

developed in lessons both orally and in writing: the peculiarity of the design of text-based problems is to fill out tables and describe actions with the initial data, as well as explanatory comments on the answers. So, when solving this problem, you can fill out a table where you indicate the number of parts manufactured, designate the number of workers, choose which of the unknown values is most convenient to take as «x», or write down the same data in the form of a text that is compiled according to the example: «Let x is the number of parts manufactured by the third worker, then 3x (parts) were manufactured by the first worker...», where to mention all the data necessary for the solution.

Thus, we can conclude that solving text-based problems helps develop students' communication skills, which can become the first step in the process of developing linguocultural competence.

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THE FEATURES OF THE DEVELOPMENT OF THE MODERN LINGUOCULTURAL ENVIRONMENT

Особенности развития современной лингвокультурной среды

The modern linguocultural environment is a dynamic and rapidly evolving space characterized by diverse cultures, languages, and communication patterns. This article aims to explore the key features and trends shaping the evolution of this environment, as well as their impact on individuals, communities, and societies.

1. **Diversification of Languages and Cultures.** The growth of globalization and the rise of technology have led to a significant increase in the number of languages spoken around the world. This diversification has created a more inclusive and vibrant linguistic landscape, allowing for greater cultural exchange and understanding. However, it also brings challenges, such as the need for effective translation and intercultural communication.

2. **Increased Mobility and Connectivity.** With the advent of social media, instant messaging, and online travel services, individuals and communities have become more connected and mobile than ever before. This has not only facilitated communication and collaboration across geographical and cultural boundaries but has also enabled people to access information and participate in global events from wherever they are.

3. **Emergence of New Modes of Communication.** One of the key aspects of the development of the modern linguocultural environment is the emergence of new

modes of communication. With the spread of digital technologies and social media, people around the world have gained access to unprecedented amounts of information and opportunities for communication and interaction. This has resulted in the emergence of new forms of communication, such as online forums, blogs, social networks, and messengers, which allow people to communicate and exchange ideas remotely.

4. Growth of Digital Literacy. Along with the rise of new modes of communication, there has been a significant improvement in digital literacy. This has enabled individuals to navigate the linguistic and cultural complexities of the modern world while also providing opportunities for education and employment.

5. Impact of Globalization on Language Learning. Globalization has had a profound effect on language learning, with more people seeking to learn foreign languages for personal and professional reasons. This has led to the emergence of new teaching methodologies and resources, as well as a growing demand for language teachers and interpreters.

6. Challenges Faced by Minority Languages. Despite the diversification of languages, some are facing serious challenges, such as language attrition, discrimination, and a lack of access to education and health services. These issues highlight the need for policies and initiatives that promote linguistic diversity and protect minority languages from extinction.

In conclusion it should be noted that the features and trends outlined in this article illustrate the complexity and dynamism of the modern linguocultural environment.

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EVOLUTION OF LINGUOCULTURAL ENVIRONMENT IN THE DIGITAL AGE

Эволюция лингвокультурной среды в эпоху цифровизации

The digital age has brought about remarkable linguistic transformations. The way we communicate online differs significantly from traditional written and spoken language. The brevity and informality of online communication have given rise to new linguistic and stylistic features. Emojis, for example, have become a universal form of expression, transcending language barriers. Acronyms like “LOL” (laugh out loud) and “BRB” (be right back) are widely used in text messages and social media