

Gubanova V.A.

*Higher School of Management of the National Research University "BelSU",
Institute of Economics and Management, Marketing and Sales Department
Manager; Master's student, 1st year, Faculty of History and Philology, NRU
"BelSU", Russia, Belgorod*

**FUNCTIONS OF NEOLOGISMS IN RUSSIAN-LANGUAGE
ADVERTISING: THE PRAGMALINGUISTIC ASPECT. NEOLOGISMS
AS AN OBJECT OF DICTIONARY WORK**

***Annotation:** This article examines the functions of neologisms in the aspect of the advertising and information genre in the Russian language. The most common ways of forming neologisms are identified, their classification according to various criteria is described. Based on examples, the article shows the most productive Russian affixes that allow neologisms to fully adapt to the successor language and create their own verbal paradigm.*

***Keywords:** advertising text, neologisms, pragmalinguistics, neolexems, borrowing, advertising discourse, advertising functions, vocabulary.*

Губанова В.А.,

*Высшая школа управления НИУ «БелГУ», институт экономики и
управления, менеджер отдела маркетинга и продаж,
магистрант, 1 курс, факультет историко-филологический,
НИУ «БелГУ», Россия, г. Белгород*

**ФУНКЦИИ НЕОЛОГИЗМОВ В РУССКОЯЗЫЧНОЙ РЕКЛАМЕ:
ПРАГМАЛИНГВИСТИЧЕСКИЙ АСПЕКТ. НЕОЛОГИЗМЫ КАК
ОБЪЕКТ СЛОВАРНОЙ РАБОТЫ**

***Аннотация:** В данной статье исследованы функции неологизмов в аспекте рекламно-информационного жанра в русском языке. Определены наиболее распространенные способы образования неологизмов. Кроме того, в статье описывается классификация неологизмов по различным критериям: словосложение, заимствование и русские аффиксы, прямое заимствование. Опираясь на примеры, в статье показаны наиболее продуктивные русские аффиксы, позволяющие неологизмам полноценно адаптироваться к языку-преемнику и создать свою словесную парадигму.*

***Ключевые слова:** рекламный текст, неологизмы, прагмалингвистика, неолексемы, заимствование, рекламный дискурс, функции рекламы, словарная работа.*

The end of the XX-beginning of the XXI century are characterized by a significant impact of information flows on a person. Among them, advertising occupies a special place as one of the most striking phenomena of our time, attracting the attention of people of various professions, cultural strata, and age.

The texts of print advertising are a specially organized phenomenon of a communicative nature, where the structural-compositional, verbal and non-verbal codes of the organization of the text space are equally significant. Advertising texts are characterized by a combination of extralinguistic and intralinguistic conditions that cause an illocutionary and perlocutionary effect. The basis of the first is the installation on the addressee, the target audience, the expediency, the logic of advertising placement. The second effect is achieved by influencing a potential client, his consciousness, characterized by the desire to evoke one's emotions, to manipulate his behavior. Based on this, advertising is a creolized text – a polycode phenomenon that distinguishes this type of text by the saturation of the means of expression of the advertising message and tactical techniques of organizing advertising discourse.

The main purpose of the advertising text is to influence the addressee – a potential consumer. The study of speech effects is engaged in functional pragmalinguistics, within which there is a classification of functions: 1) The message function is informing the recipient using texts; 2) The incentive function is a call to an assessment or a certain behavior; 3) The evaluation function is the sender's assessment; 4) The appeal function. [4 с. 52].

All innovative phenomena of social, political, and cultural life of society are embodied in new words – neologisms. The study of new words, the analysis of ways and means of occurrence in a language always reflects the most characteristic trends in changing its vocabulary at the present stage of development. It should be noted that the advertising text is the sphere that responds most quickly to changes in the language. This happens for several reasons: firstly, advertising requires conciseness and clarity of expression for effective impact on the recipient. Therefore, it is advantageous to use a word replacing lengthy statements instead of a long sentence or phrase. For example: Grooming is a set of procedures for caring for dogs, a coach – mentor, a consultant who helps in setting both personal and group goals, determining priorities for development and career growth.

The second reason is the target audience of the ad. If it is aimed at a young audience, then it would be advisable to use neologisms to focus attention on a particular advertising product. Young people, actively using neolexems in their vocabulary, will pay attention to modern trending advertising, told in their language. For example: "To use a top gadget, you don't have to buy it! We have launched a program that many have been waiting for: MTS Upgrade – a new smartphone every year!" (MTS advertising). It is not difficult to notice that this advertising slogan is full of neologisms: top-end, gadget, upgrade, smartphone. The selected vocabulary units belong to the category of neolexemes – new words that arose in the language by direct borrowing from another language (messenger, cleaning, roaming, cashback, lifting) or in the course of word formation (megapolis, hypermarket, superaction, call center). According to the degree of novelty, all the neologisms

given in the article in the form of examples are absolute, since they were not previously used in the language – mainstream, karting, barber.

Returning to the reasons for the use of neologisms in the advertising text, it is worth noting one important point. Advertising adapts to the needs of the target audience, it depends on potential consumers, while the recipient, with a good outcome (formed need to purchase goods, interest, emotional response to advertising), gives feedback and, as it were, closes the chain of relationships with the action. Hence the communicative nature of advertising arises. Based on this, we can single out another function of neologisms in the advertising text: targeting the target audience of a narrow professional field. For example: "How to create an NFT token and what is a smart contract and blockchain? Master one of the highest paid professions in the Netology course "DevOps Engineer". Advertising almost directly indicates that only when mastering the profession we will be able to understand these terms. Another example: "Nexters Studio is one of the leading developers of mobile games published around the world. Now Nexters are developing a cool new project at the junction of casual and midcore styles that are very popular in the game industry...» It is important to note that it is quite difficult to perceive slogans by ear, which is why we will be able to meet them only in the form of banners on social networks or on websites. From the point of view of the perception channel, neolexems can include words, for understanding the meaning of which, their visual perception is necessary; this type of vocabulary is called graphic neologisms. Therefore, in some advertising projects it is important to use images, symbols, ideographic and pictographic signs. Visual perception acts as a fundamental factor in the semantics of words.

The neolexems analyzed in this article appeared in the Russian language quite recently, and therefore they are of interest for dictionary work, as well as additions to dictionaries of neologisms of the XXI century. The studied neolexemes selected from advertising texts can be classified according to certain levels. Earlier we mentioned the classification according to the degree of novelty and the type of

language unit (absolute, neolexeme). It is important to pay attention to the process of word formation of neologisms in the Russian language to simplify working with them and entering them into existing dictionaries with the most complete information about them.

Russian advertising's neologisms are formed according to the scheme of borrowing + Russian affixed. These words are borrowed from a foreign language (mainly English) and have already been adapted into Russian.

This method of word formation includes neolexemes formed according to existing language models:

- using the suffix (cleaning → cleaning (company, firm); Professional cleaning of apartments, houses and cottages from the cleaning company "Army of purity"...). The adjective cleaning is formed from the borrowing of "cleaning" and the Russian suffix -s-. The word "cleaning" comes from the English "cleaning", which means "cleaning, cleansing". The suffix -s is a word-forming unit that forms adjectives with the meaning of belonging to something to a person or being, which are named by words from which the corresponding adjectives are formed [1 с. 367].

- using a prefix – currently, words with prefixes of foreign origin are increasingly included in the Russian language (promotion → promotion. Promotions and discounts in September from Fleur Alpine; The noun "promotion" is formed from a loan from the French language "action", which means "action to achieve a goal". The prefix "promo-" is a prefix word, which in English is a shortened version of the word "promotion" – promotion, advertising.

- using the prefix-suffix method (limit→ unlimited. Such unlimited for me! Tariff "Unlimited" (Advertising of BeeLine mobile operator). The adjective "unlimited" is formed from the borrowing of "limit" and the Russian affixes "without-" and "-n-". The word "limit" comes from the English "limit", which means "between; limit; limit norm of something". The prefix "un-" is a word-forming unit that forms adjectives with the meaning of a feature that is characterized by the opposite of quality compared to what is called a motivating adjective name

(unsubstantiated, unpunished, unplanned etc.). And the suffix "-n-" forms adjectives that denote a local or temporal feature characterized by a particular relation to what is called a motivating word [1 с. 912]. So, the word "unlimited" is a derivative of the word "limit". The word "unlimited" means "without restrictions".

The process of formation of neologisms by word composition is interesting. One of the most common is the way of forming new words by attaching a borrowed prefix to the Russian word: "Super quality at a super price!"; "Super Protection. Superaromat!"; "Superprises every week!"

These words are formed according to the prefixal word-formation model from the prefix "super-" and the motivating noun "quality", "price", "packaging", etc.

The prefix "super-", which is borrowed from the English language from the word "super", forms nouns with the meaning of the manifestation of increased or higher quality, as well as enhanced action, called a motivating noun [1 с. 729]. Similarly, words with prefixes mega-, neo-, hyper- are formed: neoaction, megashopping, hypermarket. Neoaction for neoptimists! (advertising of the drink Imunele Neo), Megashopping for the whole family! (advertising of the Mega shopping complex), Hypermarket Line: a store of low prices and big purchases! (advertising of the Liniya hypermarket).

Summing up, it should be noted that neologisms are the main linguistic means of expressing the pragmatic function of modern advertising texts. The analysis of advertising texts shows that neologisms can be used for conciseness and clarity of expression of thought, saving advertising space and increasing the information content of the text. Also, the features of the advertising language depend on the target audience, which is emphasized – young people, adults, people of the older generation. How appropriate it will be to use certain words and phrases, whether a certain category will understand the advertising message – such important questions are assigned to the copywriter and the creator of advertising slogans. Narrowly targeted advertising is formed from the needs of the target audience, full of the latest

terminology and professionalism. Thus, neologisms have a multifunctional character in the texts of the advertising and information genre.

Based on the analysis of neologisms, it can be noted that such a method of word formation as word composition is the most productive method of forming new words. The examples given with the words super-, hyper-, mega- are a confirmation of the hypothesis put forward. Russian Russian-adapted neolexemes are considered under the word-formation model "borrowing + Russian affixes", which is also a common way of forming neologisms: this is indicated by numerous examples of advertising slogans with linguistic neoplasms.

The neolexemes we have identified are the most important objects of dictionary work, as well as material for updating dictionaries of neologisms.

Sources Used:

1. Matveeva, L.V. Perception of advertising messages in telecommunications [Text] / L.V. Matveeva // The language of mass media as an object of interdisciplinary research: studies. manual / ed. by M. N. Volodin. - M.: MSU, 2003. – pp. 49-62.

2. Efremova, T.V. New dictionary of the Russian language. Russian Russian Language, 2000. URL: <https://gufo.me/dict/efremova> – Date of reference: 05/10/2022.

3. Zemskaya, E.A. Modern Russian language. Word formation: studies. manual [Text] / E.A. Zemskaya. - 3rd ed., ispr. and add. – M.: Flint: Nauka, 2011. – 328 p.

4. Zirka, V.V. The role of neologisms in advertising texts [Electronic resource] / V.V., Zirka // Scientific notes of V.I. Vernadsky Tauride National University Series "Philology. Social communications" Vol. 26 (65). – 2013. – №1. URL: <https://cyberleninka.ru/article/n/rol-neologizmov-v-reklamnyh-tekstah> – Date of address: 10.05.2022.