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**SOME FACTS ABOUT REGULARITIES
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The aim of the article is to analyze some of the existing language development theories. Some principal linguistic and extra linguistic factors of the language changes are discussed.

The laws of language development – this concept is rather often used in linguistics. But there is still no well-defined and structured approach to this problem. First of all we should mention, the definition "development" itself is seen different by different scientists. Development referred to as the transition of a linguistic phenomenon from one state to another, and the improvement of language, most often in this context is understood as a process of adaptation of the linguistic system to the changing communication needs of society.

B. A. Serebrennikov draws the line between the relative development and absolute one. Changes in language technology, he considers the relative progress. For this kind of change can be attributed to the movement from synthetism to analitism, different assimilations of consonants, simplification of consonant groups, complete transformation of the vowels in reduced, the elimination of syllable smoother and nasal, vocalization of rigid "L", alveolarization of "p", conversion of a solid "r" in [γ] etc.

By and large, all these phenomena reflect the desire to simplify the language, but these trends give rise to permanent divisions within the language system, because inland areas of language are always other processes that create new "areas of tension". Serebrennikov leads in this regard, the example with the development of new-Indian language, in which, after the development of analytical forms of function words that are no longer had their lexical meaning, eventually turned into a new case suffixes. Thus, the relative progress in the language – this is the progress, carried out only for a while.

At the same absolute progress of language, by Serebrennikov, is a serious increase in the number of new concepts, syntactic and stylistic features of language "The growth of social productive forces, science, technology and human culture, constant penetration into the secrets of the world and the increase of information about it, more complex forms of social life and a new relationship between them – all this taken together, bringing to life a large number of new concepts for which the language has to find expression leads to increased social functions of language and the expansion of its stylistic variation "[Serebrennikov 1968 37]

Languages evolve through the relative and absolute progress simultaneously. Difficulties with the allocation of certain universal laws of language development are also connected with the absence in the vast majority of cases, the correlation between the development of thinking and the material means of expression. So, the same value can be expressed in several different ways. Natural language develops spontaneously and without any deliberate plan. Most linguistic studies dealing with the laws of language development, pay attention primarily on the outer, most visible side of the linguistic system – the phonetic level. And on the contrary, the minority linguistic works of the plan is devoted to morphology, grammar, i.e. the study of deep linguistic changes. However, we draw exactly the morphological changes of the language. Thus, when considering the patterns of changes we are most interested in linguistic theory of grammar similarities and we have already mentioned above the principle of economy of language.

Understanding the patterns of development of the linguistic system gives us a clue to the many seemingly inexplicable phenomena in the languages of the world. Zhirmunski wrote "General laws of development inherent in every language

Special laws of development are present in some languages by defining their qualitative characteristics, deployment path and improve the quality " [Zhirmunski 1976 67]. As one of the main regularities of the morphological system of language Zhirmunski calls grammatical analogy, i.e. construction of new grammatical forms in a language like existing ones. Analogy improves grammatical structure of language, developing it, but in each language it operates in distinctive ways, depending on the existing system in it. Grammatical analogy tends to make a grammatical form indicating one of the grammatical content, i.e. regulates the morphology of the language. Nevertheless, in different languages, we find a huge number of grammatical "exceptions" recorded by descriptive grammar. As for the category of plural in the Germanic languages, the exceptions are all nouns and pluraha singularia tantum, showing a vivid example of mismatch of grammatical form and content. This kind of "exception" Zhirmunski sees as " deposition patterns of the past or the birth of new laws that have not yet received the total value " [Zhirmunski 1976 68].

We can distinguish internal and external analogy. In the first case, analogical assimilation take place within the system of inflectional changes to this word. In the second case – within similar features in their various grammatical forms of words that belong to different types of inflection within a grammatical system. Scientists have long recognized the important role of such changes, by analogy to the

evolution of language. Linguists of a certain era saw them as the very opposite of phonetic changes, considering the changes by analogy only a means to avoid the degeneration of language, constantly threatening him.

With regard to the principle of economy, seen in the languages of A. Martinet, she begins primarily in the spoken language. Language opposes any awkwardness, frills, inconveniences in pronunciation and writing. In the event of such complications among native speakers there is a natural tendency to economy of speech resources. Associated with this falling out, or at least reducing unpronounceable sounds in words (as an example we can recall unpronounceable consonants in the Russian language in the words of the type «лестница», «солнце», abbreviated greetings in colloquial German and English «'n Tag!», «morning!», as well as reduced end). During speech the speaker seeks to convey to the listener as much as possible information for the least possible amount of time, so sometimes there are violations of rules and norms of literary pronunciation, but not to such an extent as to affect the understanding of what was said. A key role in everyday speech plays thus not a form but content. However, any changes in the standard language initially, according to Vinogradov, "forged in the smithy colloquially" – therefore, such phenomena can not be ignored in the study of normative form of language.

The principle of linguistic economy, but Martinet is recognized by many other linguists, and is considered to be universal for all languages. In linguistics, the principle of the world economy called for in different ways: G. Paul – actually "saving language means", F. de Saussure – the "law of least effort", O. Jespersen – "the theory of convenience", A. Martinet, G. Sweet, and P. Pass – laconically "principle of economy", and a Russian linguist Polivanov and did call it "laziness of the human". B. Serebrennikov considers linguistic saving one of the manifestations of self-preservation instinct.

Principle of economy in language and speech is also comprehensive, as reflected at all levels of language system: at the phonetic level (contraction and deletion of phonemes), at the lexical one (single word phrases substitution, truncation of words, words merge into a single lexical item), on morphological (the use of analytic forms instead of synthetic conversion of nouns, adjectives and participles, omission or reduction of affixes) and on the syntactical level (using incomplete sentences). In fact, blockage of language not only complicates the work of memory, but also slows down the cognitive processes associated with the production and perception of speech. Therefore, many changes have occurred in the Germanic languages we are considering the period and did not take place without the participation of this principle.

J. NI Baudouin de Courtenay in his research drew attention to another important point related to the operation principle of the economy. In his view, the desire for linguistic convenience can be attributed to not all individuals, but only to some of them. However, they use the reduced form, which can be gradually extended to all of society. Propagation process and legitimizing of the economical forms in regulatory language may take a few centuries.

Despite the fact that in modern linguistics, the question about the patterns and driving forces of the linguistic system is quite topical, he still remains one of the most complex and controversial Achievements of historical linguistics of the XIX and XX centuries are considerable, nevertheless, many approaches to solving the problem of language evolution remain unexplored

The results of studies of the evolution of language systems have been very important for the inclusion of linguistics at the new paradigm of knowledge gradually penetrating into various fields of science and seize their increasingly It is about synergy – the theory of self-organizing systems The word "synergy" comes from the Greek word "synergy" – the promotion, cooperation Proposed by the German physicist H Haken, this term focuses on the coordinated interaction of the parts during the formation of the structure as a whole By Haken's definition, " synergetics engaged in the study of systems consisting of many subsystems of the most diverse nature, such as electrons, atoms, molecules, cells, neurons, mechanical elements, photons, organs, animals and even humans" [Haken 1980 5]

The next step in the development of ideas of synergetics was made by I Prigogin, who discovered the theory of dissipative structures Dissipative structures include spatial, temporal or spatial-temporal structures, that can occur far from equilibrium in the nonlinear region, if the parameters of the system exceeds a critical value Dissipative structures can go into a state of equilibrium only through the shock (as a result of a nonequilibrium phase transition)

Research school of Prigogin showed that the concept of structural stability and order through fluctuations are applicable to systems of different nature "Limits to the structural stability does not exist Instability can occur in any system is only appropriate to introduce perturbations "[Prigogin 1991 46]

Thus, attention focused synergy primarily on studying the mechanisms of self-organization of complex systems at the time of unstable states, and when determined by the output of the system on one or a very different trajectory to stability It is logical that one of the major problems of synergetics is the disclosure of internal and external laws of system evolution Mechanisms of self-organization and self-regulation, operating system, language, namely fluctuations and selection rebuild it closer to the optimum steady state and optimum adaptation to the environment It is the fluctuations are considered in synergetics driving force behind the development of the linguistic system, it depends on them the possibility of formation of a new order [Arshinov 1999 57] The concept of synergy include the definition of bifurcation points, the fluctuations of dissipative structures, attractors

Bifurcation point – this is the point of instability of the system, in which a range of options of moving to another state occurs, and there are many options for ways to develop Choosing the best option, the system continues its ongoing development until the next bifurcation point In dissipative structures due to the interaction of the system with the external environment is the dispersion chaotizing elements causing the vibration of the system Sometimes, the fluctuations are so severe that existed before the organization does not stand up and collapses Thus

the dissipative structures are organizations of a higher degree of complexity than destroyed the previous ones

The notion of an attractor also is in synergetics of great importance. Attractor – is "relatively stable state of the system, which is as it attracts the whole set of "trajectories" defined by different initial conditions [Knyazeva, Kurdyumov 2005: 27]. From this it follows that if an unstable system falls in the gravity field of a certain attractor, it will inevitably evolve to a stable state and can be in it until yet, for whatever reason will not come again into an unstable state.

Unified theory of evolution synergetic linguistics has not yet been created, despite the fact that accumulated extensive theoretical material confirming the spontaneous movement of the language. Currently, linguistics faces the need to create an integrated concept of language. The subject of evolutionary synergetic linguistics is the phenomenon of spontaneous – self-organizing structures in different periods of the language system. One of the problems of the theory – the disclosure of internal and external laws of evolution this system.

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Abstract

The paper discusses interdiscursivity as a specifying feature of journalism on blogs. Journalistic blogs represent new communicative strategies of interaction with its audience and new approaches to construct its content. It is claimed in the paper that these innovations affect meaning structures of journalistic messages, since they are regarded as a combinative result of different discursive practices (visual, verbal and aural, political, journalistic,