

of endangered languages are gaining momentum. These efforts emphasize the importance of maintaining linguistic diversity as a means of preserving cultural identity.

The modern linguocultural environment is characterized by its complexity and dynamism. The analysis leads to the following conclusions: Globalization facilitates cultural exchange but threatens linguistic diversity, particularly for minority languages. Technology transforms language use through digital communication, promoting new linguistic practices and rapid spread of innovations. Intercultural Communication fosters hybrid identities as individuals navigate multiple linguistic and cultural contexts. Media Influence shapes language trends and cultural perceptions, reinforcing or challenging stereotypes. Social Interaction understanding these dynamics is crucial for fostering inclusive societies that celebrate diversity.

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DYNAMICS OF THE RUSSIAN WORD'S «SOVEREIGNTY» MEANING

Динамика значения слова «суверенитет» в русском языке

The purpose of the research is to describe the process of expanding the meaning of the word «sovereignty» in the Russian language over the current period.

The word «sovereignty», according to the article in the Large Explanatory Dictionary of the Russian language [1] has only 2 meanings: 1) The complete independence of the state from other states in the implementation of independent domestic and foreign policy and 2) The right of the supreme power to control something, to command someone, to subordinate something of his own free will. These two meanings determine the corresponding compatibility of this word in such phrases as «state sovereignty», «national sovereignty», «establish sovereignty over ...». In recent years, there has been a significant expansion of the compatibility of this noun in the Russian language. As a result, this word acquires new meanings, reflecting current geopolitical changes in the modern world and transformations in the domestic and foreign policy of Russia as a civilization-state.

For example, the term «technological sovereignty» has become especially relevant in the light of the significant impact of the scientific and technological revolution on the economic, information and communication security of countries. In Russia, this concept has become widespread in legislation after the introduction of the Western sanctions. It is associated with the «superiority of the state» in regulating technological processes and the independence of the infrastructure and economy of the state from technology imports. In the work «Technological Sovereignty: the evolution of Russian and foreign economic models», the authors define the concept of technological sovereignty as follows: «Technological sovereignty is a fundamental factor in the geopolitical development of

states in the current century, which is a derivative of cognitive sovereignty and based on the independent, resource-based reproduction of system-forming knowledge and technologies by national science and economics» [2].

Speaking of «cultural sovereignty», it should be mentioned that this term was introduced by Decree of the President of the Russian Federation dated December 24, 2014 № 808 «Fundamentals of State Cultural Policy». This document highlights the importance of culture for our country. The affirmation of the priority of culture is aimed at ensuring a higher quality of life for society, its ability to civic unity and to formulate and achieve common development goals.

A new terminology combination «economic sovereignty» has also been added. According to the documents, for the first time in the last 10 years, the term was used in the Decree of the President of the Russian Federation dated May 13, 2017 № 208 «On the Strategy of Economic Security of the Russian Federation for the period up to 2030». It is also defined there. «The economic sovereignty of the Russian Federation is the objectively existing independence of the state in conducting domestic and foreign economic policy, taking into account international obligations» [3].

Conclusions. Previously, the word «sovereignty» was used exclusively in a political context. However, new realities require a broader understanding of this term.

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FEATURES OF THE DEVELOPMENT OF THE MODERN LINGUISTIC AND CULTURAL ENVIRONMENT

Особенности развития современной лингвокультурной среды

Conference on the topic: «Features of the development of the modern linguistic and cultural environment».