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ROYALTY

Роялти

When we translate from English into Russian, some words are translated incorrectly, because of their similarity in spelling or pronunciation, as well as, as it seems to us, "single-root words". Such words in the book "Translation course (English-Russian)" V.S. Slepovich calls «false friends of the translator». So, for example, some words that have passed into Russian from English are no longer translated and have their own meaning: makeup, outsourcing, briefing, etc. This phenomenon is called Anglicism. «False friends of the translator» include: aspirant (претендент, а не аспирант), magazine (журнал, а не магазин), prospect (перспектива, а не проспект), etc.

In economic relations, there are also words that seem obvious in translation, but have a completely different meaning. One of these words can be called «royalty». The root word is royal. Logically, we think that this is something related to the kingdom or wealth, but everything is a little different.

Royalty is a payment that the franchise buyer regularly pays to the company for using its brand, experience, business reputation and technology. The term "royalty" comes from the English word royalty, which means "royal" or "state". Initially, it was applied exclusively to payments that entrepreneurs paid to the state for mining

The concept of "royalty" is used in various industries: rent, duty, copyrights, patents, payment of a share for ownership, etc. However, this term is most often mentioned in franchise processes. It is one of the ways to earn income for intellectual works, such as music, literature and technical developments. Royalties are widely used in various sectors of the economy. In the music industry, composers and performers receive royalties for using their songs on radio, in films, at concerts and other venues. Authors of books and magazines receive royalties from publishers for publishing and distributing their works. In the field of patents and inventions, their owners receive royalties from companies that use proprietary technologies or products. Usually, the amount of royalties is determined in the contract or in the license agreement and depends on the characteristics and popularity of the product or service. Royalties are an important source of income for many creative people and companies. They allow authors and inventors to receive money for their ideas and intellectual works without having to commercialize them themselves. In addition, royalties can stimulate innovation and the development of new products and services, as they create a financial motive for research and development of new ideas.

However, there are also some problems and controversial points related to royalties. For example, some copyright holders may find it difficult to control the use of their intellectual property rights, especially in the digital age, when copying and distributing content is becoming easier. In general, royalties are an important and widespread mechanism that allows authors and copyright holders to receive income for the use of their intellectual works. They promote innovation and the development of new products and services. However, modern technologies and changes in the field of intellectual property call into question the effectiveness and fairness of the royalty system.

Example of royalty payment: "A music lover listened to his favorite song. For each reproduction of the composition on the official resource, the copyright owner receives royalties."

The amount and terms of royalty payments may vary in different countries depending on local laws, tax rates and copyright holder policies. For example, in India, royalty payments are taxed at 10% by default for non-residents, with the exception of some special industries. Tax agreements can be applied to avoid double taxation.

An interesting fact, the word royalty is also used as a kind of apple trees. Thus, studying the features of translation from English into Russian is necessary for economic specialties to be a competent specialist and understand international economic terms.

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SPECIFICS OF MODERN LINGUAL-CULTURAL ENVIRONMENT DEVELOPMENT

Специфика развития современной лингвокультурной среды

The evolution of language is inherently intertwined with the cultural environment in which it thrives. Culture plays a defining role in shaping the trajectory and attributes of linguistic development. Furthermore, as we examine the 21st-century linguistic landscape, it is evident that technological advancements and digital connectivity have played a crucial role in shaping the way people communicate and engage with different cultures. Modern Messengers have brought together people from diverse linguistic and cultural backgrounds. Users can communicate with friends, family, and acquaintances globally, fostering cross-cultural connections.