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## **MODERN PROBLEMS AND TRENDS IN THE DEVELOPMENT OF LANGUAGE AND CULTURE**

### **Современные проблемы и тенденции развития языка и культуры**

Historically, language and culture are closely linked. They form a lingual-cultural environment.

In scientific understanding, the term "lingual-cultural environment" refers to a combination of linguistic and cultural factors that form the context in which communication takes place. It covers the language(s) spoken, cultural forms, values, beliefs, customs, and behavior of a particular group or community.

In today's dynamic environment, languages and cultures interact and develop, shaping how we communicate and perceive the world around us. Understanding the specifics of this development is crucial for adaptation and prosperity in an increasingly interconnected and diverse global community. The development of the modern linguistic and cultural environment is influenced by various factors that contribute to evolution and also cause problems.

One of the main characteristics of the 21st century is globalization. The interconnectedness of economies, markets and societies has contributed to the expansion of the exchange of ideas, values, traditions between cultures, to the cross-border spread of languages. This led to the emergence of multicultural societies and the mixing of different languages, the creation of new linguistic and cultural phenomena, contributed to the development of tolerance, empathy and global citizenship.

Migration and mobility have become an integral part of the modern world. The movement of people across countries and continents has led to the emergence of hybrid cultures and the need for multilingualism in many societies.

However, as a result of mixing the characteristics of different cultures, some of them may prevail and even displace the traditions and languages of small nations. In this regard, there is a need to revive and preserve the languages and cultural characteristics of indigenous peoples and endangered languages. This leads to increased support for language documentation, educational initiatives, and cultural preservation initiatives. Efforts are being made to ensure cultural diversity and inclusivity – equal representation and respect for different languages and cultural traditions.

Modern society is developing under the influence of technological advances, so they play a significant role in shaping the linguistic and cultural environment. The advent of the Internet, social networks, language learning applications and other digital platforms revolutionized communication and allowed people from different cultures to effortlessly establish contacts and interact. This has led to the emergence of new forms of linguistic and cultural expression, such as emojis, memes and viral trends. But the language is a flexible structure and adapts to the nature of its speakers under the influence of technology and social trends, as a result of which it can not only evolve, but also degrade, becoming clogged with slang and an excessive number of foreign words.

Being a social characteristic, the linguistic and cultural environment needs to be controlled. Healthy trends of globalization should be supported in every State in order to enrich the cultural layer of the people and preserve their traditions. Governments and institutions pursue a language policy, taking the initiative in promoting bilingual education, securing the rights of one or more official languages, which contribute to the development of the language landscape.

In general, the modern linguistic and cultural environment is characterized by increased interconnectedness, multiculturalism, technological advances and efforts to preserve and promote linguistic and cultural diversity. It is important for individuals and communities to embrace the complexity and dynamism of linguistic and cultural development, adapt to the changing language landscape, and foster openness and inclusivity in order to thrive in an increasingly interconnected and diverse global community.

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## **SUBTITLING MOVIES AS A SPECIAL TYPE OF TRANSLATION**

### **Субтитрование фильмов как особый вид перевода**

Subtitling is one of the ways that allows a translator to translate films quickly and efficiently.

The purpose of the work is to study the technical aspects and ways of translating subtitles from English into Russian. The relevance of the research is the rapid development of the global film industry, which increases the demand for translation of film products to maintain intercultural contact. The research material is the titular translation of Luc Besson's film "Valerian and the City of a Thousand Planets".