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## AMERICAN ENGLISH AND ITS LEXICAL INFLUENCE ON BRITISH ENGLISH

In the British language in the 21st century, as never before, there is a profound change in the lexical structure. Scholars argue that the decisive role in this effect is played by American English, which through various sources deeply directs its influence on the English language, including the British one. However, it is hard to determine how powerful this influence is, and what areas of vocabulary it affects, despite the fact that countless scientists have been trying to find answers to those questions. Thus this essay is an attempt to study all the information, assumptions and proofs in order to better comprehend the advantages and disadvantages of the seemingly imperceptible impact.

George Bernard Shaw once said that “England and America are two countries separated by a common language”. This quote by the outstanding Irish philologist and playwright is still true today too, but there are various divergences between these forms of English [2]. A little bit earlier this difference was striking, then over time it disappears, due to the significant influence of American English on British one.

It's highly important to note, that the debate about the influence of the American language on the British phenomenon is far from new. For instance, this problem was clarified by O. Hargraves, who said that this impact had been existing even 4 centuries ago. Moreover, Zbrozhek determined that this linguistic process had been strongly resisted by British.

Speaking on the wireless in 1935, Alistair Cooke pronounced that “Every Englishman listening to me now unconsciously uses 30 or 40 Americanisms a day”[3]. In 2021, that number is likely closer hundreds of it.

American English consists of more vocabulary, grammatical features, and phrases that come from older forms of the language, like using “gotten” rather than “got”. The trend to shorten words and to use initial abbreviations became so popular in Britain too.

The most noticeable contradictions between American and British English were found in vocabulary. Some words were still entirely British or American, even though people from both countries understood them. British people are fond of eating “biscuits” and their cup of tea, but Americans call them “cookies”. British students control their learning process using “timetable”, while Americans do it with the help of “schedule”. The British buy things in a store, whereas Americans go to the shop [4]. While American and British English demonstrate some differences in vocabulary, there is a reason to claim that the two varieties of the language are moving closer together. For example, the American compounds hot-air, bed-rock, come-back, and foot-wear, the simple nouns crook (a criminal), kick (a powerful effect), publicity (advertising) are widely used in British English. It should be mentioned that some slang words, which came from America, were established in vocabulary through worldwide famous movies. For instance, “dumb” for “stupid”, “pass out” for “die”, “coach potato” as a characteristic of a lazy person [1].

Another area of visible influence is spelling. English contains a great number of words, which comes from French, the spellings of which are often a little bit complicated and contain some additional letters that usually are not pronounced. Americans were likely to simplify such words, where British had left them without changes. But, when centuries ago the usage of words like “color” (instead of “colour”) or “favorite” (instead of favourite) would be considered as a mistake by the British, now they are used officially by both, Americans and British.

Grammar is always changing, and many new ways of using it in British English have been coming from American one, because of the influence of American culture, media and the Internet [5]. For example, only in old British English you can find “shall”, as now it was completely replaced by informal American variants “will” or “should”. It is well-known that there is also a difference in using of prepositions. For example, while Americans would like to relax “on the weekend”, British will automatically change it for their native “at the weekend”. The use of appropriate grammatical tenses is also in favor of the rules of American English. However, this contrast is less visible thanks to the influence of American English, which has helped American grammar to prevail and spread [6].

Most of the American lexical influence on British English is just a form of fashion, which shows people’s strong and irresistible desire to choose something or somebody that seems better, more catching, attractive and even more persuasive. Another fact is that words and phrases that have long existed in British English acquired new meanings under the American influence even terminologies that belong to everyday vocabulary [1].

Over the last years, British English has gotten even more powerful influence from American English. This is because a great number of TV programs, films and music are exported to Britain from the United States of America and people extremely fast pick up expressions they adore with hearing them for the first time. Conservatives suggest that there is a threat for British English to disappear at all, while liberals say it is a process of evolution and change, which every language should pass, so British English cannot be avoided by this natural action. One should admit that American is the predominant form of English in the world and has the biggest influence on its other “wards”.

While there may be differences between British and American English, the main takeaway is that the two with time have more similarities, due to a significant impact of American one. Without doubts, British English in future will probably continue to be influenced by American English, but this effect brings not only negative consequences but it’s also full of positive linguistic aspects.

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### ADVERTISING SLOGAN: PECULIARITIES OF TRANSLATION

Advertising is an important element of marketing communications. Serving as a channel of information, business advertising is aimed at informing customers about a certain product and its characteristics, attracting the customer's attention and provoking positive associations related to this. Nowadays advertising uses a great number of types of media, including television, print, Internet, direct mail, radio. Advertisement is full of numerous techniques such as cultural references, allusions, storytelling, involving famous celebrities, visual images which appeal to all people's senses. The list of them enlarges due to development of digital industry.

The phenomenon of advertising is greatly influenced by globalization which implies not only international trade but exchanging the way advertisement is created. For companies which are going to expand their businesses successfully in international markets the success of an advertisement in a foreign country depends on its translation. In order to let the target culture understand and perceive information commercials contain, translation should be carried out. For advertising is complex discourse which targets a large number of people, its translation implies studying the lexical, grammatical structures, communication situations and cultural context of the source language text and then transferring the same meaning using the lexical and grammatical structure appropriate in the receptor language and its cultural context (Larson 1998:3). Therefore, translators of advertisements should consider the translation of advertisements as art which requires not only the ability to use linguistic and stylistic devices but creativity and awareness of cultural, ideological, political factors.

It is not easy to persuade target audience especially overseas that's why effective translation uses specific translation strategies depending on the target audience.

A great deal of attention is paid to the issue of translation of advertising (Munday 2004, Torresi 2010, Guidère 2005 and Snell Hornby 2006) and still there is much which needs to be done.