

Title: Russian Адвертайзмент

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Russian has borrowed a great amount of English in the past two decades. Recent Russian advertisement is full of Anglicisms. It is a direct reflection of changes in Russian language (Vasil'ev 2003:15). Using Krysin's observations as a starting point, I will discuss the possible reasons of borrowing Anglicisms and their role in Russian advertisement. I will demonstrate that replacement of Russian synonym to Anglicism would not be possible.

Krysin (2000:146-155) presents several possible reasons for borrowing:

- 1) The absence of the relevant concepts in the language-recipient: e.g. *skejt- bord*.
- 2) The efficiency to represent a concept. Compare: *snajper* vs. *metkij strelok*.
- 3) The necessity to report a highly specific meaning that the existing domestic synonym does not clearly represent: *imidž* 'specific image' vs. *obraz* 'image in general'.
- 4) Socio-psychological factors: e.g. prestige, positive or negative evaluative meanings.

One of the roles of advertisement is to create "illusion of uniqueness", i.e. the feeling of exclusivity and significance of the merchandise or service. Anglicisms are often used for creating this effect (Livshits 1999:2). They also frequently signify the departure from the old Soviet beliefs. For example, the advertisement of one insurance company says:

"...страховая компания от слова «страх», а insurance company, от слова «sure»-уверенность" (Ermolenko 2006).

The ad emphasizes the contrast between the Russian word *strakhovaia kompaniia* and the English *insurance*. While the former has negative image of insurance company and is associated with instability of company and fear of customers, the latter represents the new positive image associated with stability and confidence of company and its customers.

My discussion will be based on my database using recent Russian advertisements. The database currently contains roughly 700 texts locations.

References

- Krysin, L.P. 2000. *Inoiazychnoe slovo v kontekste sovremennoi obshchestvennoi zhizni*. Moscow: <<Iazyki russkoi kul'tury>>.
- Livshits, T.N. 1999. *Reklama v pragmalingvisticheskom aspekte*. Taganrog.