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P. Shestak

П.А. Шестак

БГЭУ (Минск)

Научный руководитель Н.В. Батищева

THE IMPACT OF THE MODERN LINGUISTIC AND CULTURAL ENVIROMENT ON COMMUNICATION

Влияние современной лингвокультурной среды на коммуникацию

In the modern world, the influence of the linguistic and cultural environment on communication is becoming increasingly significant. The linguistic and cultural environment includes the language, culture and social norms that develop in society. This has a significant impact on the communication process, including all aspects of communication - verbal and non-verbal. The purpose of the work is to study the modern linguistic and cultural environment of the communication process.

The state of the modern linguistic and cultural communication environment is manifested in several aspects. Firstly, the modern linguistic and cultural environment enriches the language with new words and their meanings [1, p. 45]. The development of modern technologies, the Internet and social networks lead to the emergence of new terms and abbreviations. This requires people not only to know and understand these new words, but also to be able to use them in accordance with the rules of communication. For example, youth slang is becoming commonplace in communication among teenagers, but can cause confusion and misunderstanding among the older generation.

Secondly, the modern linguistic and cultural environment influences the nonverbal aspects of communication. With the development of technology, it has become possible to communicate separately from direct contact. People are increasingly communicating through text, email or social media, which limits non-verbal interaction. This leads to the fact that in written communication people can choose more means of expressing their thoughts than in oral speech. For example, using emoticons and emoji to express emotions and intentions.

Thirdly, the modern linguistic and cultural environment determines communication standards. The virtual world of social networks creates its own rules and norms of communication [2, p. 47]. For example, *shares*, *comments*, and *likes* can be considered an assessment of communication and can influence a person's

level of self-esteem. This can lead to the formation of a certain image and behavior when communicating [3, p.124].

Furthermore, the modern linguistic and cultural environment also plays a crucial role in shaping identity and social relationships. Language and culture are closely intertwined, and they influence the way individuals perceive themselves and others. Understanding the nuances of language and culture can help us navigate diverse social contexts and build meaningful connections with people from different backgrounds.

In conclusion, it is worth mentioning that the influence of the modern linguistic and cultural environment on communication is an integral part of modern life. It manifests itself in enriching the language with new words and meanings, in changing the non-verbal aspects of communication and in defining standards and norms of communication. Changes in this environment, brought about by technological, social and cultural changes, have a significant impact on the way we interact and share information. To communicate effectively in the modern world, it is necessary to take it into account and adapt to the changing linguistic and cultural environment.

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Yu. Shishkova

Ю.С. Шишкова

УлГПУ им. И.Н. Ульянов (Ульяновск)

Научный руководитель Ю.С. Леучева

YOUTH SOCIOLECT: HOW TO BE ON THE SAME PAGE WITH YOUNG PEOPLE IN FRANCE AND GREAT BRITAIN

Молодежный социолект: как быть на одной волне с молодежью во Франции и Великобритании

Within this intricate tapestry of linguistic diversity, youth sociolect plays a pivotal role. It belongs to the dynamic, ever-evolving linguistic subgroup that is characterized by unique vocabularies, expressions, and communication styles. We suppose that understanding lexical features of youth sociolect is crucial to