

Eagle Awards (Russian). These examples provide a comprehensive view of how public speaking reflects linguistic and cultural norms.

Research Conclusions

1. Distinct Lexical Choices: Russian speeches use formal, poetic language with cultural references, reflecting a tradition of depth in oration. English speeches favor simplicity and relatability, using modern language to connect broadly. Spanish speeches are expressive, rich with metaphors and idioms that captivate the audience.

2. Stylistic Nuances: Russian oratory showcases complex structures and layered metaphors. English speeches emphasize clarity and humor, while Spanish speeches use repetition and crescendos for emotional impact.

3. Cultural Emphasis: Russian speeches highlight collective achievements and cultural pride. English focuses on personal success and resilience. Spanish speeches stress community, heritage, and shared experiences.

4. Delivery Pacing and Tone: Russian speeches are solemn and measured. English speeches use dynamic intonation and pacing. Spanish speeches are energetic and passionate, aligning with their expressive nature.

5. Gestural Differences: Russian speakers use minimal, meaningful gestures. English speakers employ varied, direct gestures to engage. Spanish speakers use expansive, emphatic gestures that reinforce their passionate delivery.

6. Emotional Engagement: Russian speeches evoke deep, reflective emotions. English speeches build connections through anecdotes and gratitude. Spanish speeches elicit strong emotions with passionate language and shared cultural references.

7. Cultural Reflection: Russian oratory underscores tradition and collective spirit. English highlights individualism and innovation. Spanish emphasizes unity, cultural pride, and shared experiences.

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FEATURES OF THE DEVELOPMENT OF THE MODERN LINGUOCULTURAL ENVIRONMENT

Особенности развития современной лингвокультурной среды

Linguoculturology as a science and a scientific direction can already be considered established, today independent fields of research are being formed within its framework, where their own research apparatus and research methods are being developed. The topics of scientific directions of a linguistic and cultural nature continue to expand, for example, comparative linguoculturology is being formed, which studies the interaction of languages and cultures of close ethnic groups.

In the age of globalization and rapid technological advancement, the modern linguocultural environment is undergoing significant transformations. These changes are reshaping how individuals communicate, express their identities, and engage with one another across the globe.

The purpose of a thesis is to explore how language and culture interact and evolve in the context of contemporary society. This relevance stems from the rapid globalization and technological advancements that have transformed communication, leading to new linguistic trends, multicultural exchanges, and shifts in cultural identity. By examining these dynamics, the thesis aims to highlight the implications for social interaction, identity formation, and the preservation of linguistic diversity in an increasingly interconnected world.

Globalization has led to increased interaction among diverse linguistic communities. While this has fostered greater understanding and exchange, it has also raised concerns about the survival of minority languages. The dominance of global languages, particularly English, poses a threat to linguistic diversity. As people migrate and settle in new regions, they often adopt the dominant language for economic and social integration, leading to language shift and loss. However, globalization also facilitates the revitalization of endangered languages through technology and social media.

Technological advancements have revolutionized communication, leading to new forms of language use. The rise of digital communication platforms, such as social media, instant messaging, and online forums, has introduced novel linguistic practices. These platforms often encourage brevity, creativity, and informality, resulting in the emergence of new lexicons, abbreviations, and even entirely new dialects. Moreover, technology has facilitated the spread of linguistic innovations across borders. For instance, memes and viral content often transcend cultural boundaries, influencing language use globally.

As societies become more multicultural, intercultural communication plays a vital role in shaping identities. Individuals navigate multiple linguistic and cultural contexts, leading to the emergence of hybrid identities. This phenomenon is particularly evident among younger generations who grow up in diverse environments, often blending elements from different cultures and languages in their self-expression. Language serves as a bridge for fostering connections and addressing cultural misunderstandings. The ability to communicate across cultures enhances social cohesion and contributes to a more inclusive society.

Pop culture and media significantly influence language use and cultural expressions. Television shows, movies, music, and online content shape linguistic trends and cultural norms. For instance, popular phrases or slang from a hit series can quickly permeate everyday language, reflecting societal values and attitudes. Additionally, media representation of various cultures impacts public perceptions and stereotypes. Language plays a crucial role in this representation; the choice of words, accents, and dialects can either reinforce or challenge existing narratives about different communities.

In response to the challenges posed by globalization and language endangerment, various initiatives aim to preserve linguistic heritage. Educational programs promoting multilingualism, community-driven language revitalization projects, and digital archives

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