

Here are some examples from the movie:

«*Genius, billionaire, playboy, philanthropist*».

Tony uses this phrase to describe himself, showcasing his multifaceted nature and self-assurance.

«*Suit up!*»

This phrase is often used when Tony or other characters are preparing for action or putting on their suits. It has become a kind of command to initiate action.

«*Dude*».

Tony often uses this word in conversation, highlighting his casual communication style.

«*You can't take away my suit*».

This phrase underscores his attachment to technology and confidence in his abilities [3].

While translation interference is a common occurrence that can happen to any translator, understanding its causes and types allows one to minimize its impact and create more accurate and natural translations.

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THE USAGE OF ENGLISH WORDS IN THE RUSSIAN LANGUAGE: IS IT A FASHION OR A PATTERN

Использование английской лексики в русском языке: мода или закономерность

The purpose of the research is to study and analyse the phenomenon of word transition from English to Russian, its history, tendency of development, aspects and everyday use.

The analysis of the relationship between Russian and English in the course of history leads to the conclusion that they are both from European branch, therefore, some words are similar not only in pronunciation but in spelling as well. Similar words are borrowed mostly from Latin, either directly or through French, and a much lower number can be traced back to Greek. The examples of such words are: *university, presidium, session, lecture, seminar, rector, professor, constitution, corporation, laboratory, meridian, maximum, minimum, proletariat, process, public, revolution, republic, erudition, etc.* These borrowings are mainly applied in the fields of management, economics and science.

It is known that at the period of industrialization, dissemination and practical application of science, the tendency of borrowings from English became widespread. As it develops, the ubiquitous use of television and the internet leads to a good deal of new words in Russian vocabulary and this phenomenon becomes common.

According to numerous research, borrowed words can be logically divided into two groups. The first group includes words that came into the language either as names of new subjects or the terms that have an international character. Their use in speech is justified in most cases. For example, *offshore, rating, file, website, bowling, skateboard, mixer, etc.* The second group consists of words that have synonyms in Russian and can be completely replaced by the Russian equivalent. This group is represented by such words as, *peeling, single lifting, lunch, parking, teenager, sale, minivan, etc.*

Undeniably, we know a lot of words originated from the English language. Moreover, we hear and use them on an everyday basis while highlighting the topics of economics, politics, sport, IT, pop-culture, beauty products, professions, etc. There is a list of well-known words which are used in business language. The examples of them are as follows: *marketing, management, outsourcing, deadline, brand, default, prime time, price list, investor, startup, etc.* The names of clothing items are represented by such words as *jeans, body, long sleeve, clutch, sweater, hoody, shorts, etc.* The names of certain types of food also have English origin. For instance, *jam, crumble, cracker, roast-beef, hotdog, cheeseburger, etc.*

However, certain English words came about in Russian by accident, and they exist and are used subconsciously. The point is that transnational companies provide an impressive range of products and services and additionally, replenish Russian with their English brand names: *Apple, Iphone, Photoshop, Coca-Cola, Google, Second-Hand, etc.*

Nowadays trends are changing at a tremendous rate. A lot of things are borrowed from different cultures, from English culture among others. Tiktok and Instagram are the platforms which stimulate the transition of words from English to Russian without any translation and thereby contribute to the enrichment of the Russian language. Generally, they are slang words, such as *hype, vibe, chill, trend, top, trash, cringe, spam, wish list, selfie, playlist, hand-made, respect/disrespect, like/dislike, ok, wow, cool, nice, OMG, etc.*

To sum up, languages are constantly changing and flexible. Globalization at large allowed and simplified the process of borrowing words. English took the role of the international language and spread plenty of words to different countries across the globe.

The language we speak is in a global system of communication, and this is the very reason for not ignoring the importance of using new words in our speech and for accepting them as the logical implication.

In conclusion. The humor in «BoJack Horseman» makes it more than just an entertaining series, but a profound work of art. It helps deal with difficult topics by creating space for discussion and reflection. By mixing comedy with drama, the show becomes multi-layered and memorable, encouraging viewers to reflect on themselves and the world around them.

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SPECIFICS OF MODERN LINGUAL-CULTURAL ENVIRONMENT DEVELOPMENT

Специфика развития современной языково-культурной среды

The purpose of the study «Features of the development of the modern linguistic and cultural environment»: analysis of changes in language practice and cultural codes in the context of globalization, digitalization and migration processes. The study of the impact of new technologies on language, changing linguistic norms, the formation of multicultural identities and the adaptation of languages in multilingual societies.

I would like to discuss an important and relevant topic – the peculiarities of the development of the modern linguistic and cultural environment. In the era of globalization and the rapid development of technology, we are witnessing significant changes in language and culture, which are forming new linguistic and cultural realities.

The modern world is becoming increasingly interconnected. The process of globalization contributes to the spread of English as lingua franca, the language in which native speakers of different languages communicate. This creates new opportunities for international communication, but also risks the loss of cultural identity. Multilingualism is becoming the norm, and in the context of this, there is a mixture of languages and cultures, which generates new lexical units, phrases, and even entire linguistic constructions.

Technological progress, especially in the field of communication, has a significant impact on the linguistic and cultural environment. Social networks, messengers and other platforms are changing the way people communicate. We are seeing an increase in the use of emojis, stickers and GIFs, which add new levels of meaning and emotion to communication. In addition, automatic translators and language applications make languages more accessible, but they can also lead to simplification of language material and a decrease in knowledge about grammar and vocabulary.