

involvement and interest, which, in turn, makes the learning process more effective and efficient.

The results of the study confirm that the use of games with memes in teaching English significantly increases pupils' motivation, improves their vocabulary and promotes a deeper understanding of language features. The findings highlight the prospects of integrating cultural and modern elements into the educational process, which opens up new horizons for effective language teaching in a modern school setting.

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## **FEATURES OF THE DEVELOPMENT OF THE MODERN LINGUO-CULTURAL ENVIRONMENT**

### **Особенности развития современной лингвокультурной среды**

The modern linguo-cultural environment is constantly evolving, which is closely linked to dynamic changes in social, political, and technological spheres. One of the most prominent factors influencing this environment is the development of media communications, which have a profound impact on language practices, culture, and public perception of information. Media linguistics, as a scientific discipline, explores the interaction between language, media, and culture, analyzing how media formats influence language use and how they shape public consciousness. Thus, the aim of our research is to identify the peculiarities of the modern linguo-cultural environment.

Modern mass media, including television, radio, internet platforms, and social networks, play a key role in shaping the linguo-cultural environment. Unlike traditional media, new digital media are characterized by high interactivity and offer vast opportunities for personalized communication. The emergence of formats such as blogs, podcasts, vlogs, and social networks significantly broadens the ways in which language is used, creating new language practices. In the media reality, the traditional boundaries between written and spoken language become blurred, leading to the appearance of new genres and styles of communication.

Media linguistics develops approaches to analyzing the interaction between language and media from various scientific perspectives. This includes not only linguistic analysis but also cultural, sociological, and psycholinguistic research. Media linguistics examines how media content shapes social stereotypes, identity, and the perception of reality. It also focuses on the transformation of traditional genres and communication formats, such as

news, interviews, reports, and advertising materials, and their influence on public moods and the perception of social and cultural phenomena.

With the development of global media platforms such as the internet, language and cultural practices are increasingly being borrowed and spread. Globalization leads to the dissemination of cultural elements, resulting in the formation of «hybrid» languages and cultures, as well as the widespread use of anglicisms and other borrowed elements in the language practices of various countries. These changes also make it more difficult to preserve linguistic and cultural diversity, as local languages may face pressure from global languages, such as English.

Despite the many opportunities offered by media platforms to study language and culture, media linguistics faces several challenges. One of these is the issue of information quality spread through the media. In an environment overwhelmed with informational content, the question of the credibility of sources and the manipulation of public opinion arises. Furthermore, the rapid spread of information in the digital space creates a threat to the accuracy and correctness of language use, which also becomes a subject of study for media linguists.

To sum it up, the modern linguo-cultural environment continues to transform under the influence of new media, creating both new opportunities for communication and significant challenges in preserving linguistic diversity and cultural traits. Media linguistics, as a scientific discipline, actively examines these processes by analyzing the impact of media on language, culture, and social practices. In the context of globalization and digitalization of the media space, it is important to understand how the interaction between language and culture in media influences the formation of public consciousness and the development of communication norms.

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## **FEATURES OF THE DEVELOPMENT OF THE MODERN LINGUISTIC AND CULTURAL ENVIRONMENT**

### **Особенности развития современной лингвокультурной среды**

Objective of the research is to analyze the contemporary linguocultural environment, focusing on how language and culture interact and evolve in a globalized world.

Result of the research is a detailed description of the selected aspects of modern linguacultural development.