

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.

A. Yashina

А.В. Яшина

БГЭУ (Минск)

Научный руководитель Н.А. Михайлова

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.

Digital platforms have enabled instant cross-border communication, leading to the globalization of languages and cultures. The emergence of applications like Google Translate has made it easier for people to bridge language barriers. Users can instantly translate text and even use the camera to translate signs or printed text in real-time.

The emergence of online communities and virtual spaces has created new avenues for cultural exchange and language adaptation. Moreover, emoticons in digital communication overcome language barriers. These symbols express emotions and ideas universally, making them a significant part of modern digital language.

Within the ever-evolving framework of modern lingual-cultural environments, it is noteworthy to explore the growing prevalence of multilingualism. In modern lingual-cultural environments, multilingualism is increasingly common. This is commonly spoken in communities where both languages coexist, leading to a unique linguistic blend. In the United States, you will find examples of "Spanglish," a fusion of Spanish and English.

As people interact across cultural boundaries, languages and cultures influence each other, resulting in a fusion of linguistic and cultural elements. By way of illustration, in India "Hinglish" is a blend of Hindi and English.

This blending of languages and cultures creates unique, hybrid linguistic expressions and cultural phenomena. For example, K-Pop. The global popularity of Korean pop music demonstrates how a cultural export can have a profound impact on the linguistic landscape. Fans worldwide often learn Korean phrases and lyrics.

In modern lingual-cultural environments, it is imperative to examine the profound impact of globalization and cross-cultural understanding. This phenomenon has paved the way for the seamless flow of ideas, people, and products across borders. A deeper understanding of diverse languages and cultures is essential in fostering successful global relationships, both in business and in diplomacy. For example, English has become the global language of diplomacy, enabling international diplomats to communicate effectively.

The modern lingual-cultural environment underscores the importance of adapting to the globalized world, promoting cross-cultural understanding, and respecting cultural diversity. To give an example, cultural festivals like Diwali, Chinese New Year, and Oktoberfest have gained popularity worldwide. These events celebrate diverse cultures and promote cross-cultural understanding.

In conclusion, in the grand tapestry of our world's lingual-cultural environments, we have unveiled the remarkable specifics that define our modern age. Technology, multilingualism, and globalization are the brushstrokes shaping this ever-evolving canvas. These specifics empower us to connect, foster cross-cultural understanding, and celebrate the diverse linguistic and cultural landscape of our interconnected planet. In this era of boundless communication and fusion of cultures, our understanding of these specifics becomes the cornerstone of a world where the vibrant diversity of our lingual-cultural environments is not just acknowledged but cherished.