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THE IMPACT OF MASS MEDIA TEXTS ON KNOWLEDGE PROCESSING AND STRUCTURING IN THE LANGUAGE

The article is devoted to the language features of mass media texts, which play a special role in influencing the audience. We analyze the role of descriptive adjectives used with the new concepts to the addressee in the course of categorization of the phenomena, objects and events of the real world.

Keywords: mass media texts, publicism, influence, adjectives, categorization.

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SHORTENING IN MODERN PRESS ADVERTISING

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Статья посвящена рассмотрению различных типов сокращений в рекламных объявлениях печатных изданий за 2004–2015 годы и определению самого употребляемого из них. Особое внимание уделяется анализу типов сокращений в рекламных объявлениях и их систематизации.

Ключевые слова: сокращения, реклама, рекламные объявления.

Nowadays it is very difficult to imagine the modern world without advertisement. Every day we face with it everywhere. The advertisement carries information, which is usually presented in a condensed artistic form, to persuade the audience to take or continue taking some action. Press advertising should report a lot of information as quickly as possible, saving the written space and attracting people.

Appearance and active development of advertisement and its technologies have a huge effect on all areas of life of modern user at present time. Advertising texts have become “a chronicle of time”, because they contain “signs of its time and region” [Никонорова 2005: 7]. Advertising text has also become a field of formation and reflection of a new world model. Advertising activity as a complex and versatile phenomenon has been studied from different angles by various specialists in the field, such as E.V. Romat, D. Martin and others. Advertisement is also a subject of linguistic researches dedicated to the

language and style of advertisement. However, advertising genres have been studied unevenly: if traditional styles are still being studied (advertising publications, slogans), the so-called “small” styles (private advertisements) rarely attract investigators’ attention. Their specificity lies in the fact that not only specialists having theoretical training and practical experience take part in creation of texts, but also “inexperienced advertisers”. At the same time, in search of saving time and money resources advertisers use different types of shortenings [Никонова 2005: 7].

By shortening we mean, by definition of O.D. Meshkov, “numerous and different processes and results, for which the common feature is that a word, in any case, is shortened in comparison with its prototypes” [Мешков 1976: 208].

Topicality of this research consists in wide spreading of word-shortenings in modern English advertisements; this activity constantly develops. Usage of shortenings is a means of linguistic saving and it makes it possible to present most complete information about advertising product in succinct format. Quite often shortenings are used to add expressiveness and originality to text. However, here a series of problems arise: not always a decryption is given or writers make shortenings incorrectly. Thus shortenings show a great many grammatical peculiarities and they are a subject of linguistic investigations. Simultaneously with it, shortenings cause anxiety with philologists, because they think a language of advertisement can ruin foundation of English language.

In spite of existence of quite multiple researches of many scholars, such as D. Alekseeva, O. Jespersen, V. Pavlova, T. Pilze, M. Segal, L. Shelyahovsky, E. Voloshina, R. Walse, and others, which are dedicated to problems of shortening, shortened lexical units remain a “puzzle” in many respects in linguistic aspect, so long as it is necessary to consider specific problems such as problems of word structure and its meaning, problems of morpheme, etc. This complicacy explains opinions contradiction, and sometimes a discrepant approach to shortened lexical units. Translation and interpretation of shortenings has always been a topical subject for studying.

Shortening may be regarded as a type of root creation because the resulting new morphemes are capable of being used as free forms and combine with bound forms. Shortening is considered a very productive word-building process, because a) it is very convenient for people, b) it saves time, c) shortening is a way of creating catching words that attract people. Newly shortened words appear continuously in our life. In English, shortenings may be present in written and spoken forms. Each of them has its own pattern, but as there is a constant exchange between both, it is sometimes difficult to tell whether a given shortening was originated in one or in the other [Арнольд 1986: 134].

There are several commonly accepted types of shortenings: abbreviation, acronyms, final clipping, blending, medial clipping and also new type resulting

from the Internet communication (sms-shortenings) [Мешков 1976: 208; Дубенец 2002: 58].

The research of shortenings peculiarity in press advertising headings was carried out on the basis of the English newspapers such as “The Economist”, “Online”, “PCWorld”, “Bloomberg Businessweek”, “The Sunday Times. Culture”, “Rolling Stone”, “Time” и “I-S Privileges”.

During the research 17 different articles were examined. Considering all the shortenings found in press advertisings and determining the type of each of them, the following data can be presented:

All shortenings – 34 (100 %):

- Shortenings formed by final clipping – 20 (59 %);
- Shortenings formed by abbreviation – 10 (30 %);
- Shortenings formed by blending – 2 (6 %);
- Shortenings formed by acronym – 1 (2,5 %);
- Shortenings formed by medial clipping – 1 (2,5 %);
- Shortenings formed by new type from the Internet – 1 (2,5 %).

According to this percentage the most widespread type of shortenings in press advertisings is final clipping, because of its simplicity in formation. Such words as days of week (Monday, Sunday and so on), months (August, April and so on) are used in their shortened form most of all. They can be met almost in every small newspapers advertisements. Some of shortenings, especially pm and etc, have come from Latin language, that show interaction between languages during the history. Abbreviations are also used in press advertising more than other types, because of its captivating and intriguing effect on the auditory. Blends are spread less than the previous two types. They have started to penetrate into this sphere and are developing now. They are very eye-catching, but not all people can understand and recognize them. Acronyms are rarely used in press advertisings because they are very specific and in most cases denote the names of different organizations. The most interesting type of shortenings is a new type of shortening, which is used in modern text messages and forums. In the press advertisings taken for the research only one example has been found, however, in the near future press advertisement can be expected to widely use this type of shortening, because it is developing rapidly among the youth.

So we can conclude that nowadays shortenings are becoming more and more popular. They replace common and ordinary words due to the changes in standards of life. As the society is developing, so the language is changing too. Due to the fact that now there is strong development of advertisements in newspapers and magazines, translating abbreviations and acronyms recently has been given special attention. Today people create the whole dictionaries of abbreviations and acronyms, which make it easy to find and understand a

particular shortening, however, they are generally online dictionaries, like the ones here <http://english-4life.com.ua/>, <http://www.homeenglish.ru/> and others.

Today shortenings are used to save time of readers and to simplify the given information. For the short period of time press advertisings should awake people's interest in it. Sometimes shortenings help to show singularity of the product, in order for it to remain in readers' minds.

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SHORTENING IN MODERN PRESS ADVERTISING

The paper deals with exploring the types of shortenings used in press advertising for the period of 2004–2015 and defining the most commonly used type. Special attention is given to the analysis of types of shortenings in press advertising and their systematization.

Key words: shortenings, advertising, press advertising.

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ИСПОЛЬЗОВАНИЕ ПРЕЦЕДЕНТНЫХ ТЕКСТОВ В РОССИЙСКОЙ СОЦИАЛЬНОЙ РЕКЛАМЕ

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Статья посвящена особенностям функционирования прецедентных текстов в российской социальной рекламе. Анализируется взаимодействие прецедентного текста с различными компонентами рекламного послания – вербальными и визуальными, выявляются средства и способы создания «шокирующих» смыслов.

Ключевые слова: прецедентный феномен, прецедентный текст, социальная реклама.

В настоящее время социальная (некоммерческая, общественная) реклама является одним из важнейших коммуникативных каналов, при помощи которого осуществляется управление процессом формирования в массовом сознании системы социальных ценностей. Основная цель