

INTERFERENCE OF ADVERTISING ON THE CHANGE OF THE NORMS OF THE RUSSIAN LANGUAGE

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ABSTRACT

This article discusses the impact of advertising on changes in the norms of Russian written speech. To study the changes in the norms of Russian written speech, various articles that are published in the Republic of Uzbekistan from electronic journals, individual chapters of candidate dissertations, as well as fragments of various posters in Russian were analyzed. On this material, various errors in the norms of Russian written speech were revealed. The development of society, both at the global level and within the subculture, implies inevitable changes in the foundations and norms at all stages of formation, which determine this community as a unique segment of world globalization. Change, neglect and, in a sense, violation of linguistic norms can be considered as an indicator of the degradation of society while striving for world globalization, and, accordingly, development, which implies compliance with the high standards of this environment.

Keywords: advertising, language, genre, communication, dictionaries.

INTRODUCTION

In modern linguistics, the term "norm" is understood in two meanings: firstly, the generally accepted use of various language means, regularly repeated in the speech of speakers (reproduced by speakers), secondly, prescriptions, rules, instructions for use, recorded in textbooks, dictionaries, reference books.

It can be argued that the language of advertising is one of the most striking, variable, not constrained by the framework (their influence at the present stage of development of society is extremely negligible) directions presented in the media. Nevertheless, this fact gives rise to sometimes fierce discussions about how much language license is allowed in advertising texts and whether it is allowed at all. Here the question arises about the dual nature of advertising, whether the violation of the norm at any level causes irreparable damage, or is it not the result of the work of an illiterate author, but the realization of the conceptual component of the genre itself.

We have already mentioned at what language levels violations of language norms are manifested - lexical: violation of lexical compatibility, ambiguity, paronomasia, the use of words in unusual meanings; grammatical: incorrect declension of nouns, violation of the type of connection between words, an error in the use of gender and number, etc. ; spelling. Advertising abounds with pleonastic combinations, i.e. the constituent parts have the same meaning, which is unacceptable from the point of view of the norm.

“The presence of errors in the texts of advertising discredits the manufacturers of products and services, but most importantly, it introduces into people's understanding the idea that this word usage is the norm. Errors and defects in advertising, on the one hand, can reduce its information content, on the other hand, they draw the recipient's attention to this particular message. Of

course, one of the tasks of organizations that control the field of advertising should be the task of preserving the language and observing the stylistic framework of the advertising text, which should contribute to the information content and productivity of mass communication, improve the culture of oral and written speech.

In Russian, the word gained momentum at the beginning of the 21st century and began to be used as part of such words as “promotion”, “promo video”, “promo discount” or “promo code”. As an independent word "promo" is rarely used and means in the broadest sense "advertising products". [5]

In these cases, this prefix can be successfully replaced with the adjective “advertising”, which is more familiar to the Russian ear. However, saying "promotion" is long and not very "trendy". The word event is an example of transliteration (English event - event, event). Following fashion trends, the author of the advertisement uses borrowing from English. The use of this option, although fashionable, sounds alien to a native Russian speaker. In addition, the author makes a mistake in the transliteration of this word, according to the rules, the English letter E is translated into Russian by the letter I or E, but not E, as the author did, which ultimately indicates ignorance of the rules. It would be more profitable to leave the usual "organization of events". Thus, the use of borrowings is not always justified even as an author's idea. But the frequency of using such not always digestible words leads to the possibility of their use in everyday speech, displacing Russian variants, thereby impoverishing the literary language.

The language of advertising can also be considered from the point of view of the lifestyle of a given society. Mentality affects many aspects, such as devotion to cultural values and traditions, adherence to generally recognized rules and patterns of behavior, norms of social life.

Consider the following example. One of the billboards in Uzbekistan contains an advertisement for juice. The photo shows a family and a pack of juice, and below is the text: Dad knows best. Bliss. On the one hand, we can talk about the use of foreign language (English bliss - pleasure, bliss), which reflects the current trends in the use of anglicisms, including advertising texts. But on the other hand, we can talk about the manifestation of mentality, namely, that historically in the countries of Central Asia, a man was an indisputable authority in the family. Thus, in this text, the choice of language units has a gender impact on the audience.

According to Shchuklina T.Yu. the use of various non-traditional techniques and methods for creating creativity and expressiveness of advertising texts is expedient and has a certain significance. This is evidenced by the effectiveness of advertising on the mind of the consumer and the degree of its influence on the speech of our contemporaries: jokes are composed on the basis of advertising texts, humorists and satirists cannot do without them, there are advertising slogans that become successful figurative expressions - ironic comprehension of the phenomena of modern reality.

However, focusing on achieving brightness, extravagance and attractiveness of advertising, copywriters should not neglect the general laws and principles of the Russian language, according to which competent and expressive texts are created. In addition, the correct strategy for the formation of an advertising message should be built taking into account the national and cultural traditions of the society and not contradict the psychological, ethical, legal, and moral standards that have developed in it. [1, 600]

Compliance with speech norms is the most important condition for the accuracy of speech and its correctness. Their violation leads to speech errors. Such errors can introduce a distortion in the plan of content, that is, become a factual error.

The influence of the language of the media on the culture of society's speech is great. On the other hand, the language of the media is a reflection of the level of the speech culture of society, so the violation of speech norms can serve as a subject of concern for the ecology of the Russian language, the culture of speech of modern society. The reason for many of the economic and political difficulties that our country has faced in recent years is the marked decline in the moral level of society. We have lost many concepts of kindness and mercy, of tolerance for other people's opinions. More than ever, our society needs a spiritual rebirth, moral development, and the establishment of high morality. This should manifest itself in everything, including in language, in the manner of our daily communication and behavior, in understanding the tasks of constant cultural improvement of each of us.

A high level of speech culture is an integral feature of a cultured person. To improve our speech is the task of each of us.

LITERATURE

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