

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.

The language actively absorbs elements from different cultures. The dictionary is being updated through borrowings and neologisms, which demonstrates the openness of society to new influences. The use of cultural allusions, phraseological units and idioms also shows how diverse and multilayered the language is, which makes it possible to convey unique aspects of national culture.

With modern movements for human rights and gender equality, the language is undergoing changes under the influence of cultural transformations. For example, more inclusive forms of language are used, reflecting changes in public perception of gender and identity. This creates a new lexical practice and raises awareness of the importance of language as an instrument of social justice.

Despite global trends, there is a desire to preserve national and local identity. Many communities focus on their unique language, culture and traditions, which leads to a revival of interest in regional languages and dialects. It is important to maintain and develop a unique cultural heritage, which will preserve the diversity of the linguistic environment.

The modern linguistic and cultural environment is a dynamic space where language, culture and technology constantly interact. Openness to new influences, the desire to preserve identity and awareness of the power of language as a tool for communication and expression of cultural values make our linguistic and cultural environment truly unique. It is important to be aware of these changes and use them for mutual understanding and cultural enrichment.

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VERBAL TACTICS OF «PERSUASION» AS A WAY OF IMPACT ON THE BUYER

Вербальные тактики «убеждения» как способ воздействия на покупателя

In marketing, persuasion is a key factor that helps businesses overcome resistance from potential customers. By employing carefully crafted verbal tactics, companies can influence buyer behavior and sway opinion, leading to successful transactions. The aim of this research is to check the variability of speech tactics «persuasion» in the British verbal communication. The source of the study included 10 British movies.

The verbal tactics of persuasion is realized through lexical and syntactic means.

On lexical level it appears in different ways:

- The usage of certain parts of speech, e.g. verbs to do, to know, to forget.
- Modal verbs. The conviction can be reinforced with the help of negative particle not and modal verb.