

PHILOLOGY

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Advertising as a sphere of creation and functioning of new vocabulary (on the examples of English texts)

It is studied English-language advertising texts in order to identify and research neologisms in terms of their relevance, role, function and methods of word formation. Having analyzed advertising slogans taken from authentic sources, the authors explain why the confluence of two words is most typical of most advertising innovations. The study explains the importance of the topic for linguists and translators, as well as the ability of advertising to create the most favorable conditions for the emergence of conditions for the formation of neologisms. The authors conclude that the discovery and description of the functional use of neologisms in an advertising text is promising from the point of view of language research, and also allows to trace the new addition to the vocabulary of advertising and the transformation of English-Language texts in Russian.

Key words: neologisms, translation, English texts, advertising, word formation, linguistics.

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