

In this way, words defining new realities and having great importance are currently functioning in the modern Russian language. In terms of frequency of use they exceed Russian analogues, most of the borrowed words have become irreplaceable. In the process of assimilation foreign-language words undergo changes, obeying the laws of development of the Russian language, they adapt to Russian word formation, grammatically fit into the Russian environment. The use of economic terminology and its activation in the special terminosphere is a feature of our time.

Reference

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TRENDS IN THE DEVELOPMENT OF THE LINGUISTIC ENVIRONMENT IN THE PROCESS OF GLOBALIZATION

Тенденции развития языковой среды в условиях глобализации

Goal: to create an initial theoretical understanding of the best ways to develop the linguistic and cultural environment based on the influence of the globalization process.

Relevance of the study: Globalization currently has a huge scale and importance in people's lives, its influence on the linguistic environment is enormous, and with a competent approach to the joint development of the process of globalization and the development of the linguistic environment, it is possible to avoid a social crisis and usher in a new stage in the development of humanity, deprived of a number of linguistic and cultural problems.

Language is primarily a means of communication, transmission of information, expression of feelings and emotions, and has a secondary function of reflecting national culture, ethnic identification and demonstrating the traditions of the people who consider this language their native language.

In general, the process of globalization has a complex and multifaceted impact on the development of the linguistic and cultural environment. It stimulates diversity and interaction between languages and cultures, but also leads to the loss of diversity and the protection of cultural heritage, increases interethnic and intercultural communication, leads to contacts and understanding between different cultures and languages, which in turn affects the development of the linguocultural environment. Based on the definition, we can assume two main interpretations of the influence of this process on the linguistic and cultural environment:

- positive (Language integration in education: incorporating the study of different languages into curricula to develop intercultural understanding and communication)
- negative (The growing monopoly of one language can lead to the extinction of many less common languages and cultures. In addition, the influence of globalization can lead to the simplification or distortion of language and culture under the influence of mass culture and standardization)

Having set the task of maximizing the effective development of the linguistic and cultural environment through globalization, it is worth making the following decisions: creating a unified linguistic environment for the population and preserving the nation's own language as a spiritual and cultural heritage.

The main goal of the language policy we propose is the bilingualism of each nation: knowledge of a single international language for barrier-free exchange of knowledge and knowledge of one's own language for a full understanding of the culture of one's people.

Based on the above information, we can draw a conclusion about the expected results of such decisions:

1. Improving access to education: providing opportunities to learn a variety of languages for all students, including those with special needs or language barriers.
2. Development of multilingual skills: support the learning of multiple languages from childhood to develop cognitive abilities and improve adaptation to different cultural environments.
3. Preservation of cultural heritage: The study and preservation of various languages helps to preserve and pass on the traditions, customs and history of cultures.
4. Strengthening international relations: knowledge of several languages contributes to better understanding and cooperation between countries and peoples.

Research results: we presented a simplified model of a new world language policy, and also identified the main potential problems and advantages of this direction of development.

We regard our work as a presentation of the idea of “unifying humanity by breaking down language barriers” and hope for its further implementation. It is important to understand that we humans can only develop and improve by negotiating.