

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".

First of all, it is necessary to define the concept of "subtitle". According to L.P.Krysin's Explanatory Dictionary of Foreign Words, "subtitling is an inscription in the lower part of the frame of a movie, which is a recording or translation of the characters' speech" [1].

The above definition makes it possible to identify a characteristic feature of subtitles – the presence of temporal and spatial criteria [2]. The time frame implies that the text on the screen should be 4.5 seconds, which allows the viewer to have time to read and perceive the information. Spatial frames include the allowed number of lines on the screen. The text should not cover the picture, so up to three lines with a limited number of characters are allocated for subtitles. To compress the text, insignificant details for the plot are removed from the text.

Let's consider ways to translate subtitles using the example of the statements of the characters in Luc Besson's film "Valerian and the City of a Thousand Planets".

Spoken text: *«I know I can be full of myself sometimes, but I'm dead serious about my proposal».*

Subtitle text: *«Иногда я витаю в облаках, но насчет предложения я абсолютно серьезен».*

Here the English expression «I can be full of myself» is translated into Russian by an adequate replacement as *«Я витаю в облаках»*. Also, a suitable equivalent was chosen for the idiom «dead serious» – *«совершенно серьезен»*.

Another example is based on the dialogue of the main character with fantastic creatures.

Spoken text: *«It's to avoid such situations...that all of our information...is divided three ways...Kill one of us...and you kill the information».*

Subtitle text: *«Давай избегать таких ситуаций...потому что информация...разложена на три отдела...Завалишь одного из нас...у нас вся инфа будет...очень жалкая».*

Here a reduced vocabulary was chosen by the translator (*Kill one of us – завалишь одного из нас*), reduction (*the information – инфа*), modulation (added the phrase *«очень жалкая»*, which is missing in the original).

The comparison of English and Russian subtitles shows the use of variable translation transformations by the translator, which help to convey the emotional message of the characters' replicas.

Thus, the translator must translate the text succinctly and, at the same time, keep the phrases consistent with the context of the situation on the screen when translating subtitles.

## References

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## **MAIN PATH OF DEVELOPMENT OF THE LINGUAL AND CULTURAL ENVIRONMENT OF MODERN SOCIETY**

### **Основные пути развития лингвокультурной среды современного общества**

The purpose of the research is to consider how and in what way the lingual and cultural environment of modern society is developing.

At the present stage of development of international relations in different countries, the question of the development of the lingual and cultural environment is the most important. Our country is acquiring more and more partners in the form of other countries, for example, for the purpose of exporting and importing goods. To build international relations, it is necessary to arouse interest among our society in learning the languages of different countries of the world and understanding their cultures. Many employers, when hiring employees, put forward requirements for a high level of knowledge of foreign languages. That is why in every school, starting from the elementary grades, schoolchildren study at least one foreign language, and at the end of the school program they have to do a mandatory exam to control the level of knowledge of this language.

At the next level of education, be it a higher educational institution or a secondary vocational school, they continue to study a foreign language, which indicates the government's high interest in the development of the linguistic environment. In addition to all this, there are many courses that offer language learning even with zero knowledge, upon completion of which you can receive a certificate with your level of proficiency in this language. Many companies that cooperate with foreign companies can hire a specialist with a good level of knowledge of the required areas and skills, but without knowledge of the required language, because they teach foreign languages right in their company, this also suggests that linguistic knowledge is required even if you are a good specialist in your field.

In addition to knowledge of the language itself, it is necessary to study the cultural characteristics of countries. If you happen to communicate directly with foreign partners, then you at least need knowledge of the rules of greeting, the usual and non-verbal communication of the culture of your interlocutor. For example, if in