

Each of the strategies has a unique set of verbal tactics that serve as tools for constructing the required image. Thus, the «ingratiation» strategy is realized through compliments, expressions of agreement, and modesty. «Self-promotion» uses direct mention of achievements and professional jargon. «Intimidation» operates with direct and indirect threats, rhetorical questions, and control over discourse. «Exemplification» appeals to moral principles and personal sacrifices, while «supplication» appeals to the demonstration of weakness and helplessness.

The comprehensive analysis of the character's verbal behavior confirmed that these theoretical frameworks may serve as an effective analytical tool. Their integrated application allows for systematic description of communicative mechanisms, moving beyond general statements about «charisma» or «cruelty» to precise identification of specific verbal influence techniques

In conclusion, verbal self-presentation appears not as a set of disparate techniques, but as an integral system where the choice and effectiveness of linguistic means are determined by the chosen strategy, the requirements of the social role, and the individual's ability to adapt. The study of this linguacultural phenomenon using the material of modern media texts allows for a deeper understanding of the mechanisms of social influence, identity construction, and successful interpersonal communication in the modern multicultural world.

### References

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### **LINGUOCULTURAL EXPORT: HOW GLOBALLY SUCCESSFUL TV SERIES SHAPE AUDIENCE VOCABULARY AND INTERCULTURAL PERCEPTION**

**Лингвокультурный экспорт: как глобально успешные телесериалы формируют словарный запас и межкультурное восприятие аудитории**

In the era of globalized media, television series have become a powerful tool for cultural and linguistic exchange. Blockbuster shows from various countries captivate international audiences, transcending entertainment to become vehicles for language and culture. This phenomenon raises a compelling question: how do these globally successful series influence the vocabulary and intercultural understanding of their viewers?

This study explores the mechanisms of this influence by analyzing specific examples and discussing its broader implications.

#### *Linguistic Impact: Vocabulary Acquisition and Integration*

Internationally popular TV series often introduce viewers to authentic language, including slang, idioms, and culturally specific terms. Unlike formal language learning, this exposure happens in a natural, context-rich environment. For instance, series like *Game of Thrones* popularized terms like «winter is coming» as a universal metaphor for impending doom, while *Sherlock* refreshed and globalized British English expressions. These phrases often enter the active or passive vocabulary of viewers, enriching their linguistic repertoire. Furthermore, watching series in the original language with subtitles is a common form of passive language practice, improving comprehension and familiarizing audiences with different accents and dialects.

#### *Socio-Cultural Impact: Shaping Perceptions and Breaking Stereotypes*

TV series serve as virtual windows into different societies, offering insights into foreign customs, social norms, humor, and historical contexts. A show like *Money Heist* (*La Casa de Papel*) sparked global interest in Spanish culture and symbols, while *Squid Game* provided a stark commentary on South Korean societal pressures. This exposure can foster empathy and break down cultural stereotypes by humanizing characters from diverse backgrounds. However, it can also sometimes lead to cultural appropriation or the simplification of complex social issues for dramatic effect. The audience's perception is shaped not by textbooks, but by narrative and emotional engagement.

#### *The Formation of Global Cultural Bridges*

The global consumption of the same media content creates shared cultural touchstones. References, memes, and quotes from popular series become part of a globalized digital dialogue, uniting people across geographical boundaries. This shared knowledge acts as a foundation for intercultural communication, providing common ground for people from different parts of the world. The series become more than just stories; they transform into a common language that facilitates connection and mutual understanding in an increasingly interconnected world.

#### *What can be done to maximize the positive impact?*

First, active viewing. Encourage viewers to go beyond passive consumption by researching the cultural and historical context of the series they watch. This deepens understanding and prevents misinterpretation. You can also engage with original language. Using original audio tracks with subtitles, rather than dubbing, can significantly enhance language acquisition and appreciation for linguistic nuances. Finally, critical media literacy. It is important to discuss and analyze the cultural representations in series, recognizing that they are fictionalized narratives that may not represent the full complexity of a culture.

In conclusion, globally successful TV series are a formidable form of linguocultural export. They act as dynamic agents that not only expand viewers' vocabulary but also shape their intercultural perception, building invisible yet powerful bridges between diverse societies in the modern world.