One should bear in mind that marketing communications in international markets need to be conducted with care. Media planning abroad includes such problems as differing definitions of 'circulation', 'readership' in different countries, different level of market research in developing and developed countries, differences in popularity of certain Mass Media, mismatch in prime-time, etc. For instance, studies show that Media mix differs depending on the region: In America, 50% of Media mix is presented by TV, while in Europe this figure is 55%. In America only 3% is presented by radio, while in Europe the figure is 3 times higher and equals 10%. In remote regions of Africa, there is no mains electricity on which to run TVs or radios, so other means of Mass Media will be dominating.

Cultural issues are to be considered as well. Local laws or traditions may not allow certain content or references to be made in adverts. For example, it is not acceptable in many Muslim countries for women to show uncovered heads in adverts. Western companies advertising shampoos (such as “Sunsilk”) had to adjust to such requirements and create ads without displaying women's hair.

Language can also be a challenge. One cannot use a single language for an international campaign. For example, there are between six and twelve main regional variations of the Chinese languages and India has 22 languages. One cannot but mention the fact that more and more countries are becoming melting pots of different cultures. In such areas a Media Planner should use mixed advertising to take into account peculiarities of all presented cultures.

In brief, the role of cultural peculiarities in Media Planning should not be neglected. Unfortunately, this field of Media Planning hasn’t been thoroughly studied yet. Anyway, a competent Media Planner should realize that even a very successful Media Plan developed for domestic market is likely to fail on the foreign market. He/she should take into consideration cultural factor and be ready to carry out a thorough market research before launching an advertising campaign.

**RUNGLISH AS A NEW LINGUISTIC PHENOMENON**

The XXI century has just begun but has already brought many changes. It concerns not only economy, politics and culture, but also a means of organizing communication between people — a language. A very interesting linguistic phenomenon called “Runglish” is to be examined in this work. I’m to single out the origin of the term, spheres of Runglish usage and its main peculiarities. The topicality of the work is that the phenomenon of Runglish is quite new, poorly studied, there is no exact definition of the term and the data on it are not systematized. Having stayed in the USA for several months, I had not only the opportunity to study this notion, pick out a part of its vocabulary, but also become for a while a Runglish speaker.

“Runglish” is a term used to describe a new linguistic phenomenon, a mixture of the English and Russian languages spoken by Russians and people from the former USSR, in-
including numerous immigrants in the USA. It has distinctive pronunciation, vocabulary, and grammar.

The penetration of Anglicisms into Russian began from the collapse of the Soviet Union which forced the development of international tourism and scientific technical progress. But the dissemination of Runglish started in the middle of the 70-ies in the Russian-speaking community of Brighton Beach in Brooklyn, NY, and then continued in other parts of America. The term was coined by Sergei Krikalev in 2000 and described the way Russian and American cosmonauts spoke on the International Space Station. NASA has since begun listing Runglish as one of the on-board languages.

Basically Runglish is the way Russian-speaking people communicate with English-speaking people or the language formation used among immigrants. The term was also adapted to contrast low-class immigrants with higher-class ones. Often Runglish is a necessity among programmers, bankers, financial analysts and businessmen. Runglish is used both in prose (Arthur C. Clarke “2010: Odyssey Two”, Anthony Burgess “A Clockwork Orange”) and in poetry (Vladimir Mayakovskij “American Russians”, Splin “English-Russian vocabulary”). Moreover, Runglish was somehow popularized by hippies and now sometimes means a wide use of English words and phrases by the youth, especially in Moscow.

Runglish has some peculiarities which distinguish it from English. Runglish speakers make no distinction between long/short and closed/open vowels (heat/hit; port/pot). Final voiced consonants are pronounced as voiceless ones (leave/leaf). Absence of [δ] and [θ] sounds in Russian phonology is a reason for pronouncing thing as sing or then as zen. There is no distinction between a, the, and zero article, simple tenses are used instead of Perfect and Continuous tenses, different prepositions may be used (during instead of for, in instead of at or on). Runglish speakers may use multiple negation (I didn’t do nothing) and wrong tags (“You don’t like it, do you?” “Yes, I don’t/ No, I like it”). Collective nouns take a singular verb and distinctions in the use of English modal verbs are frequently poorly perceived.

Housing problem and transport issues became first sources of the Runglish vocabulary. People began to rent “ван-, ту-бедрумные апартменты” or to share an apartment with a “руммейт”. They got to know what is a “бас”, “трэйн” and “карсервис”, passed the test and got a “драйвер лайсенс”. Then they “открыли бэнк эккаунт” and bought a “кар”. Trade and especially culinary-gastronomic themes had a great influence on the formation of Runglish too. Many technological terms and names of professions (“хаузкиперы”, “муверы”, “драйверы”, “кэшэры”) are not translated by Runglish speakers and are used as they are.

Some scientists define Runglish as a Russian-English pidgin language. In other sources the terms stays for a dialect or pseudo-dialect of English, while sometimes Runglish may just refer to a spoken manner. Languages are changing and this process is practically impossible to control. Many unusual linguistic phenomena are appearing nowadays, such as the examined above Runglish. I consider Runglish to be a spoken manner, since it is not a separate language (as Russian or English), dialect (as Yorkshire dialect or Texas dialect), or pidgin (as Tok Pisin). Yet there is no a precise linguistic explanation for this phenomenon, and whether the status of Runglish is to change is an issue for linguistics of future.