

FEATURES OF THE DEVELOPMENT OF THE MODERN LINGUOCULTURAL ENVIRONMENT

Особенности развития современной лингвокультурной среды

Modern linguocultural environment is considered the topic too wide for speaking “in general”. There are too many aspects: literature, language trends, specifically linguistics in the narrow sense (word formation, linguistic borrowings and etc.). So, it sounds reasonable to choose one bright example to talk about.

“Young-adult” literature. It’s the thing that has taken the leading position in sales all over the world. That has revealed to the world a lot of names. Names of authors, new (it’s important) authors, new influencers. So, the first worth mentioning feature is: in our modern world the sector of literature for teenagers is so big like never before. Not to be unargumentative, I’ll name some authors and their creations, whose popularity is incredible. Leigh Bardugo “Grishaverse novels” which include the Shadow and Bone trilogy, the Six of Crows duology, and the King of Scars duology. She also received acclaim for her paranormal fantasy adult debut, Ninth House. The Shadow and Bone and Six of Crows series have been adapted into Shadow and Bone by Netflix and Ninth House will be adapted by Amazon Studios. Judith Lewis (by her pen name Cassandra Clare), is an American author of young adult fiction, best known for her series The Mortal Instruments. In short, Sarah Maac, Nora Sakavic could be added to this list and so on. As we see, these books were created and read by teenage-audience. And their success was incredible. As a result and according to some social media observations, it can be said with certainty — reading among people between 11 to 25 became a modern trend.

But what does it give to linguocultural sphere? To find the next feature we should look through the text component. The first thing that worth mentioning is lexis. The following is striking: preserving all the traditional expressive means of languages now we can see “folk”, simple means of expression. They say “Each period of time has its own language”. So, our time has honest, sensitive, open and alive words. Characters act and talk like real ones.

The next feature is “discussion”. Let’s call it this way. It’s impossible to imagine modern world without social media (Twitter, Instagram, Reddit, Facebook, etc.). And it’s also impossible to imagine teens and adults without them. All the topics are discussed immediately, from all sides, by enormous numbers of people simultaneously. And, of course, books are also one of the themes. And the thing is: not only fans or haters can discuss them. Authors also can. And they do: get the feedback, ideas, thoughts, inspiration. And in

following their creations we see the product of the social communication. It's even similar to the fictional "collective mind", right? So, literature is not so separated now.

But what's then? The feature of cultural exchange. Lingual exchange, to be correct. To explain this feature let's start from afar. The speed of life is much faster now. And people who represent the fittest for it are teenagers and adults. This speed impregnates all their beings. Their development of a relationship's tempo, speed of their cars, the way they consume information, the way they write. And about the last one. There is a tendency nowadays (you can easily notice them if you read the translated books which have been mentioned above) to use short and often English equivalents of the words. It's not the new trend. It has been developing for 5–10 years. But we can see an unprecedented rising of it. Especially among the young population. The access to foreign "sides" of social media and the possibility to communicate with it make language more and more "multicultural".

And the last but not the least: "sensitivity". If we talk about books, then it must be mentioned. According to the feature "discussion" it's logical that not only books can be the topic. All international problems are also discussed. And on the contrary: all the problems can be discussed in books, by authors, by critics, by readers. Of course literature has always been sensitive for the world. But the world is changing. So are the problems. And not only "vet grownups" discuss them. Abduls and teenagers do.

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FEATURES OF INTERPRETATION OF INTERJECTIONS IN MEDIATED INTERCULTURAL COMMUNICATION (ON THE EXAMPLE OF SELECTED POETIC WORKS BY J.G. BYRON)

Особенности интерпретации междометий в опосредованной межкультурной коммуникации (на примере избранных поэтических произведений Дж.Г. Байрона)

Today mediated intercultural communication needs to be examined more elaborately because the rapidly changing processes of globalization have made intercultural communication more important in the current world. An adequate and logical interpretation of its elements plays a crucial role in the correct understanding of the messages embedded in mediated intercultural communication [1]. Poetry being one of the most complex forms of mediated intercultural communication is justified not only by its structure (unique form, rhythm, and size) and contents, but also by the way the receiver perceives it.