

journalism, a concise and concise form of information presentation is important in sports commentary. Phrases such as «set 6-4», «game on serve» or «break, 2-1 in favor of Nadal» are used to quickly inform the viewer about the progress of the match.

Moreover, at the moment of a particularly intense game, commentators resort to repeating key phrases to enhance the effect. For example, «This is incredible! Look what Djokovic is doing!» or «Yes, he returned the ball again, saved the match again!» – such structures create a presence effect and actively involve the audience in the process.

4. The impact of social media and new media

Modern commentary on tennis matches is impossible without taking into account the influence of social networks and online platforms. In the last decade, social media has become an important part of the media environment, influencing the style and structure of comments. During live broadcasts, commentators often use hashtags, mention viewers' tweets, or highlight popular opinions on social media.

This gives the broadcast an interactive character, giving viewers the opportunity to feel part of the process.

In addition, cultural differences between countries also affect the choice of vocabulary and approaches to commenting. In different countries, the emphasis may shift to certain aspects of the game: for example, British commentary often contains elements of politeness and restraint, while American commentary focuses on the drama and brightness of events.

The linguistic features of commentary in lawn tennis are an important tool for creating entertainment and involving the audience in what is happening on the court. Through the use of specific terminology, metaphors and hyperbole, concise structures and taking into account the influence of social media, commentators form a unique style of sports communication. The result of this analysis was an understanding of how language helps the commentator not only inform, but also entertain viewers, maintain their attention and enhance the emotional perception of events. Commenting in tennis is becoming an art where every choice of word or phrase matters, and the influence of media and cultural differences adds layers and depth to sports reporting.

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FEATURES OF LINGUISTIC AND PROFESSIONAL EDUCATIONAL PROCESS AT TECHNICAL UNIVERSITY

Особенности лингво-профессионального образовательного процесса в техническом университете

The aim of any education of each country is to train competitive personnel with relevant and high-level knowledge. Intensive collaboration with various countries has

resulted in the formation of a great number of international connections, which in turn has become the reason for training specialists who must communicate in a foreign language in the professional sphere effectively. Therefore, in our modern times, the combination of teaching professional foreign language communication and foreign languages has acquired significance; this direction has acquired the status of a priority in the system of higher education and acts as a necessary requirement for graduates to create a successful career and is one of the main factors of competitiveness. This is why this discipline has acquired such a large scope and has led to the opening of centers and courses at universities to improve the level of practical proficiency in a foreign language.

Development of professional foreign language communicative competence at the Belarusian national technical university takes place in courses in English, German, Chinese and other languages, held at a time convenient for students. Upon completion of the course, students receive a state certificate of a certain level of proficiency in a particular language. These courses are extremely popular not only among students of Belarusian national technical university, but also other universities. Students of different nationalities gather in groups, which helps in practice to gain the best possible understanding of other cultures. When applying for a job, students with this certificate have many times the chances of getting the position they want.

At the Faculty of Information Technology and Robotics, one of the new manuals is *«English Grammar in Practice for IT-students»*. This electronic manual presents tasks aimed at the formation and improvement of not only grammar skills, but also places special emphasis on spoken language specific to the faculty and specialty. Let's pay attention to one of the tasks from the manual: *«Imagine that you have been invited to the VivaTech conference dedicated to startups in Paris, France...»*, where students make up questions, try on roles that imply different nationalities and goals. Thus, they learn to understand not only others, but also their own role, think through behavior, the course of dialogue and presenting themselves to others. All this helps to understand the peculiarities of interethnic communication, to cultivate tolerance towards different peoples and cultures.

Advantages of the integrated linguistic and professional educational process:

- students have the opportunity to understand how to use a foreign language in their professional field, how to use it when faced with real life;
- this approach can increase interest in learning something new in their profession and bring it to the international level;
- applying knowledge in practice, students can note interdisciplinary connections;
- language competence provides you with opportunity to expand the volume of authentic information while using different sources which are in a foreign language;
- helps to develop skills of multiple focus;
- undergraduates feel highly motivated knowing the advantages of the integrated linguistic and professional educational process;
- stylistic features (differences in communication styles are possible depending on the situation).

According to the arguments presented above, it is worth arguing that the integrated linguistic and professional educational process at technical university is effective in preparing competitive personnel in the labor market. It increases linguistic proficiency in an engineering specialty, leading to success in working in a multicultural context.

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THE INFLUENCE OF GENERATION Z ON THE LINGUOCULTURAL ENVIRONMENT

Влияние поколения Z на лингвокультурную среду

The linguistic environment itself is a tool for understanding how languages and cultures are interrelated. It is a collection of linguistic, cultural and social factors that impact the use of language in a particular society. Its development and change are influenced by a large number of factors, such as: globalization, technological progress, multilingualism, changing values, cross-cultural interactions, social networks and media, and changes in education. These features form a dynamic linguistic cultural environment that is constantly changing and adapting to new conditions.

Generation Z has been making changes in this sphere like no other, while swaying generations such as X, Y and Alpha. Speaking of the generation of Zimmers and getting into specifics, they have their greatest leverage in processes such as:

Globalization: the increase in international communication and migration leads to a mixture of languages and cultures, which promotes new lexical units and cultural practices.

Technological progress: the development of the internet and social networks creates new forms of communication, such as emoticons, abbreviations and memes that become part of everyday communication.

The report will include an analysis of languages and cultures of Russia, Spain, Australia and China. The changes in the linguistic culture between generations X, Y, Z and Alpha will also be investigated. The supplement will address whether knowledge of a common language helps to converge and find a common framework, in addition to the common distinguishing features of the Zummer generation.

The objectives of the report are:

1. Analysis of languages and culture of Russia, Spain, Australia and China.
2. Conduct research on changes in the linguistic and cultural environment between generations X, Y, Z and Alpha of the above countries.