

Rotzoll, V. Fryburger, C.H. Sandage and they are: it is a paid personal communication and the payer is known; it is multifunctional; the final result of the advertising process is uncertain. Advertising has two types: classified and non-classified. It also can be either commercial or non-commercial. It is represented through figures and advertising images. The difference between these two terms is underlined. The structure of an advertising consists of the following points: the headline, the visual, subheads, body copy, captions, boxes and panels, slogans, logotypes, seals, signatures (C.L. Bovee and W.F. Arens). Some of these points can be omitted.

In this paper special attention is paid to verbal means of communication. They are realized with the help of figures of speech (metaphor, simile, personification, irony), usage of phraseological units, specific semantic structures (elliptical sentences, omission of articles and punctuation) etc. The verbal means of communication are described in advertising due to their informational, cognitive-affective and «conative» elements. Each of them has its own function supplementing each other. Special attention is paid to an advertising slogan. When it is the name of the firm the use of verbal means is rather creative. The verbal means of influencing involuntary attention are also represented. There are five major stimuli of a person's mind: contrast, uniqueness, intensity, motion, and repetition (T.V. Smirnova). The language itself is either neutral or emotive. The major tendencies in the language of advertising are as the following: the tendency of «specialized messages» and the tendency of «implantation» (T.V. Smirnova).

As a result, this paper raises the problem of influential instruments in advertising communication and means of their realization. Positive and negative outcomes of interaction within advertising communication are also discussed.

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ENGLISH – ON THE VERGE OF LOSS?

Still Standard English is the dominant or official language in over 75 territories. It is represented in every continent and in the three main oceans – Atlantic, Pacific and Indian. The number of English speakers and users in the world is around 1520–1680 million people. Standard English is considered to be used by one fourth of the earth population. But do they really speak this language?

Standard English is easier to learn than most other languages, as it borrows words and phrases from every country into which it expands. So, it has cognates from virtually every language in Europe and has borrowed and continues to borrow words from Spanish and French, Hebrew and Arabic, Hindi-Urdu and Bengali, Malay and Chinese, languages from West Africa and Polynesia. 80% of all Standard English vocabulary comes from other languages,

making English so usable. English is the language of international air traffic control and the chief language of international business and academic conference. It is one of five languages used in the UNO. But, despite all these factors, which prove us how comfortable it is – to know English, this language is changing constantly.

Of course, its future is unpredictable. David Crystal says that there has never been a language so widely spread or spoken by so many people as English. But some scientists think that Chinese might, in time, replace English (1.3 billion of Chinese native speakers against 400 million English speakers). David Graddol also suggests that English is likely to be overtaken by Arabic, Urdu and Hindi by 2050. The future of the English language depends on **convergence** and **divergence**. On the contrary, Professor David Crystal is sure, that Standard English has a rosy future. But all English speakers will have to be bilingual in English. There Standard English and dozens of mixtures as Spanglish or Singlish will exist. And by 2010, the number of people who speak English as a second or foreign language will exceed the number of native speakers.

But the real problem is that Standard English is fading in its stable historical form. Americans speak English, mixed with Indian, French and Chinese. Black English also has a great impact on the classical language. American Slang became so complicated in this multi-national country, that native speakers from the continent can hardly understand it. When it's used in film and music-production, mass media, schools, colleges and, sometimes, even in higher educational establishments! It has really invaded the USA and unofficially gained a foothold of the official language. Australian and New Zealand English are also far from the Standard one, as it contains too much aborigines' vocabulary, and, again, Slang. Even in the UK youth speaks Slang more, than Standard English. Asian languages, which communities are presented in every large British city, also slowly making their contribution in Shakespeare's language. Even on the island, where it was born, Standard English is in danger. In the rest countries it doesn't remain untouched either. Even worse: it's constantly being mixed with native languages and dialects of these countries, creating new languages, as Spanglish, Pigeon English and so on. There written English is being simplified to the rule «I write what I hear» and pronunciation is modified to sound like their native words as close, as possible. Such English-language hybrids strengthen and gain more popularity.

In 30–50 – years Standard English has the risk to become Old English.

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