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THE INFIUENCE OF MASS CULTURE ON LANGUAGE PRACTICE: FROM CINEMA TO MUSIC

Влияние массовой культуры на языковую практику: от кино до музыки

The aim of this article is to analyze the influence of popular culture, such as cinema and music, on contemporary linguistic practices, to identify trends and features of their interaction, and to determine the role of mass media in the formation of new linguistic expressions and communication strategies.

Modern society is experiencing a noticeable impact of mass culture on the development and transformation of linguistic norms. Media such as film, music, television, and the Internet have a significant impact on the way we communicate, expanding our vocabulary and changing the way we interact.

The role of cinema, The film industry is one of the most effective channels for spreading cultural trends. Films introduce new words and stable combinations into active speech, which quickly take root in colloquial speech. Thus, the jargon and figurative expressions of the characters can instantly become popular among young people. The analysis shows that famous films influence not only the lexical composition, but also the construction of sentences, which is reflected in everyday communication.

The musical world also plays an important role in shaping language. The lyrics often contain casual expressions that affect youth slang and communication style. Many catch phrases from famous compositions turn into memes and are widely used. In addition, trends such as hip-hop actively contribute to the development and enrichment of the language.

The influence of mass culture on language practice is evident not only in song lyrics, but also in music videos, where visual images and symbols are often used, which further expands the possibilities of expressiveness. The emergence of new genres and styles in music opens up space for experimentation with the word, leading to the emergence of fresh forms of self-expression and unique phrases that are gaining popularity [1, p. 12].

The spread of the Internet and social platforms leads to a rapid transformation of language habits. New ways of communication are emerging, such as the use of emojis and abbreviations, which are gradually becoming common. The online environment generates special language groups within which its own words and phrases arise.

Internet culture has an impact not only on the language itself, but also defines new principles of interaction. Virtual associations provide a platform for experimenting with words, resulting in fresh combinations and expressions, some of which are subsequently integrated into the general linguistic system [2, p. 134].

Consequently, the influence of mass culture, encompassing cinema, music, and the online space, significantly transforms linguistic behavior. These changes not only expand the vocabulary, but also generate innovative forms of communication, which contributes to cultural interaction and the progress of society. The impact of mass culture on language, from cinema to music, demonstrates its flexibility and ability to adapt to changing realities.

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DEFINITION OF «SYNONYMY» IN TERMINOLOGY

Дефиниция синонимии в терминологии

The phenomenon of synonymy occupies an important place in the study of terminology, as it directly affects the precision and clarity of professional and scientific communication. The objective of this paper is to analyze the definition of «synonymy» within the framework of terminological studies and to determine its specific features compared to general language usage. In general, the following perspectives on the phenomenon of synonymy in terminology are distinguished: