

approaches to male and female audience, as well as the use of grammatical and lexical means to create and maintain gender images in advertising texts.

V. Naumovich

В.В. Наумович

БГЭУ (Минск)

Научный руководитель И.В. Ивашкевич

THE INTERACTION OF LANGUAGE AND CULTURE: THE DYNAMICS OF THE LINGUISTIC AND CULTURAL ENVIRONMENT

Взаимодействие языка и культуры: динамика лингвокультурной среды

Nowadays, where information flows and globalization changes cover the whole world, the relationship between language and culture acquires special forms and dynamics, forming a modern linguistic and cultural environment. This close connection is a key factor in the formation of collective cultural memory and has an impact on our perception of the world around us.

With the development of digital technologies and the spread of social media, language ceases to be a static means of communication and is actively involved in the formation of digital culture. New linguistic practices, such as abbreviations, emojis and specific lexical slang, have an impact on thinking and perception of information. Technologies influence the language itself, contributing to the evolution of vocabulary and the emergence of new words and expressions. The language becomes flexible, adapting to the challenges of the modern world, which is manifested in the creation of terms related to new technologies and the digital environment.

The modern linguistic and cultural environment is also characterized by multilingualism, which serves not only as a means of communication, but also as a unique tool for preserving and transmitting cultural heritage. The diversity of languages forms a rich cultural mosaic, where each language reflects the unique features of its community. In the context of globalization, when interrelations are becoming more and more close, the interaction between language and culture plays a key role in preserving cultural identity. Language becomes not only a transmitter of cultural features, but also a means of preserving them in conditions of cultural diversity.

During the analysis of the interaction of language and culture in the modern linguistic and cultural environment, it becomes obvious that these two elements are closely intertwined and mutually influence each other. In the modern world, saturated with information and technology, new approaches are needed to study and understand the dynamics of language and culture. The era that came with the advent of the digital

era turned the language into an active participant in digital culture, and also made its own adjustments to the landscape of language practices, including the use of emojis and abbreviations reflecting current trends in society. The modern dynamics of the linguistic and cultural environment poses many challenges and opportunities to society. Understanding these dynamics and their impact on the cultural perception of the world is becoming the subject of attention of researchers, opening up new horizons for studying the interaction of language and culture in an era of change.

О. Pasechnik

О.А. Пасечник

Международный университет «МИТСО» (Минск)

Научный руководитель В.Б. Скромблевич

THE PLACE OF LINGUOCULTUROLOGY IN THE SYSTEM OF RELATED DISCIPLINES

Место лингвокультурологии в системе смежных наук

Studying language and culture can be considered as linguistic culturology occupying a special place in the world of various disciplines. The aim of the work is the research of the conceptions of present day scholars and the definition of the linguistic culturology role in adjacent areas.

Right now, the linguistic culturology as an independent area of knowledge is faced with a complex object of study, namely the interaction between language and culture. V.A. Maslova points that linguistic culturology being an independent discipline must solve its own unique objectives and give answers to the following questions: 1) To what extent does culture influence the formation of the language conceptions?; 2) What “cultural meanings” are attached to the constituent meanings of the linguistic character?; 3) Are the speakers and listeners aware of those meanings and how do the latter influence the speech strategies?; 4) Does the cultural-linguistic competence of the native speakers exist in practice being manifested in texts and recognized by the native speakers through the cultural meanings (under the cultural-linguistic competence we understand the natural mastery of the linguistic process of the formation and perception of speech and the understanding of cultural principles) [1, p. 31–32].

Z. K. Sabitova, having studied of various scholars in the field of linguistic culturology, define the following tasks of this discipline: 1) the identification of cultural semantics of linguistic units in their usage which reflects the cultural-national mentality of the native speakers; 2) the description of the linguistic world picture – the compendium of the knowledge of the world reflected in the language; 3) the