

Essay For Sale

Modern society is a process of globalization that changes the conditions of social life of people and accelerates the pace of these changes. It moves with incredible speed, developing, opening new horizons, the desire to know the world, its uniqueness.

At this time, the advertising business is one of the fastest growing, demanded and successful industries, involving a huge number of people who want to be part of a modernized world.

The constant development of the vocabulary, which is expressed in the emergence of new words and phrases, is a necessary condition that makes it possible to classify one or another language as "living". It should be emphasized here that the English language is very rich in the terminology of international tourism and marketing, since historically such an industry as "international tourism" refers to England, and the USA is considered to be the birthplace of marketing.

However, the process of lexical globalization has led to the fact that the language units of these two spheres are currently used in the Russian language, which is why the Russian language is undoubtedly included in the "living" languages.

The relevance of this article is due to the need to study the originality of the advertising language, advertising slogan and marketing terms, presented both in full and as abbreviations and abbreviations in modern Russian society. Check out our [Essay For Sale](#) to get unique papers.

This article examines lexical new formations in the sphere of international advertising, the source of which can be considered the penetration of imported products into the Russian market.

It should be noted that for several decades advertising has been an integral part of modern society with its developed market economy and mass culture. Under the influence of advertising, which occupies a large place in the information and socio-cultural space, not only the consumer demand of members of society is activated, but also their leisure sphere is created, based on stereotypes of consumer behavior, as a result of which a consuming person comes to replace a reasonable person, and a person who produces - a person playing.