

like «quirt» (a short riding whip) is consistently and incorrectly translated as «хлыст» (whip) or, even more egregiously, «кнут» (a knout, a heavy, brutal whip), a word with harsh connotations utterly opposite to the romantic, cowboy ethos being cultivated. This is a direct result of AI's statistical approach to vocabulary, which selects the most frequent or superficially equivalent translation without regard for connotative harmony.

This leads to the third major issue: the destruction of the text's pragmatic function. The Jordan advertisement is a piece of persuasive art. By evoking a sense of wild, untamed elegance, it positions the Playboy not as a vehicle, but as a key to a desirable lifestyle. The student translations, filtered through AI, largely fail to perform this function. Words like «мертвый» (dead) and «безжизненный» (lifeless), used to translate «dull with things dead and stale», while semantically close, create a morbid, depressive tone that contradicts the advertisement's call to vibrant action. The stylistic missteps break the emotional spell, turning a compelling invitation into a confusing or off-putting statement.

In conclusion, this analysis demonstrates that uncritical AI use in translation creates more than just technical errors – it fundamentally threatens the preservation of authorial style. The algorithmic approach, lacking cultural and aesthetic discernment, flattens unique literary voices into generic text. The crucial insight for translators is that technology should augment, not replace, the deeply human processes of interpretation and creative expression.

D. Yurenia

Д. С. Юрениа

БГУ (Минск)

Научный руководитель Т. П. Кутыркина

THE DOMINANCE OF ENGLISH AS AN INTERNATIONAL LANGUAGE AND ITS CULTURAL IMPLICATIONS

Господство английского как международного языка и его культурные последствия

Language has always been more than a mere tool for communication; it is the lens through which people perceive the world, and the primary vehicle for its traditions and values. The rise of English as the world's dominant lingua franca in the 21st century is, therefore, not merely a linguistic phenomenon but a transformative force with profound cultural implications. While it facilitates unprecedented global dialogue and access to knowledge, its prevalence also fosters linguistic inequality and subtle erosion of the world's diversity of thought. The objective of this study is to investigate the impact of English hegemony on other languages, its consequences for cultural identity and cognitive diversity.

The benefits of a common global language are undeniable, because it is a powerful force that breaks down barriers to information that were once insurmountable. English acts

as the primary conduit for international diplomacy, scientific collaboration, and global business. It allows a researcher in Brazil to access groundbreaking studies from Japan, enables a multinational team to develop software across continents, and provides a common ground for diplomats to negotiate treaties.

The internet, the great archive of modern knowledge, is predominantly in English, granting those who speak it a significant advantage. It allows to access a wealth of information and connect with people on social media. Moreover, the vast majority of scientific papers, academic journals, and research data are published in English. To contribute to or stay informed in any academic field – from medicine to social sciences – a strong command of English is indispensable.

However, the notion of English as a neutral tool is a dangerous illusion. Language and culture are inextricably linked, as language shapes our perception of reality. When English becomes the leading language, the cultures of English-speaking countries – especially America and Britain – become more powerful. Their ideas spread everywhere. For instance, English-centric discourse often emphasizes individualism over collectivism, directness over indirectness. Concepts like «individualism», «efficiency», and «self-help», which are embedded in the English lexicon, become the standard for global discourse. This can create a cultural dissonance within societies where different values are paramount. The global spread of English is thus not a neutral process but one that often sidelines alternative worldviews.

The rise of English as a lingua franca comes at a direct cost to linguistic diversity. Communities gradually abandon their native languages for the more economically useful English. When a language dies, we lose not only words, but also unique mythologies, oral histories, and intricate cultural concepts with no direct translation.

Furthermore, the predominance of English creates a new kind of inequality: linguistic injustice. A non-native speaker, no matter how brilliant, must constantly operate in a second language, often failing to articulate nuances in the same way as a native speaker. This grants an inherent advantage to native English speakers in international academia, business, and diplomacy.

The research results indicate that the ascendancy of English as a lingua franca presents a profound paradox. It is a bridge, connecting humanity in an era of globalization, yet it simultaneously threatens to erase the very diversity it is meant to connect. Its benefits are too great to discard, but its hidden costs are too significant to ignore. The challenge for the global community, therefore, is not to reject English, but to cultivate a more balanced linguistic system. This involves actively promoting multilingualism, valuing and preserving local languages, and fostering an environment where the ability to communicate in the global tongue does not come at the cost of one's cultural identity. The goal should not be a monolingual world, but a planet where English serves as a functional tool for connection, not a replacement for the beautiful and essential diversity of human expression.