Above all the nominative series is a new construction typical of Russian advertising discourse (compare *Пемлюкс гель сода эффект*, *Новая зубная паста гель колгейт прополис свежесть дыхания*).

On one hand, the expansion of such phrases corresponds to a tendency which Russian grammar has been exhibiting for a long time. In 1971 M. V. Panov published his classical paper “On analytical adjectives.” On the other hand, this expansion is a result of English influence. In English, it is enough to put a noun before another noun, and it turns to an adjective. Compare, *strawberry* VS. *strawberry juice*. The same transposition takes place in Russian phrases like *блеск шампунь* and *блеск ополаскиватель*. It should also be mentioned that from the point of view of branding, as far as important information is concerned, Nominative is better than other noun forms. The flavor is something very important about food. That’s why formulations like *пастила со вкусом йогурт* instead of *пастила со вкусом йогурта* appear in modern Russian.