

frequently encourage improvisation and experimentation, reflecting a cultural focus on personal expression. Spanish: Community and regional heritage are central. Hosts celebrate local ingredients and techniques, often tying dishes to cultural identity and shared culinary traditions.

4. Delivery Pacing and Tone: Russian: Delivery is measured and deliberate, with a calm and reassuring tone that emphasizes trust in the host's expertise. English: English-speaking hosts use varied pacing and a cheerful tone, creating a lively atmosphere that keeps viewers engaged. Spanish: Rapid, energetic delivery is typical, with enthusiastic shifts in tone that align with the passionate nature of Spanish culinary traditions.

5. Gestural Differences: Russian: Gestures tend to be minimal and controlled, focusing attention on the process and ingredients rather than the speaker.

6. English: Gestures are dynamic and illustrative, often used to demonstrate techniques or emphasize key points in the recipe. Spanish: Gestures are expansive and dramatic, mirroring the expressive verbal delivery. They serve to draw the audience into the host's enthusiasm and energy.

7. Emotional Engagement: Russian shows evoke feelings of nostalgia and comfort, often through references to family traditions and cultural heritage. English: Emotional engagement is built through humor and relatability. Hosts often share personal anecdotes or address viewers directly to create a sense of connection. Spanish cooking shows use passionate language and shared cultural references to evoke pride and joy in culinary traditions, fostering a strong sense of community.

8. Cultural Reflection: Russian: The emphasis on tradition and careful explanation reflects Russian values of precision, cultural continuity, and respect for expertise. English: The focus on individualism, creativity, and accessibility aligns with the cultural emphasis on personal choice and innovation. Spanish: The celebration of regional diversity and communal experiences highlights the deep cultural pride and strong social bonds inherent in Spanish-speaking cultures.

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HYBRIDIZATION OF LANGUAGES AND CULTURES: NEW FORMS OF IDENTITY EXPRESSION

Гибридизация языков и культур: новые формы выражения идентичности

In recent years, there has been a growing exultation of local cultures and traditions throughout the world, sometimes with consequences that are far more tangible in terms of

customs or folklore. Yet such local glorification is not merely a manifestation of resistance against globalization; conversely, the fruits of an exchange of experience at the local level often make this resistance possible. The tendency today for both linguistic and cultural hybridization is, in part, the product of an acceleration in relations between local communities and the rest of the world, also thanks to the existence of parallel and complementary channels and bridges that have always facilitated such relations. Linguistic identification today is generally perceived as being less and less rigid and is seen as being more and more fluid and divisible. The constitution of ethnic groups with superimposed ties is rather a sign of the process of cultural and linguistic inclusivity that has been carried out in Europe and in the Mediterranean basin, to which we are deeply and indissolubly linked.

The perception of otherness has been made more complex by the fact that the other can assume multiple, flexible, changeable looks; it is not always possible, either in linguistic or in cultural terms, to recognize or build walls between us and them. We are living in an epoch in which everyday life inevitably makes local-global encounters more natural and flowing, increasing the number of those who enjoy double or triple cultures in the same way in which multilinguals speak two or three different languages and can switch between them by means of the same mental mechanism. The acquisition of dual or triple linguistic or cultural identities has, regarding their future benefits, an intrinsic educational value for society, particularly in the case of first-generation immigrants and their descendants. This is equally the case both when studying and when exercising the fundamental freedom of expressing one's own identity, in any of its multiple components, be they linguistic and/or cultural, old and new.

The theme of hybrid identities has an important interdisciplinary aspect, as they are associated with a number of human fields: literature, anthropology, history, economy, philosophy, psychology, linguistics, and education. Initially, this phenomenon was described in areas of culture such as literature, art, and language. There are other modern researchers who also explore the impact of such phenomena, associated with new technologies and globalization, on personality formation. However, such a rapidly integrating world today requires continuous reflection. In the process of applying psychological knowledge to real life regarding this problem, the role of language and culture in people's lives is often underestimated; culture and language do not occupy a prominent place in relation to society and personality in its structure.

Language borrowing, closely tied to national language and ethnic identity, is widespread today. The rise in foreign and international words reflects global linguistic and cultural exchange. Special focus is placed on lexical and phraseological values, analyzing how borrowed units function or co-function with native elements, adding meaning and status traits within the national language system. Studying functional changes in borrowed language reveals language as an identity, cultural carrier, value reservoir, and national collection. Thus, examining curiosities and contradictions in the borrowing and discarding process is crucial for verifying and assessing borrowed units.