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».

Introduction. The modern linguistic and cultural environment is a dynamic and multifaceted phenomenon in which language and culture interact and influence each other. In the context of globalization, digitalization and rapid social changes, we are witnessing the transformation of linguistic norms, the emergence of new forms of communication and a change in cultural identity. The purpose of this conference is to discuss the key features of the development of the modern linguistic and cultural environment and their impact on society.

1. Globalization and multilingualism. One of the main factors shaping the modern linguistic and cultural environment is globalization. The process of integrating different cultures and languages leads to the spread of English as lingua franca. This creates new opportunities for international communication, but also threatens the preservation of minority languages. The disappearance of languages is not only the loss of lexical wealth, but also the loss of unique cultural traditions and worldview.

2. The impact of digital technologies. The development of Internet technologies has radically changed the ways of communication. Social networks, blogs and messengers contribute to the rapid dissemination of information and the formation of new language forms. New communication styles are emerging, such as «textual» language using abbreviations, emojis, and memes. These changes not only enrich the language, but also create challenges for the traditional language and its norms.

3. Cross-cultural interactions. The modern linguistic and cultural environment is characterized by an active exchange between cultures. Borrowings from different languages are becoming commonplace, which enriches vocabulary and creates new cultural contexts. However, this process can cause conflicts and misunderstandings, especially when it comes to cultural symbols and meanings. It is important to take these aspects into account in intercultural communication.

4. Changing language norms. Linguistic and cultural norms are becoming more flexible. We are witnessing a change in the rules of grammar and spelling, which is due to the influence of informal communications on the Internet. This leads to the emergence of new standards that may differ from traditional norms. It is important to note that such changes can be both positive and negative – they promote innovation in the language, but they can also create confusion.

5. Cultural identity. Language plays a key role in shaping cultural identity. It becomes a tool for self-expression and demonstration of belonging to a particular culture or community. Modern social movements (e.g. feminism, environmental movements) influence language by introducing new terms and changing existing ones. This highlights the importance of language as a means of reflecting social change.

6. Media and mass culture. Mass media have a significant impact on the modern linguistic and cultural environment. Television, cinema and music contribute to the spread of new words and expressions, forming social stereotypes and ideas about different cultures. At the same time, media can both enrich the language and simplify it, creating standards that do not always reflect the real diversity of the language.

7. Linguistic inclusion. In recent years, there has been a desire for an inclusive language that takes into account the diversity of gender identities and cultural characteristics. This is an important step towards creating a more just society where everyone feels heard and accepted. However, the introduction of an inclusive language also raises debates about its appropriateness and effectiveness.

8. Conclusion. The modern linguistic and cultural environment is a complex and multifaceted phenomenon that requires in-depth analysis and understanding. Globalization, digitalization, cross-cultural interactions and changes in language norms are shaping new realities of communication and self-expression.

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ADAPTATION OF LANGUAGES TO NEW TECHNOLOGIES

Адаптация языков к новым технологиям

New technologies play an important role in the lives of each of us, that's why influencing all aspects, and language is no exception. They have simplified communication, allowing people to connect from different parts of the world through messengers and social networks. In the field of education, new technologies are also actively used to make learning more accessible, through online courses and special training systems. However, with the advent of change came new challenges such as cyber threats, monosyllabic language, cultural homogeneity and much more. Modern technology has had a profound impact on language and the way it is used. They opened up new horizons for communication and self – development, but also brought a number of challenges and problems. It is important to maintain a balance and strive to ensure that new technologies enrich and improve the language, while maintaining the uniqueness and diversity of linguistic expression.

In this report we will look at exactly how modern technologies affect language and the methods of its use. One of the most noticeable and remarkable changes caused by technology is the expansion of vocabulary, which has a positive effect on the development of a person's critical thinking, increases self – confidence, and facilitates the perception of new ideas and concepts, which is especially important in the educational process. Words and phrases related to new technologies are quickly becoming commonplace. For example, terms like «Internet», «gadget», «hashtag» have become familiar in everyday speech. In addition, new words and expressions appear that reflect cultural social changes or are trending. These innovations not only enrich the language, but also create new ways of expressing ideas and emotions.