

Variety of English on name boards, bill boards and posters

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Sri Lankan English is now advancing since many researches have been conducted on this particular area. British English, well known as the Queen's English, was considered far superior to other varieties of English spread all over the world. So as an advancing variety which is unique to Sri Lankans we were further curious in finding out the influences it has in this globalized world.

The main objective of this research was to clarify our doubt "do the varieties of English used on name boards, bill boards and posters influence the standard Sri Lankan English?". Moreover we were interested in finding out how effectively English is used in the advertising field of Sri Lanka, peoples' reaction towards the creativity and changes of communicative English and how this issue will effect the future generation.

After analyzing the data which we collected and reading articles and the books relevant to this field, we realized that this revolutionary field of advertising has a strong influence on the standard Sri Lankan English. For instance, we found many features that are uniquely used on Sri Lankan name boards such as code mixing, code switching, borrowings, words with images, different spelling systems, Sinhala words directly translated in to English ,double pluralization , etc. We noted that Sri Lankans pay little attention towards the changes in the standard Sri Lankan English. Further many words have enriched our Sri Lankan English vocabulary. English as the language of the upward mobility, we could discover how this language changes time to time.

Key words: Standard Sri Lankan English, British English, Advertising field, Creativity, Influence

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