

same or similar meaning and start using them in everyday speech ("lore" – knowledge, legend. It is used in the sense of brief information about a person). Words transferred from games, other languages, films, etc., often fulfil the role of simplification of language and transmission of thought ("пинговать" – used to express a slow internet connection or a person being slow in thinking).

Linguistic activity among young people is not limited to the use of slang expressions. In parallel, there is a large number of examples of their positive, renewing and enriching the Russian language. This phenomenon does not allow the language to harden and keeps it in constant motion, not allowing it to become obsolete and then – dead.

With the increasing influence of the Internet on society, it is becoming easier for people to use in speech the words they often encounter on websites and programmes. On the one hand, this phenomenon can be considered a degradation of the native language (here specifically Russian), on the other hand, it leads to the simplification of language. Any language in the modern world strives for this, especially in the conditions of accelerated rhythm of life. Involvement of words from foreign languages in many ways simplifies the interaction of young people among themselves, but complicates communication between young people and the older generation.

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NAVIGATING THE COMPLEXITIES OF THE MODERN LINGUISTIC-CULTURAL LANDSCAPE

Ориентирование в сложностях современного лингвокультурного общества

In our rapidly evolving, interconnected world, the evolution of the linguistic-cultural landscape has taken on distinct characteristics that profoundly influence our societies. The interaction between language and culture has always been dynamic, but in today's context, several notable factors come into play. Firstly, the digital revolution has revolutionized our modes of communication across linguistic and cultural borders. The advent of the internet, social media, and instant messaging has given rise to a globalized digital realm where languages and cultures blend. This presents both challenges and opportunities. It facilitates connections and idea exchanges among individuals from diverse cultural backgrounds, yet it raises concerns about preserving linguistic and cultural diversity, as dominant languages and cultures often dominate online spaces. Secondly, migration and urbanization

have resulted in multiculturalism in various regions, leading to the coexistence of multiple languages and cultures within the same geographic area. This underscores the importance of effective intercultural communication and understanding. Institutions and individuals increasingly recognize the value of linguistic and cultural diversity, prompting efforts to promote multilingualism and intercultural education. Moreover, the economic interdependence of nations has driven the demand for linguistic skills in the business world, emphasizing language proficiency as a valuable job skill. In education, there's a growing emphasis on teaching languages not just as tools for communication but as gateways to understanding different cultures, fostering cultural empathy and appreciation. Preserving endangered languages and cultures is another facet of modern linguistic-cultural development. As globalization advances, indigenous languages and cultural practices face the threat of extinction, leading to efforts to document, revitalize, and promote them for future generations. Furthermore, the evolution of the modern linguistic-cultural environment is closely tied to issues of identity and belonging. People from diverse linguistic and cultural backgrounds often navigate the delicate balance between preserving their cultural heritage and assimilating into the dominant culture of their surroundings. This has led to the emergence of cultural competency training in various sectors to ensure respectful interactions across cultures. In the realm of media and entertainment, global consumption and production have resulted in the cross-pollination of cultural elements, enriching the artistic landscape and fostering interconnectedness among global audiences. In politics and diplomacy, language plays a crucial role in international relations. Multilingualism is an asset in diplomacy, enabling effective negotiation and communication on the global stage. Modern linguistic-cultural development extends into technology and artificial intelligence, with language technology breaking down barriers and facilitating cross-cultural communication. However, digital platforms also pose challenges, such as the spread of misinformation and cultural stereotypes.

Additionally, cultural diplomacy, through exchange programs and events, promotes languages and cultures abroad, contributing to a nation's soft power and global influence.

Education systems are adapting to the specifics of the modern linguistic-cultural environment by incorporating global perspectives into curricula, offering online language courses and language exchange platforms.

In conclusion, the specifics of modern linguistic-cultural environment development encompass identity, cultural sensitivity, media, diplomacy, and technology. Adapting to these dynamics is essential for individuals, institutions, and societies to thrive in our increasingly diverse and complex global landscape.

Embracing linguistic and cultural diversity, promoting intercultural understanding, and fostering global cooperation are crucial steps toward a more harmonious and inclusive future.