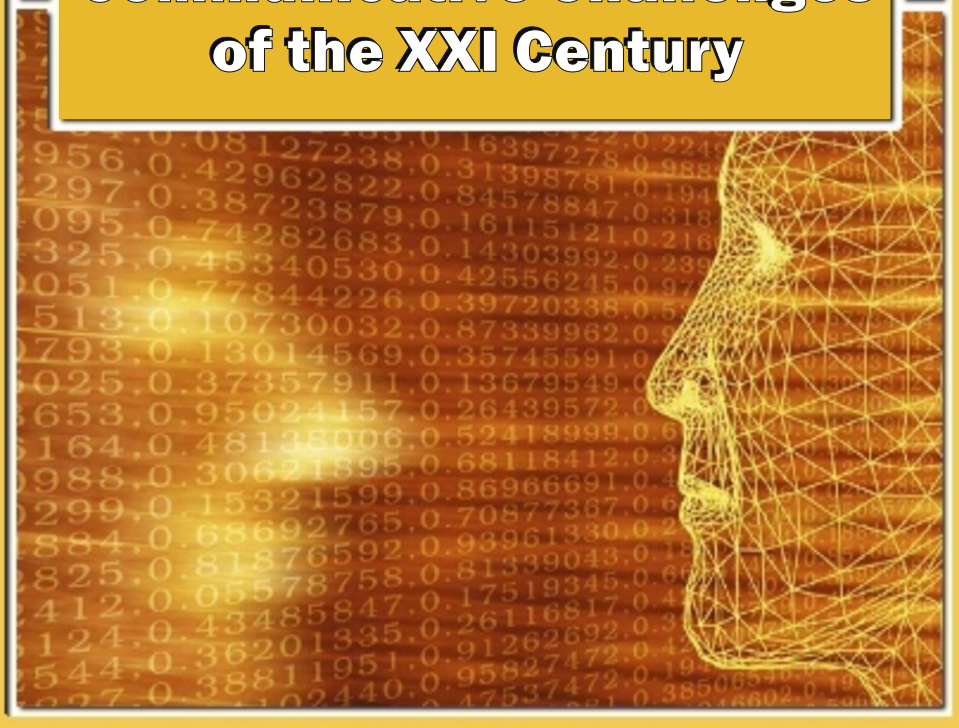
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Communicative Challenges of the XXI Century



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и ГОСУДАРСТВЕННОЙ СЛУЖБЫ
при ПРЕЗИДЕНТЕ РОССИЙСКОЙ ФЕДЕРАЦИИ»
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Для студентов, магистрантов, аспирантов, преподавателей, а также всех интересующихся тематикой коммуникационных процессов.

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PREFACE

The collection contains scientific articles based on the reports of the twenty-second annual international scientific conference "Communicative Challenges of the XXI Century", held at the Volga Region Institute of Management named after P.A. Stolypin, Branch of RANEPA. It reflects the main research results presented at the conference. The conference was organized by the Department of Applied Linguistics and Intercultural Communication and was held on March 14, 2024 with the participation of students, undergraduates and graduate students from Russia, Uzbekistan, and Azerbaijan.

Traditionally, the collection includes four parts. The first part "Political and Media Communication" examines issues such as the role of artificial intelligence in political communication, the legal aspect of mass media influence, causes of conflict and legal liability, enlightenment work of mass media on issues of citizens' environmental rights and the techniques of political propaganda.

The articles in the section "Professional and Business Communication" are devoted to current issues of developing communicative competence and professional communication models in the workplace. The third part "Intercultural Communication" contains articles on prominent issues such as experience of interaction between government and civil society institutions in Russia and Belarus, positive organizational culture and its development in different cultures, the paraverbal level in intercultural communication.

The fourth part "Sociocultural and Linguistic Aspects of Communication" in German presents the results of research on various aspects of intercultural communication as well as sociocultural and pragmatic features of the functioning of language and speech units.

It is anticipated that the publications in the collection will contribute to the professional growth of the authors.

PART I. MASS-MEDIA AND POLITICAL COMMUNICATION

THE ROLE OF ARTIFICIAL INTELLIGENCE IN POLITICAL COMMUNICATION: OPPORTUNITIES AND ETHICAL CHALLENGES

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Abstract. The article explores the role of artificial intelligence (AI) in political communication, highlighting the opportunities and ethical challenges it presents. AI has transformed political campaigns through personalized messaging and micro-targeting, but ethical considerations such as transparency, bias, privacy, and manipulation must be addressed. Upholding democratic processes and establishing effective regulation and governance frameworks are crucial in leveraging AI's potential while ensuring responsible use in political communication.

Keywords: Artificial Intelligence, political communication, ethical challenges, personalized messaging, transparency, privacy, manipulation, regulation.

Artificial Intelligence (AI) has rapidly transformed various aspects of our lives, revolutionized industries and reshaping the way we communicate, consume information, and make decisions. In the realm of political communication, AI has emerged as a powerful tool with the potential to influence and shape the political landscape. As we navigate the complexities of the digital age, understanding the role of AI in political communication becomes crucial to grasp the opportunities it presents and the ethical challenges it poses [1].

AI has found its way into political campaigns, enabling personalized messaging, micro-targeting, and predictive analytics. By analyzing vast amounts of data, AI algorithms can identify patterns and preferences, allowing political campaigns to tailor their messages to specific groups or individuals. This level of precision and efficiency in reaching and persuading voters has the potential to transform the dynamics of electoral campaigns.

For example, in December 2023, Forbes published an article describing how candidates are using AI in their political campaigns in the US. As the 2024 elections ramp up, some candidates are using artificial intelligence to reach voters through calls and advertisements-raising questions from voters, candidates and tech companies over Al's possible impact on elections in the U.S. and abroad.

Al has increasingly been used both to help politicians reach voters easily, such as through phone conversations or chatbots, and to craft attack ads and messages about political opponents-potentially misleading voters who can't spot the difference between real and Al-generated images.

Shamaine Daniels, a Democratic House candidate in Pennsylvania, recently launched an Al volunteer caller named Ashley to speak to voters about Daniels' campaign and ask voters what issues are important to them, with Daniels telling Forbes the calls allow her campaign "an opportunity to get robust information and drive the conversation".

The Al-generated calls for Daniels' campaign were made by political AI calling startup Civox, which was founded in September 2023, and uses a combination of over 20 different open-source Al models and licensed technology to power Ashley.

Before ending his GOP presidential campaign, a super PAC backing Miami Mayor Francis Suarez also used an AT chatbot that called itself "AT Francis Suarez" and offered to answer questions about Suarez's agenda, the Associated Press reported.

Meanwhile, some political groups have created Al-generated attack images: In April 2023, the Republican National Committee used Al images in an ad showing what the future would look like if President Joe Biden is reelected, including AI-generated scenes of

China invading Taiwan and a flood of migrants at the U.S.-Mexico border.

It is important to address the issue of ethical considerations and AI. Ethical considerations in AI-driven political communication are of significant importance in the modern digital age. As artificial intelligence (AI) technologies become increasingly prevalent in political campaigns, public discourse, and information dissemination, it is crucial to address the ethical implications that arise from their use.

Ethical considerations in AI-driven political communication refer to the examination of moral principles, values, and norms that should guide the use of AI technologies in political communication processes. It encompasses a wide range of ethical issues, including transparency, accountability, fairness, privacy, manipulation, bias, and the potential impact on democratic processes [2].

One key ethical consideration is ensuring transparency in the use of AI algorithms and systems in political communication. It is crucial to make the decision-making processes of AI systems understandable and accessible to the public. This includes disclosing the sources of data, the training methods employed, and the criteria for content selection and targeting. Additionally, mechanisms for accountability should be established to hold individuals and organizations responsible for the consequences of AI-driven political communication.

AI algorithms used in political communication can inadvertently perpetuate biases or discriminatory practices. Ethical considerations demand that these biases be identified, minimized, and, if possible, eliminated. This involves regularly auditing and monitoring AI systems for fairness in content distribution, targeting, and decision-making. It also requires addressing issues related to algorithmic bias and discrimination, ensuring that political communication does not result in the marginalization or exclusion of certain groups.

AI-driven political communication often relies on the collection, analysis, and utilization of vast amounts of personal data. Ethical considerations necessitate the protection of individuals' privacy rights and the responsible handling of their data. Stricter regulations and safeguards should be implemented to ensure that personal

information is collected and used in a manner that respects privacy laws and individuals' consent [3].

The use of AI technologies in political communication raises concerns about manipulation and the spread of misinformation. Ethical considerations call for the development of safeguards to prevent the malicious use of AI to manipulate public opinion, deceive voters, or spread false information. Fact-checking mechanisms, algorithmic transparency, and public education campaigns are some strategies that can help mitigate these risks.

AI-driven political communication has the potential to impact democratic processes, including elections and citizen engagement. Ethical considerations require ensuring that the use of AI technologies does not undermine the integrity of elections, suppress free speech, or hinder public participation. Transparency in political advertising, equal access to information, and promoting diverse viewpoints are essential in maintaining a healthy democratic discourse.

Ethical considerations in AI-driven political communication highlight the need for appropriate regulation and governance frameworks. Governments, policymakers, and relevant stakeholders should collaborate to establish guidelines, standards, and legal frameworks that address the ethical challenges. This includes defining the responsibilities of AI developers, users, and platforms, as well as mechanisms for oversight and enforcement.

Addressing ethical considerations in AI-driven political communication requires a multidisciplinary approach. Experts from various fields, including ethics, law, computer science, political science, and social sciences, should collaborate to develop comprehensive frameworks and guidelines that balance technological advancements with ethical principles.

Striking a balance between leveraging the potential of AI in political communication and safeguarding democratic principles and ethical considerations is a complex and crucial task in the digital age.

While AI offers numerous benefits, it also presents ethical challenges and risks to democratic principles. It is essential to safeguard democratic values such as transparency, fairness, accountability, and citizen participation. AI-driven political communication should uphold the integrity of elections, respect privacy rights, avoid

manipulation, and ensure equal access to information. Striking a balance requires careful consideration of these principles alongside the potential benefits of AI.

The balance between leveraging AI potential and safeguarding democratic principles is not static. It requires continuous evaluation and adaptation as technology evolves and new ethical challenges emerge. Ongoing collaboration between technologists, policymakers, and ethicists is crucial to address these challenges promptly and effectively. Regular reviews of regulations and guidelines should be conducted to ensure they remain relevant and responsive to the dynamic nature of AI-driven political communication [4].

In conclusion, the role of artificial intelligence (AI) in political communication presents significant opportunities and ethical challenges. AI has revolutionized political campaigns through personalized messaging and micro-targeting, transforming electoral dynamics. However, ethical considerations must be addressed to ensure responsible use.

Transparency is essential, requiring accessible decision-making processes and disclosure of data sources and content criteria. Biases must be identified and minimized, preventing discrimination and marginalization. Privacy rights should be protected, and stricter regulations implemented for responsible data handling.

Safeguards against manipulation and misinformation are necessary, utilizing fact-checking and algorithmic transparency. Democratic processes must be upheld, ensuring integrity, free speech, and equal access to information. Collaboration among stakeholders is vital for establishing effective regulation and governance frameworks.

Addressing ethical considerations demands a multidisciplinary approach, involving experts from ethics, law, computer science, and social sciences. Striking a balance between leveraging AI's potential and upholding democratic principles is crucial. Regular reviews of regulations and guidelines are necessary to adapt to evolving technology and emerging challenges.

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PROPAGANDA AS A TECHNOLOGY OF POLITICAL MANIPULATION

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Abstract. The techniques of political propaganda, used as basic manipulation technologies to influence mass consciousness while forming political images of various politicians, are being considered in the article.

Keywords: political propaganda, manipulation, public opinion, mass consciousness, manipulation technologies.

The success of a politician or a party in elections largely depends on the effectiveness of the formed image, on the perception of its target audiences, and on the popularity of the image bearer. In other words, the formation of the necessary public opinion by the contenders for power is of particular importance. The multi-stage process of forming the image of various political actors includes several stages.

Among them is the introduction and promotion of the formed image of the subject of politics into the mass consciousness using methods (technologies) repeatedly tested in domestic and foreign political practice.

One of these methods is the manipulation of public consciousness. Sometimes the methods of influencing the mass consciousness turn out to be illegal and may pose a danger to target audiences. In this regard, the analysis and understanding of the currently existing methods and means of manipulating mass consciousness is of particular interest.

The term "manipulation" comes from the Latin word manipulare and in its original meaning means (in a positive sense): "manage", "manage competently", "provide assistance", etc. In the modern understanding, manipulation is a system of methods of ideological and socio-psychological influence in order to change people's thinking and behavior contrary to their interests.

There are also definitions based on the understanding of manipulation as a kind of fraud. However, manipulation is never rigidly violent, it is of a so-called voluntary-compulsory nature. Some researchers argue that manipulation is an expression of a person's instinctive need for stability in the world around them and the resulting desire to explain everything from oneself. An example of this is the magic of primitive cultures, the witchcraft of the Middle Ages, etc. [1].

In this paper, we consider manipulation in the political sphere of society. Thus, manipulation can be defined as a psychological effect aimed at controlling the motivation of people's behavior, which is of a hidden nature and based on the trust of people who perceive this or that political information. The success of manipulation depends on how invisible it is to citizens; they must believe that everything that happens is natural and inevitable.

Manipulative technologies are usually implemented through mass media and, above all, mass media. The media "selects most of the information and disinformation that the audience uses to assess socio-political reality. The attitude to problems and phenomena, even the approach itself, what to consider a problem or phenomenon, is largely predetermined by those who control communications" [2].

The following are the main manipulation techniques that are used in everyday political practice.

1. Creating favorable attitudes for the most successful promotion of a political leader, party, program. This includes a special selection

of problems and topics covered in the media, creating a special state of consciousness and expectation, after which the necessary topic is introduced, which causes the desired reaction of citizens.

2. Transformation of the information flow, which can be carried out in various ways:

– distortion of information, both in the form of lies and in a lighter form of partial distortion;

– the use of specially selected facts, but without taking into account others that could refute the point of view put forward;

– "falsification of facts", while each of these facts may be true, but in combination they give a distorted view of political reality;

– silencing.

3. The transfer of part of the political information to the category of secret. It involves concealing important pieces of information and further, through deliberate leaks, increasing its status and impact on citizens as particularly truthful and significant.

4. Creating information noise. This technology prevents honest critical perception of important political information, as it becomes invisible in a multitude of empty messages and is not perceived properly. Often, with the help of information noise, citizens are prevented from consciously perceiving biographical and political information, which cannot be bypassed, but which must be removed from analysis when making a political decision.

The main psychological purpose of propaganda is to influence the system of ideological, social and political attitudes of people, which can be changed by forming new attitudes or through strengthening (weakening) Researchers of existing technologies for manipulating public consciousness consider political propaganda to be the most powerful means of psychological influence (even pressure) on public consciousness and opinion in order to form a certain political thinking [3].

Of the many methods (techniques) of propaganda under study [4], we will single out those, the implementation of which, in our opinion, significantly increases the effectiveness of the formation and implementation of the image (image) of political actors in the consciousness of citizens. These are, first of all, the halo effect, the principle of preference for primary information, the principle of

contrast, the transfer of disapproval, the use of mediators, repetition, statement of fact, threat creation.

Thus, the modern political process involves the active use of special means to achieve significant political goals. First of all, these include manipulative technologies. Political propaganda, being a powerful means of political manipulation, plays a special role in shaping public opinion, contributes to changing the views, attitudes, political thinking and behavior of citizens [5]. Political manipulation can have both negative and positive implications for society (for example, influencing the masses to raise the level of political participation, activism, etc.). The use of political propaganda methods in the process of forming and implementing the image of political actors significantly increases their chances of success and public recognition.

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LEADERSHIP IN POLITICAL COMMUNICATION

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Abstract. The article deals with the problem of political leadership in the modern transforming world. The authors are trying to find out what skills and qualities a modern political leader needs in order to achieve his goals and influence society successfully.

Keywords: leadership, political communication, political management

The topic of leadership in political communication is highly relevant in today's world, where the influence of political leaders on public opinion and decision-making plays a key role. Political party leaders and state leaders not only have to communicate effectively, promote their ideas and goals, but also inspire and motivate their supporters.

One of the main tasks of any political leader is to be able to interact effectively with society, set clear goals and convince people to follow them. Good leadership in political communication helps to shape public opinion, build voter confidence and gain support for their ideas.

In modern world, where information technologies are developing rapidly, the leader of a political party or a state should not only have charisma and credibility, but also be able to use effectively modern means of communication, such as social networks, messengers, Internet platforms. Only then he will be able to convey his message to the maximum audience and succeed in his political activities [1].

The relevance of this article is to find out what skills and qualities are necessary for a modern political leader to influence the society successfully, to achieve the goals, understanding the current political environment and successful political management. Theoretical issues related to the problems of political leadership were discussed in the works of such authors as N. Machiaveli, Z. Blondel, Z. Freud, D. Godman, E.B. Shestopal. As an empirical research method, we have conducted an interview with a deputy of the Saratov City Duma in 2016–2021. Chernov Yevgeny Alexandrovich [2].

Let's consider the main aspects of the leadership qualities of a modern politician. Leadership in political communication requires the ability to strategize an information campaign, adapt communication to different segments of the population, convince and inspire people. It is also important to take into account the variability of public opinion, to respond to current problems and to be opened to a dialogue with society. The leader, able to present his ideas and values effectively,

is able to mobilize supporters, attract new adherents and convey his position to a wide audience.

Political communication plays a crucial role in forming the image of the leader, his authority and trust of voters. Modern politicians need to be prepared for direct communication with voters, as well as response to criticism and questions from journalists. Especially valuable in political communication is the ability to listen and perceive other people's views, even if they do not match yours. The ability to build a dialogue allows the leader to create an open and trusting atmosphere in community, which contributes to more effective solutions of public problems and constructive interaction.

Leadership in political communication also includes important aspects such as ethics and morals. The leader must be honest and «transparent» in his statements and actions, respect opinions and rights of other people, show respect for diversity and inclusiveness in communication. In addition, leadership in political communication requires the leader to be able to support his followers emotionally, inspire and motivate them to act, and to respond effectively to crisis situations and challenges [3].

The use of symbols and images is an important aspect of leadership in political communication. Symbols and images play a huge role in shaping public opinion and emotional perception of the leader. A well-designed image of the leader can greatly enhance his charm, charisma, and appeal to voters. Leaders often use different symbols, colors, slogans or images to identify themselves with particular values, ideas or movements. These attributes help them to convey their messages easily to a wide audience and create a connection with people's emotions. For example, the use of certain colors in a company logo or images in advertising materials can help the leader to stand out among competitors, be remembered by voters and cause certain associations and emotions. This approach makes the leader's communication more effective and attractive to those who see him as their representative or advocate of interests [4].

In general, political communication leadership is a complex and multifaceted process that requires a wide range of skills, abilities and qualities. Only by mastering certain leadership competencies a person

can acquire politician influence, strengthen his authority and make a meaningful contribution to the development of society [5].

To study leadership in political communication, we interviewed the deputy of the Saratov City Duma Chernov Evgeniy Alexandrovich (2016–2021). According to E. Chernov, a leader is an active person who is leading people, making decisions and is responsible for them. This is a decent. open. humane person, without arrogance, who can communicate with many people on equal terms, without raising himself above others. E. Chernov believes that leaders are not born, they are made. A person acquires certain qualities throughout his life. In childhood, this or that person may not have shown leadership qualities, but he can become a leader in adult life. It also happens the other way around. According to the deputy, this is a great process of development. E. Chernov's opinion is based on the fact that there is a certain line in politics. People may not like obvious leaders. But regarding his person, the politician notes that he was an activist, and if he were to rewind time back, he would not have changed his position. "I have such a character! You need to work to the maximum, and not sit back! That's what I did!", said Evgeniy Chernov. The deputy also says that if earlier, in the 90s, leaders were associated with the organized crime group, in the 2000s they were already associated with the legitimate business.

Leadership is developing year by year. Now in modern society, a leader is a more modernized, highly qualified, educated, active, intelligent, initiative person than before! We also discussed with E. Chernov how he manages to be a leader in everything. He said that he had been involved in sports since childhood and used to take only first places. The deputy has noted that the phrase "The main thing is not victory, but participation!" is not for him, because for him, as an athlete, the second place, is a loss. E. Chernov is sure that if you do something, you need to you have to do it 100 percent. He always extracts the maximum amount of knowledge and information from his work. "Always try new things, don't hesitate, if the choice is "yes" or "no", always choose "yes". It's better to do it than to refuse, or you will regret it for the rest of your life. Even if it doesn't work out, you will know that you have tried it!" – the deputy advises.

It should be noted that E. Chernov is the lecturer at the Academy and communicates effectively with his students. According to him, he is on the "same wavelength" with them. Considering himself a practical teacher, he knows that he can tell a lot of interesting and unusual things about job and life, various situations, and also share his experience with the students. Students are interested in this information, and they enthusiastically accept such materials. For the deputy, an example of a good leader is V.V. Putin. E. Chernov consideres him a good example of perseverance, determination and just a good person. But for E. Chernov, the main leader is his brother, who has a large family, a wife and four children. His friends are also leaders, but in different fields, some are businessmen, security officials, politicians.

In parting words for young people, E. Chernov noted: "Dare! Dare! And dare again! Learn, don't sit still, move forward, be decent and courageous, remain human in any situation, set goals and achieve them!"

In conclusion, we can say that leadership in political communication plays a key role in shaping public opinion and influences political processes in the country. Effective leadership in communication requires politicians to be able to hear and understand their constituents and be open, honest and sincere. Moreover, leaders need to be able to influence, inspire and motivate people to act in the right direction. Political leaders who successfully use communication strategies have greater authority, attract more supporters, and are able to achieve their goals. It is important to remember that leadership in political communication requires constant improvement and skill development in order to be successful and remain at the forefront of voters' attention.

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THE ROLE OF THE MESSENGER TELEGRAM IN ANTI-CRISIS COMMUNICATION OF "BORDERLAND" GOVERNORS

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Abstract. The article defines the role of the Telegram messenger in the anti-crisis communication of the governors of the "borderland" within the framework of the SWO. It analyzes the Telegram channels of the governors of Belgorod, Kursk and Bryansk regions, and on the basis of the analysis defines the tasks that are solved with the help of this messenger.

Keywords: crisis communication, political communication, governors, messengers, Telegram.

The functioning of any political system is achieved, in part, due to the system of political communication, the core of which is the exchange of information between various political actors, between the political system and society. Information is a valuable "object", a source of influence, which various social forces and especially power structures strive to possess and use for their own purposes.

Despite the long-standing tradition of interpreting this phenomenon, modern society has seen significant qualitative changes, impacting both the nature of the information object and the fundamental characteristics of the channels through which information is disseminated. Therefore, it is possible to observe a consistent actualization of the understanding of processes of political communication.

The information and communication component of political management plays a significant role in determining the stability of modern society. Any adverse situations, particularly those characterized by crisis conditions, can significantly compromise the stability of state organs, potentially undermining their reputation of legitimacy. Given the high speed of information transmission, it is easy to distort if, presenting news in a favorable form. Therefore, it is crucial for state authorities to respond timely to various crises, establishing a scheme for crisis communication.

This has become the most relevant topic in connection with the conduct of the Special War Operation (SWO) in recent years (2022–2024). On the one hand, the central authorities concentrate management in their hands, but on the other, they delegate responsibility to the heads of regions. Thus, governors are included in the process of crisis management. This trend is most clearly evident in the anti-crisis management of the governors of the "borderland" – Belgorod, Bryansk and Kursk regions.

Governors use a variety of tools to build anti-crisis communication within the framework of establishing crisis communication. Social networks and messengers occupy a significant place in modern management.

With the commencement of the SWO, regional heads were compelled to adapt to new, including domestic platforms after the Western ones were banned. VK and Telegram became the most popular platforms. However, regional heads paid more attention to Telegram.

The active growth of subscribers, especially in the first months, occurred specifically in Telegram. Compared to 2021, its active audience has tripled. This is attributed to the ability to quickly publish information, promptly notify the population about incidents, important events of the region, support measures. Thereby establishing direct communication between the regional authorities and citizens, which undoubtedly enhances the rating and serves as a good tool for crisis management.

The governor of the Belgorod region was the most successful in transferring his audience. At the moment, Vyacheslav Gladkov [1] has over 430.000 subscribers in Telegram. Governor of the Kursk

Region Roman Starovoit [2] has over 140.000 subscribers, and the head of the Bryansk Region Alexander Bogomaz [3] has over 43.000 subscribers.

Governors actively utilize the capabilities of Telegram, for example, conducting live broadcasts, recording video messages, including reactions to publications and etc. They promptly publish information about support measures, problem resolutions, and threats of shelling.

Two years after transitioning to this messaging platform, the positive trend in subscribers still maintained, which speaks of the genuine interest of the residents towards the pages of the heads of the regions and their desire to receive information directly from them. For example, thousands of users from all over the country subscribe to Vyacheslav Gladkov weekly to keep track of the difficult situation in the Belgorod region. Citizens could choose an informal resource, but they preferred the governor's channel.

During the analysis of the Telegram channels of the borderland governors, the tasks were identified that the heads of the regions solve using this messenger within the framework of anti-crisis communication:

1) to show the transparency of their work;

2) to form and maintain their image, for example, Vyacheslav Gladkov – the image of a defender who will always come to help, Roman Starovoit – a fighter with military force, Alexander Bogomaz – an economist;

3) to alleviate the emotional tension of the population;

4) to promptly transmit all necessary and important information to the population, such as support measures or even a missile threat;

5) to provide feedback;

6) to establish direct and informal communication;

7) to fight against misinformation.

Thus, the role of "Telegram" in enabling governors to get closer to the people, overcoming stereotypical formal images, evoking sympathy and trust among the population, which contributes to the successful implementation of crisis management.

According to the president of the Center for Regional Policy Development Ilya Grashchenkov, such a management style can be

called a new trend of anti-crisis regional management, when the bureaucratic apparatus works for the person, not for itself [4]. There is a trend towards forming a new management model "Governors 3.0".

According to Sergei Starovoitov, director of the federal expert network 'Club of Regions': "Openness has been elevated to a sacred principle in our case – and for that reason, active communication allows us to the removal of a large part of misunderstandings and prevents potential problems in advance. Yes, this creates additional pressure on the heads of regions, making them think like bloggers – in the format of fresh posts, news feeds, and the dynamics of views. But modern officials cannot get by without this. Therefore, communicative openness has become another criterion of the effectiveness of the regional heads" [5].

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MISREPRESENTATION OF FACTS IN MASS MEDIA. LEGAL ASPECT

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Abstract. The article discusses the impact of mass media on people's social life, as well as the legal aspect of mass media influence: causes of conflict and legal liability. The terms "post-truth" and "fake news" have become increasingly prevalent in

public discourse over the last year. This article explores the growing abundance of misinformation, how it influences people, and how to counter it.

Keywords: mass media, legal aspect, misrepresentation in mass media, misinformation, fake news, trust in information, public responsibility of mass media

In today's information society, the role of the media is becoming increasingly important; they are a key source of information for millions of people around the world. However, along with the possibility of fast and wide transmission of information, the problem of distortion of facts in news materials arises. Distorted information disseminated through the media has the potential to influence public opinion seriously, shape stereotypes and even influence legal processes. We are going to examine the causes and consequences of misrepresentation in media, as well as consider cases of distorted information and their impact on public consciousness and legal processes.

Entertainment media can influence our thoughts. We often seek entertainment as a temporary relief from our daily worries, whether it is movies, books, television, magazines, or music. To enjoy entertainment entirely, some people instinctively accept any message offered by the media and allow the views offered to influence their perception of life. By allowing the media to perform an entertainment function, we can replace our normal rational thinking with the thoughts offered by the media, eventually leading to changes in our beliefs and behaviour [1, p. 125–126]. "We are now facing a situation in which a large share of the populace is living in an epistemic space that has abandoned conventional criteria of evidence, internal consistency, and fact-seeking. It follows that the current state of public discourse can no longer be examined through the lens of misinformation that can be debunked but as an alternative reality that is shared by millions", – Stefan Lewandowski states [2, p. 25–26].

Beyond the entertainment context, the media has a lot of distorted facts as well. Having analysed several theoretical sources we can distinguish five reasons of causes of misrepresentation in the media:

– The first reason is Commercial Interests: Some media may distort facts to attract more readers, viewers or listeners, which in turn increases ratings and advertising revenue.

– Second reason – Lack of time for fact-checking: in fast-paced news journalism, journalists often lack time to thoroughly check and confirm information, which can lead to misrepresentation.

– Third reason – Desire to sensationalize: The media may distort facts to sensationalize and attract the attention of the audience, which can lead to increased popularity and ratings.

– Fourth reason – Pressure from external sources: Some media organizations may be subject to pressure from influential individuals, companies or political structures, which can lead to distortion of facts under their influence.

– The fifth reason is Human Factors: Errors and mistakes by journalists, editors or reporters can lead to inadvertent misrepresentation of facts during the reporting and publishing process

There are also many reasons for misrepresentation in the media, but in the end, it can have serious consequences, so it is important to develop critical thinking and to consult reliable and trusted sources of information.

We can also identify doctors of philology who study in detail the distortion of facts in the media sphere in their manual "Fake markers in media texts" – these are J.A. Sternin and A.M. Shesterina.

Misrepresentation of facts in the media does not go unpunished, so there are many cases when people did not let the situation go and sued the information sources.

Examples of misrepresentation impact on legal processes:

One of the largest proceedings can be described as a dispute between "Alfa Bank" and the "Kommersant" publishing house. The credit organization sued the newspaper for reputational and material damage. The subject of the lawsuit was an article entitled "The Banking Crisis is out on the Street". The article said that the credit organization was experiencing "serious problems" and described queues at the bank's branches and ATMs. Mikhail Fridman, the head of Alfa Bank, demanded that the newspaper be forced to admit responsibility for publishing facts, which he said were inaccurate and which provoked panic and caused significant financial damage to

the credit organization. The court ordered Kommersant to pay three hundred and ten million rubles in favor of the bank [3, p. 317–332].

Misrepresentation of facts in the media has serious consequences for society:

The first is the negative stereotyping. Distorted information can contribute to the formation of negative stereotypes about certain groups of people, countries or phenomena, which can lead to discrimination and misunderstanding.

The second is reinforcing conflicts. The dissemination of distorted information can reinforce existing conflicts and create new tensions in society, which can affect its stability and peaceful coexistence.

Third is trust in information sources. Distortion of facts in the media can undermine public trust in information sources, which can lead to a decrease in the credibility of the media and increase the phenomenon of fake news.

Misinformation has subtle and pernicious indirect effects: acquiring knowledge and justified belief through testimony becomes more difficult and our beliefs lose various epistemically good-making modal properties. Misinformation pollutes our information environment, so that our epistemic dependence on it is undermined. The division of cognitive labour between our environment and our intellectual agency is shifted to our disadvantage. We ourselves have to shoulder a larger part of the burden for acquiring and maintaining beliefs with positive epistemic status. [4, p. 36–38].

To conclude the article on media distortion, the importance of combating misinformation and false news in our information society should be emphasized. Misrepresentation of facts in the media has serious consequences for society, as it undermines trust in the media, destroys public confidence and contributes to the formation of misconceptions among people.

It is necessary to counteract actively these phenomena by developing critical thinking in the public, teaching digital literacy, and supporting fact-checking research. The media, in turn, should take responsibility for the quality of the information they disseminate and adhere to high standards of journalism.

According to Jana Radošinská opinion, apart from self-regulations, which is the best form of control professionally, government

legislations are desirable from all countries of the world to punish culprits of fake news promoters around the world. Humanity suffers great setback with the spread of fake news in the media, which worsens globally with the online media [5, p. 244–246].

In addition, government agencies, public organizations and international institutions must cooperate to develop and implement effective strategies to combat disinformation. Only by working together can we create an information environment in which truth, facts take centre stage, and public trust in information remains unshaken.

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CITIZENS' ENVIRONMENTAL RIGHTS: THE ROLE OF MASS MEDIA IN CREATING ECOLOGICAL CULTURE IN SOCIETY

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Abstract. The article explores the relationship between the enlightenment work of mass media on issues of citizens' environmental rights and the level of environmental culture in

society in Russian practice. The foreign experience of organizing media activities on the promotion of citizens' environmental rights is also considered, with Switzerland being used as an example. The author draws conclusions on the further development of enlightenment activities in Russia on the most important aspects of citizens' environmental rights.

Keywords: Ecology, citizens' environmental rights, media, mass media, environmental culture, enlightenment.

The relevance of the chosen topic is determined by the fact that in modern conditions of existence and development of humanity, the ecological factor occupies one of the leading directions. Environmental culture becomes an integral part of any sphere of state policy, as well as the lifestyle values of the population.

The institution of citizens' environmental rights is actualized both in the context of international and national legislation. The process of building a high-quality environmental culture of citizens is interconnected with popularizing the most important issues of citizens' environmental rights.

Equally important is the development of the media coverage of the highlighted issue in the development of individuals' environmental culture. Nowadays, the role of mass media is significantly strengthened in citizens' consciousness, as major news and events are transmitted through information channels of media spaces (television, social networks, online news summaries, and other communication channels).

Ecological culture is a manifestation of the relationship between human and nature in the process of human activities carried out [2, p. 48]. Currently, in every city in Russia, various public environmental organizations or media organizations have been formed, the main task of which is to popularize key environmental issues among the population and attract increased attention to the most acute problems in the field of ecology.

For example, a significant contribution to the development of eco-public relations in Russia was made by the publishing of the newspaper "Bereginya", located in Nizhny Novgorod [3]. The publishing work has been carried out since 1990 – a newspaper of

16 pages was published monthly. However, the work of the newspaper "Bereginya" was discontinued in 2017.

Currently, it is possible to make a donation for the work of the eco-center on its official website, where the main questions and eco-problems of Nizhny Novgorod are also located. For example, there is the opportunity to support projects for urban greening, proper waste disposal, and bird treatment. Despite the cessation of publishing work, the eco-center continues its enlightening work, shaping the environmental culture of the region's citizens.

Also, the Guild of Environmental Journalists (formerly the Association of Environmental Journalists) is currently active, holding meetings dedicated to current environmental issues every last Wednesday of the month [4].

In general, in Russian practice, throughout the country and in every region, there are media outlets covering major issues and problems at both national and local levels. Typically, up-to-date information on eco-problems is presented on social networks. For example, in Russia, there is the volunteer movement "Green Bull", "Ecosystem", "Ecologizer", and others.

However, only those who are purposefully engaged in environmental issues can learn about such channels of information. Other citizens do not know where to turn, for example, to properly dispose of batteries or plastics. The percentage of informed citizens is quite low. Also, at the level of educational institutions (schools, universities, colleges), information is not disseminated.

Many environmental problems are silenced until they are highlighted in social networks. For example, environmental issues are addressed in the case of a major environmental violation, the consequences of which can have a negative and destructive impact on the environment and the lives and health of citizens.

The issues of citizens' environmental rights in Russia are not effectively covered – they are enshrined in the Constitution of the Russian Federation and federal legislation [1, art. 42]. In-depth understanding and study of the foundations and guarantees of these rights can only be achieved at a professional level of study.

Thus, it can be noted that the environmental culture of Russian society needs accelerated development. The most pressing issue is

that citizens do not receive reliable information on ways to protect constitutionally guaranteed environmental rights both at the national and international levels.

A large part of the population is not informed about the possibilities of appealing to specialized bodies in case of violation of their environmental rights. The informed part of the population often faces the fact that internal judicial authorities do not satisfy citizens' complaints, and the activities of international judicial bodies are not recognized.

According to modern researchers in the field of ecology, Switzerland holds the leading position in regulating and highlighting citizens' environmental rights. The official website of Switzerland Global Enterprise presents an up-to-date ranking of countries around the world in terms of population awareness of environmental issues.

Based on historical data, the first international non-governmental conference dedicated to environmental issues was held in 1913 in Bern, Switzerland. Countries such as Germany, Denmark, Switzerland, and Sweden participated in this meeting. It is worth noting that these countries are modern leaders in various aspects of ecology on the global stage.

In Swiss understanding, citizens' environmental rights are not limited to three provisions, as in Russian practice, and represent a broader range. Environmental rights in Switzerland and some European countries include the following aspects:

– the right to appeal to judicial authorities for protection of violated environmental rights, including international bodies;

– the right to receive accurate information about the state of the environment;

– the ability to address and demand from state authorities the adoption of necessary political, economic, and organizational legal measures to ensure and protect citizens' environmental rights;

– the right to establish various associations and communities aimed at discussing, promoting, and solving environmental problems;

– the right to exist in comfortable, safe, and favorable conditions in the context of the environment.

Citizens of Switzerland have the fundamental right – the right to a favorable environment and related aspects connected to this main right. Additionally, in Switzerland, successful propaganda work is being carried out – through active educational activities in the

mass media, materials containing the basic principles of citizens' environmental rights, linked to contemporary environmental issues in the country, are constantly published.

This work has a favorable impact on the process of building citizens' environmental culture and, as a result, ensures the formation of a high-quality environmental potential for the state. This conclusion is justified by the fact that Switzerland is among the top three countries implementing successful environmental practices in the world.

In this case, it is necessary to organize measures to cultivate a new high-quality awareness of environmental culture among Russians – through agitation, primarily focusing on citizens' basic environmental rights and methods of their protection both at the national and international levels.

Thus, it can be concluded that the main directions of developing information coverage of environmental issues in Russia are: advocating for citizens' basic environmental rights and their protection methods at both national and international levels; conducting educational work in the media sphere on environmental issues; adopting foreign practices of information coverage of environmental issues in the media from advanced countries.

Switzerland's successful practice is explained by the fact that the country's authorities and internal legislation are aimed at ensuring and protecting citizens' environmental rights. One of Switzerland's key areas of state policy is maintaining a high status of environmental culture in individuals, which is achieved through working with the mass media to popularize the basics and guarantees of citizens' environmental rights.

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INCLUSION OF SARATOV IN MODERN PROCESS OF URBANIZATION: POLITICAL PROSPECTS*

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Abstract. The article is devoted to the political prospects of the process of urbanization of Saratov. The work reflects not only the theoretical understanding of the urbanization process, but also the practical understanding of the problems and ways of solving them by the author and experts.

Keywords: urbanization, city, political prospects, trends, society, problems.

At this stage of human development, the city has become one of humanity's main creations. Created as a place for the birth and development of goods, cities were able to accumulate within its limits a significant resource base of the whole world. Now, the city is the center of development of political, economic and social processes. Today, the most innovative developments are created in cities, as these are places with an increased number of needs, and the agglomeration, following the example of San Francisco, called "Silicon Valley" has long been a place of concentration of all world computer companies and programmers who want to launch their startup. History shows the experience of states as the main political entities, while citizens have always been an object. But with the advent of large cities and urban centers, they have been able to attract the attention of big politics as places of concentrated political power. In fact, cities have been able to become monopolists in the field of politics.

In Russia, cities have also become centers of power accumulation. Depending on the economic and resource benefits, as well as the quality of the social and managerial basis, the city from a political point of view has the role of a locomotive capable of becoming a self-sufficient place – on a par with an independent state. The development of urban agglomerations as centers of concentration of a large number

*The article is written under the academic supervision of the Candidate of Political Sciences, Associate Professor O.V. Skorokhodova.

of human resources is of particular importance, however, most authors understand agglomeration as economic or social factors, ignoring political aspects. The formation of a political basis in the city, created for the development of man and society, is extremely important. This process will fully reveal whether the government and society are ready to work together to achieve the goals set by the state.

Today, the topic of urban agglomeration in the political discourse of Russia plays a significant role in the process of building new regional centers that can become important places to create economic and social opportunities aimed at human growth and the territory of his residence. However, despite the politicization of the topic itself, the importance of political development in most agglomerations is not discussed by the state. This is due to the lack of a well-developed legislative framework explaining to the public the very term "urban agglomeration" of its functions, tasks and goals.

For civil servants, a base of this kind would provide a reference point that allows them to understand the extent of their authority, as well as to participate in activities aimed at improving the urban and regional environment, together with active citizens. This format would not only enhance relations between government and society but also help identify effective working models.

The global population is increasing every year, and with it, the number of urban dwellers is growing. This necessitates the implementation of projects by authorities to improve life in cities, which are places that influence the formation of modern individuals and their way of life. Indeed, individuals born and raised in urban environments may not fully experience life outside the city due to the lack of familiarity with urban amenities. Undoubtedly, as with any living being, they are able to adapt, but this process may be accompanied by discomfort due to lack of amenities, as well as triggers such as the rhythm of urban life, external noise or its absence, and customs, among other factors.

At the moment, the scientific literature provides only one term that can fully describe the essence of urbanization: an important historical process of increasing the importance of the role of cities in the development of society and its benefits, covering changes in the distribution of productive forces, population settlement, socio-demographic structure, lifestyle and culture [1].

The process of urbanization varies in different countries and is influenced by various factors. These include political and economic factors, public desire for urbanization, demographic trends, environmental concerns, and others. In the 20th century, urban planning was driven by industrialization and rural migration. However, in the 21st century technologies and information will be major factors in shaping urbanization policies.

Until the abolition of serfdom in Russia, urbanization was not well developed. In the USSR, however, it progressed rapidly. The forced nature of this process, combined with industrialization, actually harmed both citizens and the cities involved in the urbanization process. The main reason for this rapid development in the first instance was the Soviet government's desire to create a large population of urban residents that would form the basis for a middle class. The Second World War also played a role in the importance of urbanization in a "Soviet way", as it necessitated the evacuation of enterprises beyond the Urals at a rapid pace. Workers from all over the country were brought in at the same speed, obligated first and foremost to think about the benefits of the state rather than personal gain. The continuation of this policy in Russian reality would also entail the imposition of Soviet practices as an alternative to Western urbanization mechanisms.

Based on the above, it becomes apparent that urbanization is significant for cities seeking to enhance both their economic and political standing. Large sums of money often conceal significant political influence – a policy that can promote not only an idea, but also a person's position. For many Russian managers, this presents an opportunity to establish themselves and the region under their control, an opportunity that, in the future, could lead to entry into the federal elite. For Saratov, such consolidation would ensure the perpetuation of its founder's name in the future and influence in the present day.

The process of expansion of Saratov is being carried out at the expense of neighboring areas, whose inhabitants have an extremely negative view of this process [3]. They have repeatedly voiced their dissatisfaction, which has not been taken into account. Mistrust is an essential component of the position of these citizens. Residents have lost trust in the government institution and, therefore, do not wish to submit to the process of urbanization that it has initiated.

The quotas received by rural areas are of particular significance. People in smaller villages are fearful of losing money upon joining the city, as their logic goes: "If we do, we will lose everything".

Urbanization, despite its economic benefits, also poses numerous challenges: a decline in life expectancy, an increase in crime rates, a rise in the number of homeless individuals, and a rise in morbidity. When it's viewed through this lens, urbanization can be beneficial within certain parameters and with a skilled approach to urban planning, otherwise, an increase of urban residents would yield more losses than gains. However, if the government employed right strategies to combat public opposition, it could have convinced some of the opposing citizens. For instance, the urbanization process in Saratov was largely covered by only one source – the Communist Party of Saratov (or rather, their YouTube channel). In total, twelve videos were released on contentious topics, all of which were critical in nature. Therefore, the analysis of these videos revealed that the majority of comments and likes were positive. Even the rhetoric of the authorities regarding the preservation of benefits did not help to alter the opposition sentiment among residents.

Special attention was given to conducting expert interviews in the study of this issue. During these interviews, experts, represented by S. Perekatov, the head of the "Steps" project in Saratov, and A. Ermishin, the head of "Live Here" movement, were asked questions regarding the urbanization process in the city. Experts agreed that the current urbanization process in Saratov is not efficient. This is attributed to a lack of modern expertise in this field and a desire to show results as soon as possible, without considering the quality of those results. As a result, there is a brewing question regarding trends in the future development of the situation.

It can only be assumed that the initiation of this process will lead to an increase in the overall development of the region. From a political perspective, residents of the Saratov region may become more actively involved in political life in the region, as a result of which the opposition contingent in certain areas may increase and hinder the authorities from effectively implementing their projects. In turn, the authorities will continue to insist on the annexation of villages and towns. The main argument will be the economic benefit

for both parties. After achieving all the goals, the initiators of the urbanization process will launch an information campaign, the main objective of which will be to consolidate the significance of the increase in territory and the status of the city. Also, the region will be able to claim hosting important guests and "high-profile" events, which in turn will positively affect the socio-economic situation. With regard to the political prospects of the city, it is important to be aware of the potential for changes in the "plans for the region" by the initiators of the urbanization process. However, according to the ideal scenario, the local authorities will receive the following: an increase in the number of candidates for the State Duma of the Russian Federation from the Saratov region, which will contribute to lobbying for the interests of the region at the federal level, and it is also expected that the region will be included in a greater number of national projects. From a social point of view, urbanization in the near future will not bring anything good. Residents of the annexed territories need time to start feeling connected to the city, its rhythm and way of life. From an economic point of view, this process will bring certain benefits, but if local managers fail to utilize them, they will exhaust the "credit of trust" from citizens.

Therefore, it is possible to identify positive aspects that, due to the increase in population and city territory, will not only improve the political situation in the Saratov Oblast but also increase the economic and investment significance of the region for the federal center. However, the main challenge of the urbanization process is the lack of clear and well-functioning mechanisms that can deliver results without negative consequences for the local population.

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PART II. LANGUAGE, PROFESSIONAL AND BUSINESS COMMUNICATION

ENGLISH-LANGUAGE TERMINOLOGICAL SYSTEM IN THE FIELD OF MANAGEMENT: EXPERIENCE OF STUDYING*

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Abstract. The article is devoted to the study of the English terminological system in the field of management. A comprehensive analysis of the main ways of forming management terms is carried out, compounding and abbreviation are highlighted. The reasons that determine the dominant role of compounding in management terminology are established. The most frequent word models in the specified texts of the field of management are identified. Attention is focused on such terminological units, which allows us to assert that multicomponent terms represent one member of a sentence that does not have synonyms, which fundamentally makes them different from free phrases. Based on the analysis of practical material the author proposes a comprehensive structural and thematic stratification of terminological units. Using the continuous sampling method, five structural and thematic groups are identified and stratified, which allows us to conclude that the term management system is a consciously constructed system, divided into flexible and open terminological fields. The method of counting is carried out to establish the frequency of use of terminological units of structural and thematic subsystems of the general management terminological system in the texts of business.

*The article is written under the academic supervision of the Candidate of Philological Sciences, Associate Professor T.A. Orlova, Institute of Industrial Management RANEPA (Moscow).

Keywords: terminological units; language for special purposes; management process; status-role relations; modern scientific paradigm; profit-seeking activity.

The modern stage of development of terminology is characterized by active growth of the number of scientific researches in the field of industry terminology. The special significance of the problem of studying terminological systems is explained by the rapid increase in the role of science in the life of society and the complication of scientific knowledge. In this regard, the consideration of specialized vocabulary in new aspects allowed terminology science to go beyond the traditionally established boundaries of its description and significantly expanded the orbit of its research. Against the background of the emergence of conceptually new scientific achievements, terminology, as the most dynamically developing part of the lexical system of language, undergoes significant changes under the influence of external language factors. These conditions emphasize the importance of studying terminological systems of various fields of scientific thought in a wide range of application: from theoretical substantiation of the principles of formation of terminological systems to solving practical problems of streamlining and unifying terms, including them in industry dictionaries. In this context, interest in this important component of the language process deserves close and comprehensive study, emphasizing its relevance in the modern scientific paradigm.

N.N. Gorbunova notes that "the language of management was formed as a sub-industry language within the industry language of business. Later, as a result of the development of business English, the language of management acquired the status of an industry language" [1, p. 9]. In this regard, it is appropriate to state that the discursive space is a favorable basis for the formation of a powerful terminological layer. As is known, the discourse of management is a complex system characterized by a stable set of cognitive-linguistic and institutional features that distinguish it from other discursive types. The discursive space of management reflects a polyfactorial professional picture of reality, implying communication within the established framework of status-role relations (boss – subordinate, top

manager – middle manager – lower manager, mentor – performer). The above-mentioned researcher N.N. Gorbunova asserts that "the English-language discourse in the management sphere, due to its institutional nature, has a set of basic features, such as participants, chronotope, goals, strategies, topics, and discursive formulas" [2, p. 114].

With this understanding of the essence of the problem, the terminological system can be considered as a complex concept, including terminological units (hereinafter TU), acting as functional components of the terminology system, which "being individually lexical units of the language for special purposes (hereinafter LSP) of management and uniting into rows of one level, as well as hierarchical, multi-level paradigms, are consciously structured into a single system using logical methods of analysis and synthesis" [3, p. 773]. Thus, the management terminology system represents a special semiotic model formed by the terms of the LSP of managers.

The purpose of the study is to conduct a comprehensive analysis of the cognitive-linguistic and institutional features of the English-language terminological system of management.

The material of the study presented in the article was a sample consisting of 500 TU in the sphere of management of the modern English language, selected from explanatory dictionaries and reference books on business topics – a Dictionary of Business and Management and a Dictionary of Economics.

Based on the analysis of practical material with its integrative link to the structural and compositional realities of the modern discursive space of management, we proposed a thematic stratification of the management terminology system, which allows us to study the conceptual apparatus and trace the main algorithms of the hierarchical interaction of terms of each of the structural and thematic segments. Using the continuous sampling method, the following structural and thematic components of the management terminology system were identified and stratified:

1. *General key terms of management.* This group is formed by linguistic units that have an unambiguous interpretation in all term series. Among them, two core terms stand out, around which the management terminology system is built:

«*Management* is a process of using organizational resources to achieve organizational objectives through planning, organizing and staffing, leading, and controlling» [4, p. 221].

«*Manager* is a person responsible for the work performance of group members» [4, p. 223].

The following lexical units should be included in the terms of this group: *top-management; middle-management; supervisory management; autocratic manager; democratic manager; free-rein manager*; *leadership; first-line management; decision making; time-management* and others.

The main purpose of using commonly used management terms is to nominate the basic concepts of the management process and its main participants.

2. *Terms of business management*. The main feature of this thematic segment is the nomination of participants and processes occurring in modern entrepreneurial activity. The key ideas of this group are, on the one hand, the concept of business itself as a type of entrepreneurial activity, and on the other hand, the concept of the process of management and regulation of this activity. The core terms of this thematic block include:

"*Business* is a profit-seeking activity that provides goods and services to an economic system and people who live under the framework of business environment" [5, p. 9].

"*Business management* is the process by which a manager runs a business to achieve its goals utilizing the available resources effectively and efficiently" [5, p. 10].

Other business management terms include: *business environment*; *business cycle*; *business alignment*; *innovation management*; *project management*; *general economic management*; *marketing management*; *demand and supply management*; *profit* and others.

3. *Terms of financial management*. This group is formed by terms that define processes occurring in the field of management, which deals with planning, organizing, controlling and analyzing the financial potential and resources of a company in order to achieve its strategic goals. "*Financial management* is the process of planning, organizing and monitoring financial resources in order to achieve the major business goal – earning a profit" [5, p. 10].

Terminological units of financial management can be represented by the following examples: *financial manager; financing; financial institutions; financial markets; financial plan; financial system; financial results; financial adviser; fiscal policy; fiscal (financial) year; funding* and others.

4. *Terms of organizational management.* The concept of organizational management is to effectively manage and organize a company's resources to achieve its goals. "*Organizational management* is the process of organizing, planning, leading and controlling resources within an entity in order to achieve its objectives. The organizational management needs to be able to make decisions and resolve issues in order to be both effective and beneficial" [4, p. 240].

The key terms of the organizational management subsystem include: *organizational structure; hierarchy of objectives; departmentalization; delegation of authorities; line organization; line-and-staff organization; committee organization; matrix organization; chain of command; general meeting of the company* and others.

5. *Terms* of *human resource (HR) management.* The language units of this structural-thematic segment define the participants and processes related to the sphere of personnel management of the company.

"*HR management* is a process of acquiring, training, developing, motivating, and appraising a sufficient quantity of qualified employees to perform the necessary activities; and developing activities in an organizational climate conductive to maximum efficiency and worker satisfaction" [4, p. 203].

The basic terms of this structural-thematic block are represented by the following language lexemes: *human resource department* (HRD); *human relation skills*; *HR manager; human resources, labor force, HR recruitment, hiring personnel; needs* and/or *wants*; *HR planning; employment* and others.

The classification presented above provides an opportunity to touch upon the aspect of the frequency of use of TE. In this regard, we have reviewed English-language works on business topics by American researchers in the field of management *Dubrin A.J.* "Essentials of

Management", *Mckeown A., Wright R.* "Professional English in Use. Management", *Kurtz D.* "Contemporary Business".

The method of counting allowed us to conclude that the TE of all five structural-thematic subsystems of the general management terminology system are found with the same frequency in the above-mentioned English-language texts on business topics. And this is not surprising, since at present, management terminology, as a result of globalization based on the processes of internationalization, international cooperation and integration of production processes, penetrates into all areas of the LSC. Thus, it is logical to make an intermediate conclusion that the thematic stratification of the management terminology system in the English-language linguocultural area is a consciously constructed system, divided into subsystems, terminological series or, in other terminology, terminological fields, which are mobile and open, since their boundaries are constantly expanding due to both extralinguistic and intralinguistic processes of forming the terminological layer of this system. In this regard, it is difficult not to agree that the English-language management terminology system is in dynamic motion, since it is the most sensitive to changes in various spheres of social activity. As researcher O.A. Alimuradov rightly notes, "…special vocabulary in any language arises as a result of the interaction of the language itself with public social factors. But, having arisen from the interaction of various factors, terminology subsequently becomes an internal, linguistic phenomenon" [6, p. 129].

We believe it is appropriate to pay attention to the productive method of forming terminological units, which is word composition. Linguocultural analysis of compound words is also a subject of scientific interest for linguists studying texts of different genres [7–12].

Let us give examples of terminological lexical units in the sphere of management, formed by means of compounding:

Research-and-development, supply-to-demand, point-of-purchase advertising, aide-de-camp, cost-effectiveness, bond-yield-plus-risk-premium approach, profit-and-loss basis, breakdown, by-product, carryover, chairman, charge-hand, copyright, counterpart, deadline, decision-making / taking, systems-and-procedures, computer-aided, office-seeker, stock-in-trade.

The complex structuring of the components of the terminological system of the discursive space of management corresponds to the principle of brevity or language compression, which is a typical feature of terms in general. On the other hand, the multi-component nature of TU allows for a more accurate transmission of the meaning of the term, in other words, the "longer" the term, the more accurate and unambiguous it is.

Speaking about the reasons that determine the dominant role of word composition in management terminology, it is necessary to mention the external or extralinguistic factor, which includes the development of industry business, science-intensive technologies, which in turn dictates the need to define complex conceptual models and concepts through complex-structured terms and term combinations.

We believe that this trend will continue in the long term, since the volume of professional activity is constantly increasing, facing new tasks and challenges of our time, causing the need to improve the management component of business. It is safe to say that the TU of the English-language management terminology system are structurally represented by a large number of large-block and multi-segment lexical units. Multi-component TU containing more than two lexical units are actively used for linguistic actualization of phenomena and processes occurring in the sphere of management [12]: a*pproved local enterprise agency*; *audited annual partnership accounts*; *City Code on Takeovers and Mergers*; *comparable uncontrolled price method*; *declining-balance depreciation method*; *direct method of allocation of costs*; *Employee Share Ownership Plan*; *fast moving consumer goods*; *Foreign Corrupt Practices Act*; *money market mutual fund; conformity of a standard to world requirements; integrated manufacturing modelling system; the parity of authority and responsibility* and others.

Continuing the study of complex TU in terms of structuring, we believe it is appropriate to highlight the most frequent morpho-grammatical models in the discursive space of management (presented in order of decreasing frequency of occurrence in business discourse):

«N + N»: letterhead, lawsuit, landlord, money supply, knowledge management, lump sum, management buy-in, management person-

nel, market capitalization, market-maker, market segmentation and others;

«Adj + N»: legal owner, *liquid assets, local rate, low-tax area, main market, middle management, monopolistic competition, multinational enterprise, natural resources, non-economic goods, open market* и другие;

«N / Adj + Prep + N»: *board of directors, Law of supply and demand, letter of advice, master of Business Administration, Memorandum of Association, nature of transaction, order of business, power (letter) of attorney, property of the Company, rate of exchange* and others;

«Participle + N»: *landed cost, leveraged buyout, limited company, listed (quoted) company, mixed economy, programmed decision, nose-dived company, ordered unit, preferred stock (share), limited company, produced stamp* и другие.

Speaking about the syntactic status of such TU, it should be noted that they represent one member of a sentence that has no synonyms, which fundamentally makes them unlike free phrases. TU are also characterized by semantic integrity and unambiguity:

Every single transaction customers make can be recorded and analysed using ***a sophisticated database software package*** [13, p. 398].

Customer relationship management *makes extensive use of information technology and the Internet* [13, p. 411].

A large proportion of venture capital is provided by investment banks, which specialize in finding appropriate sources of capital and by ***private venture capital partnerships*** [13, p. 414].

The analysis of methods of term formation would be incomplete without mentioning abbreviations or contractions. As is known, abbreviations are an integral part of the modern language, allowing to save time and effort, simplify communication and adapt to a rapidly changing world. In the English-language management terminology system, abbreviations and contractions used for quick transmission of messages, encoding and decoding of information in professional communication of managers have also become widespread [14; 15]. This phenomenon is due to the fact that the main abbreviation base is the structural-word-formation model itself with the dominant role of multi-component terms. This opinion is confirmed by the fact that in

professional communication of managers, abbreviations are used to transmit voluminous text messages.

As is known, one of the problems in the theory of abbreviation is the definition of the concept. A distinctive feature of abbreviations in the English-language terminology of management is the high level of systematicity and hierarchy of correlations between abbreviated terms. Thus, the central figure of organizational management is the CEO (Chief Executive Officer) – the main executive person of the enterprise, as a rule, responsible for effective management and profitability, around whom the entire management team of the corporation is grouped:

CFO (Chief Financial Officer);

CIO (Chief Information Officer);

CDO (Chief Digital Officer);

CKO (Chief Knowledge Officer);

COO (Chief Operating Officer);

CSO (Chief Scientific Officer) and others.

Initial abbreviations, as is known, are abbreviations which abbreviated form is formed by the initial letters of terms and/or term combinations. The following terminological initial abbreviations can be attributed to the organizational management subsystem:

AGM (annual general meeting);

CCB (Change Control Board);

CFR (Code of Federal Regulations);

CM (configured management);

CFC (controlled foreign company);

ESOP (Employee Stock Ownership Plan);

EIS (Executive Information System);

EGM (Extraordinary General Meeting);

HO (head office);

HQ (headquarter);

CAM (Computer-aided manufacturing) and others.

Initial abbreviations are the most common in specialized texts in the field of management.

By acronym terms, researcher I.Yu. Rakhmanova means “abbreviated words structured from the initial letters and/or elements of the nominated word or phrase and similar or coinciding in their

phonetic structure with conventional terms" [16, p. 34]. The following acronyms function in the English-language management terminology system:

CAD (cash against document);

CAT (computer-assisted trading);

SWIFT (Society for Worldwide Interbank Financial Telecommunications);

ROC (return on capital);

SMART (specific, measurable, assignable, realistic, time-related) and others.

Hybrid abbreviations are lexemes in which one part of a multi-component term is shortened, while the second component remains unchanged. A typical example of a hybrid abbreviation in the English-language management terminology system is the abbreviation SWOT analysis, which is an effective tool for assessing the current situation in business and developing a development strategy [17].

Other examples of hybrid abbreviations: *FOTRA securities*; *STEEP analysis*; *HR department*; *3D negotiations*; *B2B* – business-to-business and others.

Summarizing the above, we can conclude that the sphere of economics and business is a promising area for studying the emergence of lexical innovations that reflect the realities of the development of the modern business world. At present, against the background of the intersection of various branches of business, science and technology, the interpenetration of terminological vocabulary indicates a possible fusion of several industry terminology systems into a single system with the transition of special industry terms into inter-industry ones. This trend is especially evident in the discursive space of management. In this context, many scientists consider the English-language terminology of management as a concept that permeates many branches of knowledge and professional communication, which has a tendency to transform into a special metasystem characteristic of the inter-industry LSP [18].

Analysis of practical material allows us to conclude that the English-language terminology of management is a set of mobile and open terminological fields (series or subsystems) influenced by extralinguistic and intralinguistic processes. The most productive

intralinguistic factors in the formation of the English-language management terminology system include affixation with the dominant role of suffixes along with word composition. A distinctive feature of the abbreviations inherent in the English-language management terminology system is the high level of systematicity and hierarchical relationships between abbreviation terms with the dominant role of initial abbreviations.

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THE COMMUNICATIVE BEHAVIOUR IN CREATING A CIVIL SERVANT' POSITIVE IMAGE

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Abstract. The purpose of report is to fully explore communicative behavior in creating a positive image of a public servant and its importance. Special attention is paid to the peculiarities of the image of a civil servant and its characteristics

Keywords: civil servant, communicative behavior, positive image, society.

Effective communication is crucial in the public service sector as it shapes the public's and stakeholders' perception of civil servants. It has the potential to build trust, promote transparency, and ensure

accountability. Conversely, ineffective communication can result in misunderstandings, mistrust, and negative perceptions. Therefore, it is essential to recognize the significance of communicative behavior in cultivating a positive image for civil servants. Communicative behavior encompasses both verbal and non-verbal interactions that individuals employ to convey messages, establish connections, and foster mutual understanding.

There exist various kinds of communication styles that individuals may display during their interactions. Below are a few common communication styles:

1. Direct communication: this approach involves articulating your thoughts, emotions, and requirements in a coherent and considerate manner while also taking into account the rights and emotions of others.

2. Forceful communication: forceful communicators are inclined to be assertive, commanding, and challenging. They may disregard the emotions and viewpoints of others in order to establish their own.

3. Reserved communication: reserved communicators often evade conflict and find it difficult to voice their own requirements and viewpoints. They may seem yielding or excessively accommodating.

4. Indirect communication: this style blends aspects of both reserved and forceful communication. Indirect communicators may reveal their dissatisfaction indirectly or discreetly through irony, backhanded compliments, or other subtle methods.

5. Controlling communication: controlling communicators aim to manipulate or influence others through deceitful or sly strategies. They may resort to guilt-tripping, gaslighting, or other forms of manipulation to accomplish their objectives.

6. Expressive communication: expressive communicators are prone to expressing their feelings openly and might be more attuned to emotional cues from others. They may heavily rely on emotional language and nonverbal signals to convey their message.

7. Logical communication: logical communicators are methodical, detail-focused, and concentrated on facts and data. They may favor communicating in a precise and orderly manner, highlighting accuracy and clarity [1, p. 119].

It is important to recognize that communication styles can vary depending on the situation, cultural norms, and individual preferences. Developing self-awareness and understanding different communication styles can enhance interpersonal relationships and effective interaction.

Assertive and analytical communication is particularly crucial for public servants, who are public figures. This underscores the importance of their conscious loyalty to the authorities. It is essential to refrain from making public statements, judgments, and assessments about the activities of government entities and their leaders. This guideline does not restrict freedom of speech; rather, it emphasizes the need to effectively engage with the media, journalists, and the general public. Public service entails a high level of speech responsibility [2, p. 120].

It is also important for a civil servant to have a positive perception. If we talk about a positive perception, then this is a favorable impression or idea of someone or something, often based on their behavior, appearance, reputation or other factors. Positive perception can increase trust and attractiveness in the eyes of others. The image of a civil servant consists of three inseparable characteristics: personal, social and symbolic.

As per the research conducted by E. Shikareva, the unique attributes of a government official encompass physical, mental, and symbolic qualities. E. Shikareva posits that the distinctive traits of a government official ought to encompass physical and mental attributes, temperament, individuality, and decision-making approach. The social characteristics of the image of a civil servant are closely related to the modern moment of time, which requires the ability to respond promptly to the challenges of modernity. Symbolic characteristics also correspond to the image. They are related to the culture of managerial work and the culture of personal behavior. Nevertheless, one should not forget that the main indicators of the effectiveness of public service are still professionalism and competence, which is directly reflected in the federal law "On Public Civil Service" [3, p. 87].

To create a positive image of a civil servant, the following strategies can be implemented:

1. Enhancing political competence by being able to assess policy results, interact with authorities, involve the public in policy formation, and engage with the media effectively.

2. Implementing new selection processes for civil service recruitment, such as using a specialized form with questions about work experience, achievements, and failures.

3. Providing incentives for civil servants to prevent corruption and increase motivation.

4. Distributing a handbook on ethical behavior for civil servants.

5. Improving feedback mechanisms with the public by responding to complaints in a timely manner, updating on progress, and informing the public about civil servants' activities.

6. Upgrading electronic systems used by civil servants for better performance and timely updates.

Civil servant's political competencies are an important part of their image. There are political competencies that can be presented in this form.

1. Improving the efficiency of public administration involves deep study of actual and problematic situations, ability to make and give competent forecasts of the consequences of political events and results of the conducted policy, and reacting in time to the challenges and potential dangers of the external environment.

2. The ability to work in public groups and carry out broad interdepartmental and inter-agency and inter-level interaction of public authorities is an improvement of interaction between the state and society.

3. The ability to involve all sectors of society in the process of shaping the public policy, ability to regularly diagnose public opinion, and ability to interact with the media are some of the benefits of increased openness of public authorities.

4. To be able to use the latest communication technologies in the system of state and political management is a political-communication competency [4, p. 220].

In conclusion, communicative behavior plays a key role in the formation of a positive image of civil servants. By prioritizing clear and transparent communication, paying attention to non-verbal cues, practicing active listening, and using social media effectively,

government employees can build trust, integrity, and favor from the public. It is very important that civil servants constantly improve their communication skills and strategies in order to maintain a positive image and effectively perform their duties.

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DOES TRUTH SPRING FROM ARGUMENT?

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Abstract. The article examines the impact of argument on the formation of interpersonal and political communications, as well as various conflict management strategies. In addition, the well-known quote “Truth springs from argument” is presented in the context of the topic, and the potential truth and falsity of this statement, studied from the point of view of its real applicability, is also considered

Keywords: disputes, argument, conflicts, interpersonal communication, political communication, conflict management strategies.

Disputes, debates and conflicts play a crucial role in everyone’s life and are found in absolutely all spheres: from politics to personal life. This topic is more relevant than ever in modern realities, because

every day there is a growing need to understand strategies for avoiding violent conflicts, which can turn from verbal ones into something more serious, up to geopolitical conflicts. The relevance of this topic is also due to necessity for an analysis of human relationships, a more detailed study of conflictology and how to apply knowledge in this area to avoid conflict.

The purpose of the study is a comprehensive analysis of disputes as a communicative phenomenon and its impact on a person's daily life, his or her environment and interests.

To achieve this goal, the following tasks have been identified:

1. Defining general definitions of the concepts of «dispute» and «conflict» and consider the differences in their structures.

2. Studying the history of disputes and the emergence of the saying «The truth springs from argument».

3. Considering in detail a specific example of an unsuccessful public dispute in Russian practice.

4. Conducting a survey among residents of Saratov about the place of disputes and conflicts in their lives.

To begin with, a dispute is a situation where two or more parties have different points of view or opinions on a particular issue and discuss them in order to prove their case or convince others of their position. In a dispute, the parties can use arguments, facts, logic and emotions to support their opinions.

A conflict is a situation resulting from an irreconcilable conflict of interests, values, opinions, or needs between two or more parties. Conflict can arise both at work, in the family, in society, and internationally. And the conflict is characterized by tension, discontent, aggression and unresolved contradictions.

Ancient thinkers were the first to draw attention to the fact that dispute plays an important role in clarifying the truth. For the purpose of public discussion of acute problems and hot topics, ancient thinkers widely used dialogue. The dialogue allowed us to acquire knowledge not "on a plate", but through reflection, joint discussion of the problem for finding the right solution.

The expression "the truth springs from argument" has ancient roots and is associated with philosophical and dialectical traditions. Its ancestor is the ancient Greek philosopher Heraclitus of Ephesus,

who is known for his theory of the unity of opposites, believed that the world actually consists of a constant contradiction and struggle of opposites [1]. He argued that only through contradictions and disputes one can come closer to understanding the truth. This idea was developed and continued to exist in the philosophical traditions of various epochs and cultures. The idea of dialectics and the opposition of points of view in a dispute as a way of truth is also reflected in the philosophy of Socrates, Plato and other ancient Greek philosophers.

Much attention was paid to the dispute in Ancient India. This was due to the needs of socio-political life, as well as the development of logic and philosophy. Various problems of the dispute were also studied by ancient Chinese scientists. According to the surviving sources, Chinese wise men examined certain methods of conducting a dispute, they considered its various circumstances, and paid attention to psychological aspects.

In the history of polemical art, disputes in Russia occupy an important place. They have always been considered an integral part of spiritual and socio-political life. The subjects of the disputes were problems of the state structure, national identity, issues of philosophy, history, law, literature and art, principles of morality, ethical categories, etc. The theory of dispute was also developed in Russia. The most significant work is considered to be S.I. Povarnin's "Dispute. On the theory and practice of the dispute" [2].

And at this point, I would really like to demonstrate by a real-world example how none of us should conduct disputes and debates, especially because of our future or current profession. I'm going to tell you about the debates of Mikhail Prokhorov and Vladimir Zhirinovsky, which took place in 2012 and the topic then was the election of the President of Russia.

All that these debates are remembered for is mutual insults and outright rudeness. Alla Pugacheva called Zhirinovsky a clown, who in response compared the singer to a woman with low social responsibility.

On the air of the "Poedinok" program, the scandal broke out not between the candidates, but between Pugacheva and Zhirinovsky. The star scolded the politician that he was publicly "rude, lying,

behaving unbridled", and asked: is it "from above" that they tell him to behave like this? Responding, Zhirinovsky shouted, saying that, unlike Prokhorov, he did not need permission "from upstairs", that he was what he was, but the artists venerate any leader for money (the Russian variant of the phrase was much ruder). To this, the presenter Vladimir Solovyov noted that the politician "publicly buries himself" with such speeches. Mikhail Prokhorov won the debate by a small margin (106579 votes from the audience against 100350) [3].

This is an extremely negative example of a dispute that escalated into a conflict that caused moral suffering on both sides. It is clear that these are all television shows, but subordination and humanity should be preserved even when you categorically disagree with the interlocutor.

Considering this theme, we conducted a small survey among the various age groups of residents of the Saratov city. We interviewed about two hundred respondents. The survey contained 9 closed-ended questions and 3 clarifying, open-ended questions. We would like to summarize the results on the key questions. The following trends should definitely be noted:

1. What do you think is the difference between a dispute (argument) and a conflict?

Many respondents (about 72%) believe that a dispute differs from a conflict in the following criteria:

The first criteria it is a scale because conflict is always bigger than dispute. The second criteria are consequences because conflict more often entails (results in) both physical and moral losses and they are usually much more serious. And the third criteria it is a subject of discussion because the dispute is aimed at finding a compromise or trying to stay with your opinion, and the conflict is aimed solely at proving the correctness of only one side.

2. In which areas do you most often have to deal with disputes personally?

Many respondents (64.9%) replied that they face a lot of disputes and situations pushing them for the decision in the spiritual sphere (in schools, churches, museums, etc.). We believe that there are still many disputes with staff of educational institutions. Also, almost half

of the respondents (48%) chose such areas as social ones (this includes healthcare systems, utilities, etc.) and political (and this includes the relationship between government and society).

3. Who do you think argues more often? What determines your answer to this question?

64% of respondents believe that there is no connection between gender and the frequency of conflicts. They believe that both women and men often argue. The respondents justify their answer by saying that each person has special character traits and it does not matter his or her gender, because men can be hot-tempered, and women can be reserved. However, the second place is still occupied by women, gaining 20.5%. Here, respondents justify their opinion by saying that women are more often more emotional.

4. Do you often have to argue with people? Did you manage to convince the other person that you were right?

Almost 70 percent of the respondents (67%) practically do not argue with other people. But 23% argue often. And those who argue say that more often (in 54% of cases) they still manage to convince the interlocutor of their own rightness and / or find a compromise.

5. What do you think: does truth spring from argument?

In addition, to the last and most important question, almost 75% of respondents (74,3%) answered that the truth is really born in a dispute. However, those who disagree with them believe that the truth is outside the scope of the dispute, the criteria of truth are not defined at the time of the dispute.

Based on the results obtained, according to personal experience and the experience of the respondents, the following recommendations were developed on how to build a dispute in order to avoid its proliferation and escalating into conflict:

1. Listen carefully to your interlocutor and try to understand his or her point of view. Don't interrupt.
2. Express your arguments calmly, without emotion and aggression.
3. Use facts and logical arguments to support your position.
4. Avoid personal attacks and insults.
5. Try to find a compromise solution, if possible.
6. Recognize the right of the interlocutor to his opinion.

7. If the dispute starts to get out of control, clarify whether you should continue the discussion or move on to another topic [4, p. 2].

The ability to engage in constructive dialogues, convince others, and avoid conflict remains a relevant and important skill in our time. Regardless of the scale of the dispute or the level of its publicity, the ability to convey your point of view, listen to the interlocutor and find a compromise solution remains a key element of successful communication. In the international arena, experts in diplomacy and international relations continue to seek dialogue and negotiations to resolve conflicts and reach peace agreements. In a private dispute, it is also important to learn how to communicate effectively in order to maintain a relationship and prevent further conflicts.

Summarizing all the above, the ability to convince and avoid conflicts remains an urgent and in-demand skill that can help to communicate successfully both internationally and in everyday life. Be always tolerant of your interlocutor's point of view and recognize his or her right to this or that opinion, even if it differs from yours.

In my opinion, the truth is most likely to spring not from an argument, because it is emotional and often aggressive, but in a peaceful discussion, where interlocutors respect each other and honour each other's beliefs. More often in violent political debates, slander and defamation are born, which hurts both opponents (remember the example above). Owing to this the society doesn't have any usefulness for its own development and progress.

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MANAGEMENT COMMUNICATION IN THE SPHERE OF SELF-DEFENSE OF CONSTITUTIONAL INDIVIDUAL RIGHTS*

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Abstract. The article reveals the features of management communication between the state and the citizen in the sphere of the constitutional right of citizens to self-defense. The article examines the characteristic features of management communication and analyzes the legislation regulating the right of citizens to self-defense. Problems of communication and prospects for the development of modern legislation are identified.

Keywords: state, citizen, law, legislation, self-defense, management communication, Russian Federation.

The role of constitutional individual rights in ensuring the protection of citizens is one of the most important components of the legal system of any state. Constitutional rights of the individual are enshrined in the basic legislation, the Constitution [1], and are designed to guarantee the freedom and security of everyone, as well as ensure equality before the law and the courts.

Now, the main constitutional means of self-defense of fundamental rights and freedoms of the individual are appeal to state bodies, local governments, public speeches, association with other citizens to defend their rights and legitimate interests, as well as the use of human rights organizations.

A special place among the main means of self-defense is occupied by physical protection, including necessary defense and extreme necessity, in some cases with the use of weapons for the purpose of self-defense of the constitutional rights of the individual, the right to life. The latter, self-defense with the use of weapons, will be given special attention within the framework of this scientific research.

*The article is written under the academic supervision of Candidate of Pedagogic Sciences, Associate Professor V.Yu. Smolskaya.

Thus, it is worth noting that the emergence of the right to protection with the use of weapons in Russia has a long history, which is closely connected with the development of the political system, legislation, and public, administrative, and state relations.

With the development of a centralized state, the right to defense with the use of weapons was enshrined and regulated in special documents, one of which was the Code of Law of Ivan the Terrible. This code defined the rules of self-defense and punishment for the unreasonable or excessive use of weapons, which indicates the existence of the institution of self-defense of that time and the desire of the state to manage and regulate such an area of life.

In addition, in 1715, the Decree "On the State of Affairs of the Murder of People" was issued. This Decree for the first time brought a definition of the concept of "necessary defense" and established requirements for the use of weapons in such defense. It also provided penalties for abuse of the right to self-defense.

In modern Russia, the right to defense with the use of weapons is one of the main elements of the civil security system. Citizens have the right to self-defense in cases of attack on their life, health, or property.

The very history of the development of the right to defense with the use of weapons in Russia is closely connected with the development of the state, legislation, and managerial and social relations. From ancient times to modern times, this law has evolved to suit the needs of each period.

The legislation of the Russian Federation in the field of self-defense is determined by Federal Law No. 150 "On Weapons" [2], and other legal acts. According to the law, a citizen has the right to self-defense with the use of weapons in the event of a real threat to his life or health, as well as in the event of an attack on his property.

The main argument in favor of this right is that every person has a natural right to self-defense. The state must ensure the safety of its citizens, but sometimes the police or other law enforcement agencies cannot quickly come to the rescue. In such cases, citizens should be able to protect themselves and their loved ones.

However, it should be noted that this right is not unconditional. When using weapons for self-defense, a citizen must comply with

certain conditions and restrictions established by law. In particular, the rules for the use of weapons for self-defense provide for the proportionality of the force used based on the nature of the attack or threat [3].

Restrictions and regulation of the right of citizens to use civilian weapons are an integral part of the system of constitutional individual rights. Each state has certain laws that regulate the acquisition, storage, and use of weapons by citizens. These restrictions and regulations are aimed at ensuring public safety and preventing crime [4].

An important aspect of Russian legislation is the need to have a permit for the acquisition and storage of weapons. Citizens who wish to have the right to self-defense must obtain a license to purchase and carry weapons. To obtain a license, you must undergo special training and education on the rules of handling weapons.

One of the important tasks of legislation is to protect citizens from possible illegal use of the right to self-defense. The use of weapons for self-defense should not turn into arbitrariness or violence on the part of a citizen. In this context, legislation provides for liability for illegal handling or abuse of weapons.

Particular attention should be paid to the role of law enforcement agencies in the practice of applying the right to self-defense. The police and other specialized services play a key role in ensuring the safety of citizens and monitoring compliance with the law when using weapons for self-defense. They conduct license checks, control the handling of weapons, and investigate cases of use of weapons for self-defense.

Thus, modern legislation and practice in applying the right to self-defense in Russia seek to find a balance between protecting citizens and preventing abuse. Proper regulation of this right in the process of management communication allows citizens to feel safer and more confident and contributes to ensuring public safety in general.

In addition to changes in legislation, attention should also be paid to educating citizens on the lawful use of weapons for self-defense [5]. Currently, many citizens do not have sufficient knowledge about the rules and requirements when using weapons for self-defense, which can lead to unpredictable consequences. Therefore, it is important to

develop educational programs and conduct information campaigns that will help citizens be competent gun owners and use them only within the law.

It should be noted that the prospects for the development of the right of citizens to protection using weapons should be considered considering the provision by the state of appropriate mechanisms for monitoring, managing, and verifying licensed weapon owners. This will minimize the possibility of illegal use of weapons and maintain public safety.

In general, a system of restrictions and regulation of the right of citizens to use civilian weapons is necessary to ensure the safety of society and protect the interests of the individual. It should be based on a balance between the right to self-defense and public safety and consider international standards and the best practices of other countries [6].

I consider it necessary to note that to solve problems in this area of public relations, in addition to introducing changes to the current legislation, direct communication between the state and the citizen is necessary.

In general, the prospects for the development of the right of citizens to protection using weapons in Russia are aimed at increasing the level of self-defense of the population and reducing crime. However, each legislative change must be carefully considered and accompanied by appropriate governance, monitoring, and education measures to prevent abuse and maintain public safety.

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THE IMPACT OF COMPUTER-MEDIATED COMMUNICATION ON INTERPERSONAL RELATIONS

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Abstract. The article discusses the concept of computer-mediated communication (CMC) and its influence on interpersonal relationships. It explores various forms of CMC, such as text, audio, and video messaging, and examines how technology affects social interaction. The text delves into the dynamics of CMC, including how individuals adapt to communication channels and the merging boundaries between the virtual and real worlds. Additionally, it highlights the demographics of individuals who prefer online communication and the impacts of this choice on social and psychological aspects. The text also emphasizes the importance of nurturing interpersonal relationships for emotional and physical well-being, especially in the digital age where CMC has significantly transformed communication patterns. It discusses the connectivity and reach offered by CMC, as well as the challenges and opportunities it presents for relationship building and evolving social norms.

Keywords: Computer-mediated communication, interpersonal relationship

Computer-mediated communication (CMC) is an umbrella term that encompasses various forms of human communication through

networked computers, which can be synchronous or asynchronous and involve one-to-one, one-to-many, or many-to-many exchanges of text, audio, and/or video messages [1].

Early studies have primarily looked into how the use of technology influences the way people interact socially and in groups. These studies explore topics like self-expression, identity formation, relationship building, community development, long-distance collaboration, and group decision-making, often comparing these aspects to traditional face-to-face communication.

As such, core theories that guided earlier studies highlight the dearth of socio-contextual information as the defining characteristic of CMC working to its disadvantage [2].

However, these early models were quickly contested by alternative perspectives emphasizing how individual users adapt to the constraints of communication channels and strategically leverage the limitations of the medium. Similarly, the traditional distinction between the "real" and the "virtual" has been increasingly replaced by a view that highlights the merging boundaries and dynamic interaction between the two realms.

At the same time, researchers have explored the demographics of individuals who prefer online communication over face-to-face interaction and the impacts of this choice. In addition to studying one-on-one interactions between strangers, they have delved into the social and psychological effects of Computer-Mediated Communication (CMC) across diverse settings like remote work teams, social networking platforms, and online gaming environments [3].

An interpersonal relationship is a social connection or affiliation between two or more people. Different types of interpersonal relationships can include your connections with your partner, loved ones, close friends, acquaintances, co-workers, and many others who make up the social connections in your life [4].

As social beings, humans rely on connections with others for their well-being, both emotionally and physically. Nurturing interpersonal relationships is essential for establishing a support network that offers resilience in navigating life's difficulties.

In the contemporary digital age, Computer-Mediated Communication (CMC) has significantly transformed the landscape

of interpersonal interactions. This form of communication, facilitated through various digital platforms such as social media, email, messaging apps, and online forums, has revolutionized how individuals communicate with each other. The impact of CMC on interpersonal interactions is profound, affecting various aspects of human relationships, social behaviors, and communication patterns.

Enhanced Connectivity and Reach One of the significant impacts of CMC on interpersonal interactions is the enhanced connectivity and reach it offers. Through CMC, individuals can effortlessly connect with others regardless of geographical boundaries, fostering relationships with people worldwide. This expanded reach has facilitated the forging of new connections, the maintenance of long-distance relationships, and the creation of diverse social networks. Additionally, CMC has provided opportunities for marginalized groups or individuals with limited offline social interactions to find communities and support online [5].

Altered Communication Dynamics CMC has also reshaped communication dynamics in interpersonal interactions. With the prevalence of text-based communication in emails, chat messages, and social media posts, non-verbal cues such as facial expressions, tone of voice, and body language are often absent. This absence can sometimes lead to misinterpretations, misunderstandings, or the misrepresentation of emotions, potentially impacting the quality of communication and relationships.

Evolution of Social Norms and Etiquette The introduction of CMC has brought about a shift in social norms and etiquette concerning interpersonal interactions. The informal nature of online communication platforms has influenced how individuals express themselves, communicate boundaries, and navigate social interactions. The concept of online identity and self-presentation has become integral as individuals curate their digital personas, influencing how they are perceived and how they perceive others in the virtual realm [6].

Challenges and Opportunities for Relationship Building While CMC offers numerous benefits for interpersonal interactions, it

also presents challenges. The digital nature of communication can sometimes lead to a sense of depersonalization, impacting the depth of relationships. Miscommunication, cyberbullying, and the proliferation of misinformation are also potential pitfalls of CMC that can strain interpersonal interactions. However, CMC also presents unique opportunities for relationship building through shared interests, affinity groups, and online communities that transcend physical boundaries.

In conclusion, the impact of Computer-Mediated Communication on interpersonal interactions is multifaceted and complex. While CMC has revolutionized the way individuals connect and communicate, it has also altered communication dynamics, influenced social norms, and presented both challenges and opportunities for relationship building. Understanding the nuances of CMC's impact on interpersonal interactions is crucial in navigating the ever-evolving digital landscape and fostering meaningful and authentic human connections in the digital age.

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THE ROLE OF MARKETING AND MANAGEMENT IN INNOVATION-DRIVEN BUSINESSES

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Abstract. The report is aimed at examining the latest trends in management and marketing, emphasizing the vital role of human resources and effective management systems in launching new products. It highlights contemporary marketing strategies, including innovative, relationship, and holistic marketing, alongside a review of traditional management and marketing approaches. Key focus areas include the enduring relevance of the «marketing mix» – Product, Price, Place, and Promotion – showcasing its impact in the modern business environment.

Key words: the interplay of marketing and management, modern marketing methods, effective management systems, marketing mix, human resources, innovation-driven entrepreneurship.

The topic under discussion is especially novel because it mixes old-school ideas with the latest strategies, showing how these aspects come together to push businesses ahead in today's quick-moving, innovation-focused market. It is interesting to know about how marketing and management play a crucial role in today's innovative entrepreneurship. We're diving into a world where the old and new blend, showing us exciting ways businesses can grow and succeed.

In any business, marketing and management are like two sides of the same coin. It is vital to look at everything in more detail. «The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large» is the American Marketing Association's (AMA) current definition of marketing [1]. But throughout time, the meaning of marketing has changed. Every

three years, the AMA evaluates this term as well as its definition of «marketing research». 2008 saw the inclusion of «society at large» interests in the definition. By contrasting the 2008 definition with the 1935 edition published by the American Marketing Association, it is possible to observe how the concept evolved: «Marketing is the performance of business activities that direct the flow of goods and services from producers to consumers» [ibid]. The updated definition emphasizes how additional stakeholders have become more significant in the new understanding of marketing. In simple words, marketing helps us understand what customers want and how we can meet those needs.

It is widely recognized that finding prospective consumers and turning them into real, paying clients is the aim of marketing. A comprehensive marketing strategy is to [1]:

recognize the characteristics of your target market, including their likes and dislikes, activities, and needs;

develop brand awareness to let your target market know about your company and the benefits it offers;

convince the target market that your solution is the best fit for them to increase sales;

increase brand loyalty by forging closer ties with consumers and the industry at large;

to keep developing, growing, and expressing your originality and ingenuity, look at the market, your competitors, and the prevailing trends;

utilize ongoing messaging to control public perception of your brand and its identity.

It is known that here are many different kinds of marketing, but a businessman should concentrate exclusively on the ones that work best for their company. The following are some modern forms of marketing [2]:

Internet marketing: The instruments of the trade are blogs, search engines, and online discussion boards;

Social media marketing: Consider Facebook, LinkedIn, Instagram, and TikTok; They serve as venues for fostering ties with clients.

Video marketing: A marketer's best friend is a video; They possess the ability to instruct and amuse.

Optimization for search engines (SEO): Your website is seen thanks to SEO; When your content appears in search engine results, industry-focused traffic is drawn to it.

Print marketing: This is a traditional strategy. Advertisements in magazines, newspapers, and signs might help you reach potential clients.

Traditionally, marketing focused a lot on the 4 Ps: Product, Price, Place, and Promotion. The 1960s saw the rise in popularity of the 4 Ps of marketing, often known as the marketing mix. Subsequently, the framework has gained widespread recognition as the fundamental elements of an all-encompassing marketing strategy. The 4 Ps have been modified, expanded upon, and the subject of intense discussion among marketing experts. In an attempt to be more comprehensive, some have added more Ps, such as people, process, tangible evidence, and more. Let us examine the fundamental four.

Product: A company's «product» is goods or services it provides to its intended market. It involves choices on the features, quality, and design of the product. It also covers the product life cycle, packaging, and branding. Product still applies even if you are selling ideas or services rather than tangible goods. The main takeaway from this is that every aspect of your services counts. Everything is related to how the market and your target audience view your brand, thus it should all be seen as a part of the whole package.

Price: Setting a price and going for it is not the only way to price your goods and services. Pricing should be determined by market research that includes things like what your competitors are charging, the state of the industry as a whole, and what prospective buyers believe your goods and services are worth. Ultimately, setting prices is a sensitive process that needs to be strongly grounded in research.

Place: How are prospective clients going to be able to buy goods or services? If your e-commerce business is all you do for product sales, then digital marketing tactics like social media marketing, SEO, inbound marketing, and search engine optimization will probably be your main priorities. In today's highly digital environment, digital marketing methods are essential, but you might also need to use other distribution-related marketing strategies and techniques. If you sell your goods in stores, for instance, you will need to handle your

relationships with retailers and vendors, plan out where you want to put your products on the shelves, and decide how you want your in-store marketing materials to look.

Promotion: When attempting to define marketing, this is the P that most frequently springs to mind out of the entire marketing mix. Interacting with the public in an effort to forge connections and eventually bring in business is known as promotion. Public relations, conventional advertising methods like print and television commercials, and more recent techniques like content marketing and search engine optimization are all included. It is the hub of all market research, where you can develop a winning marketing plan that considers the identity of your brand, what you want it to stand for, and how your target market will interact with it.

This was all about creating the right product, selling it at the right price, in the right place, and with the right kind of promotion. Traditional marketing methods are the time-tested strategies used to reach and engage consumers, primarily through offline channels. These methods focus on reaching a broad audience and are typically one-way communications where the company speaks to the consumer without direct feedback. But today, things have changed. Now, we also look at marketing as a way to build relationships, create meaningful brands, and offer holistic experiences to customers. It's not just about selling a product; it is about creating a bond with the customers. It goes without saying, that successful communication is the pledge and guarantee of business success. Some scholars aim to study communication in different situations in order to develop a strategy for successful interaction in society [3-7].

Undoubtedly, small businesses are faced with an enormous array of marketing methods to choose from. To help reach as many people as possible, most businesses typically employ a combination of traditional and digital marketing tactics. A few of these well-liked concept are [8]:

Email marketing. It gathers the emails of potential customers and providing them with updates about your offerings and business. While some email campaigns include promotions, seasonal sales, or even newsletter updates, others serve as lead nurturing tools that gradually increase interest in items.

Direct marketing. It involves distributing marketing materials to prospective clients that you have discovered through market research, such as flyers, brochures, and postcards. For instance, they can be internet visitors who left their purchasing basket behind or they might reside in the same neighborhood as your store.

Social media marketing. Research estimates that 92% of businesses use social media for marketing. Social media marketing is so popular because, for the most part, it's free to create an account and post content about your brand. And best of all, each social media channel can help you tailor to a specific audience.

Content marketing. It is the technique of producing blogs, white papers, films, infographics, and other material in order to draw viewers is known as content marketing. It frequently coexists with SEO marketing, which aims to improve pages to improve their position in search results.

Paid aids are referred to as a paid advertisement whenever you pay for users to distribute your content. There are several variations of paid adverts.

Modern marketing strategies are really fascinating. They focus on using the latest technologies and strategies to connect with customers in innovative ways. Key features include personalized content, data-driven campaigns that tailor messages to individual preferences and ensure that the customer's journey is smooth and satisfying. This means we need to be innovative, always ready to adapt and improve our strategies to meet changing customer needs.

Now, let us move on to management. Management is the administration of organizations, whether they are a business, a nonprofit organization, or a government body through business administration, nonprofit management, or the political science sub-field of public administration respectively. It is the process of managing the resources of businesses, governments, and other organizations [9]. In simple words, management is about running the company smoothly, making sure everything from planning to execution works well.

We then go over the objectives that management is pursuing [10]:

1. According to management definition, the goal is to produce the maximum amount of output that is practical while utilizing

resources as efficiently as possible. By reducing the ratio of resource costs to revenue in the company, this goal enables profits to increase. Management teams therefore use a variety of logistical techniques and protocols to identify and eliminate wasteful and resource-intensive activities.

2. Enhancing the efficiency of operations, services, and production results in more output, income, and profits. Management systems track the tasks, duration, and workflow of employees to identify the processes that yield the highest levels of productivity. It is not unusual for managers to work with department heads and other staff members to establish and implement new policies and procedures.

3. Management teams strive to strike a balance between maximizing revenue growth and fostering a happy workplace for employees. In order to optimize earnings, it is imperative to engage in collaborative efforts with several departments and leaders, including accountants, supervisors, and executives, to pinpoint areas requiring modifications and adjustments. For managers looking to reach their maximum profit targets, eliminating unnecessary expenses and waste and creating new, creative processes that improve operational efficiency are two of the most critical jobs.

4. An effective management team places a high premium on the personal and professional growth of its staff members. When opportunities like seminars, mentorship programs, training materials, and internal promotions are available, employees can advance their careers and learn new skills. Personal development and growth of staff members can help management achieve many objectives simultaneously. However, they can also aid in the growth, enhancement, and efficacy of the produced work.

5. The policies, procedures, and standards that control the production and provision of goods and services are set by management teams. A primary duty of management is to guarantee that the company continuously satisfies all necessary quality standards. The team works together to establish, carry out, and maintain quality in conjunction with other departments, supervisors, and employees.

6. The overall productivity and income of an organization can be impacted by its culture, attitudes, and morale. A positive work environment increases the intrinsic motivation of individuals to

complete tasks and exert more effort. By creating incentive programs, implementing effective power structures, and responding to staff members' concerns and suggestions, management teams actively work to keep morale up. Furthermore, fostering positive relationships with employees and expressing gratitude for their work raises spirits and motivates them to seek out opportunities for professional growth.

7. Employees must be able to collaborate in an orderly manner in order to meet the organization's goals and objectives. The success of the organization depends on teamwork, and without rules and regulations, effective teamwork is impossible. To be disciplined is to have an internal structure and order that promotes sincere cooperation and support for the team or organization's members as well as the mission. Employees who are not held accountable for their actions and behaviors will negatively impact the organization's overall morale. To put it briefly, the purpose of corporate discipline is to set and uphold acceptable standards of behavior for employees.

8. For many in the management field, forecasting and making predictions about outcomes and modifications are standard tasks. Mitigating exposure to potential hazards and losses through meticulous planning and precise forecasting is a crucial objective for managers. Cutting down on risk factors, such as safety problems, wasted resources, and wasteful expenditures, can increase profits and eliminate losses.

9. When attempting to improve operations and profits, management teams will often engage in higher-level critical thinking and abstract planning. The team creates, presents, and executes broad business plans or frameworks in collaboration with CEOs, other executives, and other stakeholders. For example, if a good and consistent corporate plan is developed, it might be beneficial to set and enforce goals so that all staff members are working toward a common purpose.

10. The internal structure and process of an organization can have an impact on productivity and efficiency. Management teams may work with or include logistics experts, engineers, and production professionals in order to create logical and efficient procedures, internal structures, and facility designs. Organization charts, flow diagrams, and process audits are a few other tools that managers can use to assess and explain workflow processes.

11. The goal of a company's management is to find, hire, and keep the best candidates and employees. As a result, managers and recruiters can work together to establish hiring standards, evaluate candidates, and create employment offers. Therefore, when an organization hires talented and capable personnel, knowledge, competency, and productivity help the entire organization.

12. Taking care of, maintaining, and accurately projecting the availability of goods, services, and resources are among the duties of managing teams. Managers can anticipate and project the needs of the company or the public in order to achieve this goal. They can also keep an eye out for issues like shortages. Furthermore, when the management team is able to anticipate problems and address them as they emerge, they can minimize production and distribution delays by planning ahead and making necessary adjustments.

13. A corporation can stay relevant in a competitive market by investing in research and development (R&D) to create novel products and pertinent services. Various types of firms require diverse R&D to remain competitive in their respective industries. Specifically, companies in the manufacturing, engineering, and marketing domains heavily depend on research and development. In other words, companies need to make significant investments in R&D if they want to stay ahead of the competition in a highly competitive industry. In actuality, businesses that engage in R&D are more likely to see growth in revenue, a broader customer base, and a stronger brand. A company that does not invest in research and development (R&D) may find that its revenues decline, its products become mediocre, and it fails to listen to its customers.

Effective management systems organize the company's tasks to meet goals efficiently. They help to manage work, track progress, and improve processes. These systems focus on clear communication, good leadership, and a supportive company culture. Effective management in today's world means being able to handle change quickly and efficiently. It's about making sure that all parts of the business are balanced and moving towards the same goals. This is especially important in innovative entrepreneurship, where the things are constantly evolving.

One of the most crucial aspects of any business is its people. They bring ideas to life, solve problems, and drive the business forward. Human resources are at the heart of innovation and essential for handling workforce needs. HR focus on keeping employees happy and aligned with the company's goals, adapting to new trends like remote work and focusing on diversity and well-being. HR use technology to manage tasks efficiently, helping the company stay flexible and successful. So, investing in people, ensuring they have the right skills, and keeping them motivated is vital for success in today's competitive environment.

The modern business world is fast, competitive, and digital. Even as we adopt new marketing methods and management practices, the traditional marketing mix of Product, Price, Place, and Promotion remains relevant. It's about finding the right balance. In the modern business environment, companies that succeed are those that combine the dependable and tested ways of the past with the new and exciting approaches of today. We use the traditional mix as a foundation and build on it with modern, innovative approaches that resonate with today's consumers. In today's marketing world, it's key to keep up with new trends and build a wide range of skills. McKinsey points out that good marketing today needs a mix of skills like understanding customers deeply, using data smartly, being quick and flexible, good at using different channels, and making the most of technology. This mix helps connect better with customers and make smarter decisions. The idea is to get different experts to work together better, not to make everyone do the same thing. This way, creative solutions come up easier and problems get solved faster.

To sum up, the world of innovative entrepreneurship is vibrant and challenging. It calls for a deep understanding of both traditional and modern marketing and management methods. By embracing the best of both worlds, we can create businesses that are not only successful but also adaptable and forward-thinking. That is why it is a good idea to continue to innovate, inspire, and lead the way in this exciting journey of entrepreneurship.

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CHALLENGES OF THE NEW WORLD ECONOMIC SYSTEM'S ARCHITECTURE

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Abstract. The article reveals communicative challenges of the XXI century, defines the interpretation of the content of the term "communication" on the basis of different opinions, views and conclusions of Russian authors. When conducting the research, the author applied the methods of general scientific analysis with the help

of which the types of communicative challenges of the XXI century were evaluated and the degree of their influence on the results of activity of production and economic entities of the Russian Federation was determined. The graphical method allowed visualising the statistical data of the dynamics of the foreign trade turnover of the Russian Federation according to the results of 2021/2023, associated with the breakdown of communicative integration export-import ties within the fragmentation of the world economy. According to the results of the study, the author concluded that the rational functioning of communication links of production and economic entities of the Russian Federation is possible only if the leadership and specialist managers of enterprises timely identify and assess the direction and extent of the impact of communicative challenges of the XXI century, as well as develop appropriate measures aimed at eliminating and minimising economic damage.

Keywords: communication, communicative challenges, threats, destructive impact, production and economic entity, performance results, export-import relations.

In the scientific literature, the interpretation of the content of the term "communication/communicative" has a wide range of definitions. So, the Russian researcher D.A. Bozhedarov reveals it from the standpoint of the impact of expressive means of TV and unlimited arrays of media information on the consciousness of participants-network communicators, appealing to the threats of prosocial actions associated with sociocultural communication challenges of the 21st century [1, p. 70].

A.E. Voiskunsky and M.Yu. Solodov analyze the essence of this term from the standpoint of developing communicative cognitive connections on Internet service platforms within online communications using digital means, pointing out the danger of destructive antisocial and illegal actions acting as challenges of the 21st century associated with the theft of confidential personal, corporate, public and state information [2, p. 116].

A.B. Yurchenko expands the horizons of the interpretation of the content of the term "communication" and connects them with the numerous communicative challenges of the 21st century, which occurred due to the transformation of the architecture of the world

order in the field of transport logistics, geopolitical sphere, in the field of customs regulation and international law [3].

V.A. Sidorov in his scientific works researched the communicative aggressions of the 21st century and pointed out the fact that the interpretation of the content of the term "communication" should be considered from the perspective of using the ways designed for effective transmissions of actual messages [4, p. 17].

Within the context of the topic of the research, the authors of the article point to the fact that the interpretation of the content of the term "communication" related to the communication challenges of the 21st century should be considered from the standpoint of the effective use of communications (main targeted messages) by business structures in the framework of achieving the goals of economic growth and the fulfillment of socio-economic tasks aimed, among other things, at the development of the economic power of the Russian state.

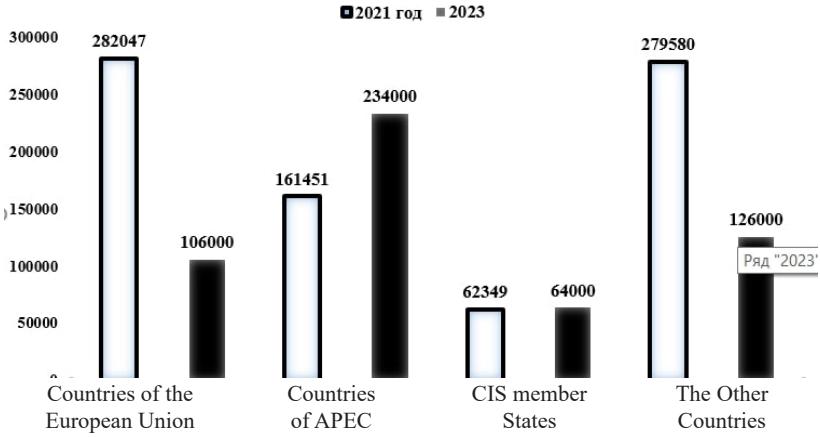
The main purpose of using communications (main targeted messages) within the framework of interaction between the trade intermediary chains in the field of export-import distribution of goods and services is related to increasing the economic feasibility and efficiency of foreign trade operations. Communication challenges of the XXI century are represented by the introduction by the EU countries, the G7 countries led by the United States and a number of their allies of a number of financial restrictions (key Russian banks were excluded from the SWIFT system as a result of the sanctions impact). The gap in integration of financial communications prevents international payments and settlement transactions in the banking sector related to payments for export deliveries of Russian products, related to payments for import deliveries of technologies, equipment, machinery and equipment, spare parts and components into Russian market for the needs of the country's economy [5].

The economy of the Russian Federation is experiencing significant difficulties caused by breaks in integration communications in the supply chains of Russian and foreign enterprises, there are significant difficulties in the field of warranty maintenance and routine repair of equipment, machines and units due to the withdrawal of a number of foreign companies from the Russian market.

Sanctions impact destroys communications of the transport logistics system of freight transportation functioning within the international integration cooperation of production economic entities of the Russian Federation and interferes with cargo delivery by automobile, railway, aviation and maritime routes and is directed also against the sphere of customs regulation [5].

The sanctions impact is aimed at prohibiting the use of communications (main targeted messages) for Russian enterprises on Internet service platforms in online communications of EU countries, G7 countries and a number of their allies. Significant difficulties are experienced by the procurement, supply and sales and trading activities of the Russian and foreign intermediary link represented by distribution companies, dealers and sales agents involved in the distribution of export-import foreign trade turnover [6].

As a result of the severance of communicative integration export-import trade and financial cooperation ties in intermediary links of the Russian Federation, a significant transformation of the geography of export-import trade flows took place [7] (Figure).



Foreign trade turnover of the Russian Federation ($ million USD)

Summing up the analysis, we note that the communication challenges of the 21st century led the Russian Federation's resellers to the loss of the strategic markets of the European Union and a number of other countries (USA, Canada, Japan, South Korea, etc.), and reoriented the supply of

raw materials, semi-finished products, finished products, machinery and equipment to the Asia-Pacific Region. The volume of foreign trade turnover of the Russian Federation with the European Union for the above time period decreased by $176,042 million USD (62,42%). The volume of foreign trade turnover of the Russian Federation with other countries (USA, Canada, Japan, South Korea, etc.) for the above mentioned period decreased by $153,580 million USD (54,9%). At the same time, the volume of foreign trade turnover of the Russian Federation with the countries of the Asia-Pacific Region for the above mentioned period increased by $72,549 million USD (44,9%).

The destructive impact of communication challenges of the 21st century on Russian enterprises is constantly updating a wide range of destructive circumstances associated not only with the geopolitical sanctions impact and continuous updating of the existing sanctions packages of the EU countries, the United States and its allies, but also with the criminalization and corruption of business, fraud and multifaceted commercial risks in the context of the global transformation of supply chains. Rational functioning of communication links of production and economic entities is possible only if management and specialist managers of enterprises timely identify and assess the directions and extent of the impact of communication challenges of the 21st century, as well as develop appropriate measures aimed at eliminating and minimizing economic damage.

Transformation of foreign economic activity of Russian and foreign trade intermediaries in the context of sanctions associated with a wide range of communication challenges of the 21st century from the EU countries, the G7 countries led by the United States and a number of their allies – significantly reduced the trading turnover of intermediary structures and did not allow them to economically implement their functions, aimed at finding partners in the withdrawal of "dropped" volumes of goods and services to new markets within the World Markets, did not allow resellers to effectively sell services related to freight forwarding and insurance of goods during their transportation, did not allow resellers to timely provide warranty payment for reoriented export-import trade flows of raw materials, semi-finished products, finished products, machinery and equipment, etc.

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FUNCTIONING OF FOREIGN LANGUAGE INCLUSIONS IN THE SPEECH OF RUSSIAN-SPEAKING MUSICIANS

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Abstract. The article is devoted to the study of speech behavior of a representative of the modern music industry Klava Coca. The authors' attention is aimed at identifying the frequency of substitution of Russian-language vocabulary with foreign-language inclusions. An attempt is made to identify the main factors that determine the use of foreign-language lexical units in song lyrics, comments to posts on social networks and digital platforms, as well as in the graphic representation of the performer's repertoire. The phenomenon of Westernization is considered in the context of its influence on youth culture.

Key words: speech behavior, westernization, foreign language inclusions, lexical units, linguacultural type.

Introduction

As it is known, the modern age dominated by computer technologies provides new opportunities for communication between show business representatives and their audience. If earlier such communication was possible through direct interaction of pop stars during concerts and mass cultural events, now communication in social networks and on various digital platforms is a priority way to convey information to listeners. There is no doubt that representatives of the entertainment industry have a significant impact on the way of thinking of people, in particular young people, since for the younger generation show business stars are idols, role models and style icons.

Speech behavior is an integral part of the image of stars, since the lexical units they use, the style and register of speech they choose, the frequency with which they use foreign language inclusions in their speech – all this creates a personal brand of the performer, makes him unique, forms his public image in the minds of listeners. Many linguistic works are devoted to the study of the linguacultural type of representatives of different linguacultural areas [1–7], but it should be taken into account that the trends of show business are extremely mobile and fleeting, and are a relevant object of research in linguistics and related disciplines, such as linguacultural studies, intercultural communication, sociolinguistics and others.

Thus, the purpose of this study is to examine the linguistic tendencies in the speech portrait of a modern Russian music performer.

The material for the study is the lyrics of the songs of the Russian pop singer Klavdiya Vysokova, performing under the pseudonym Klava Koka, and her posts on social networks.

The objectives of the study are dictated by the goal:

1. To analyze the frequency of using English vocabulary in the lyrics of Klava Koka's songs.

2. To analyze the frequency of using English lexemes in comments to publications on social networks.

3. To analyze the reasons for using foreign vocabulary in the speech behavior of the performer.

4. To formulate conclusions about the communication strategy of Klava Koka.

The research methods are the following private methods of linguistic analysis: the method of component analysis, the descriptive method, the method of continuous sampling. Results of the study.

Klava Koka is a Russian singer, songwriter, video blogger, TV presenter and producer. Since early childhood, she has been interested in creativity and dreamed of becoming a famous singer. Today, her discography includes more than 80 song lyrics. It is noteworthy that most of the song lyrics contain English words, presented in the form of replacing Russian words with foreign words, presenting the title of songs in a foreign language. The singer can also perform her musical repertoire in English.

The table given below presents examples of foreign-language inclusions observed in the title and/or lyrics of Klava Koka's songs. It is worth noting that along with English-language variants, Spanish-language options are also presented, which are less frequent.

Song title	Words and phrases	Language	Example
"I don't care"	Cause I don't care, yeah; Weekend; Pinterest	English	"Cause I don't care, yeah Когда моя рука в твоей руке, е"
"Лето"	La Vida Loca	Spanish	"La Vida Loca – Клава Кока"
"Краш"	Crush, Boy	English	"Мы с тобой, boy, поиграем, но не в консоль"
"Замуж"	Baby	English	"Не зови меня бейби, Лучше сделай мне baby"
"Ла Ла Ла"	I'm a single lady	English	"Больше не в секрете I'm a single lady"
"Однажды"	You and I, Lullaby	English	"только you and I Жду тебя во сне, твоя lullaby"
"Кабы не было тебя"	Hardcore, Hold, I'm so cold	English	"Все флэшбеки о тебе на hold Сердце минус, I'm so cold"
"Пьяную домой"	Smokey eyes, Face-контроль, Stories	English	"Посмотри, заблудись Мои stories – лабиринт"

It is interesting that the graphic presentation of Klava Koka's repertoire is presented with hybrid options, which present words in Russian and English simultaneously, for example, "*Больше не в секрете – I'm a single lady". You can also see illustrations of transliteration, for example,* "Краш", "флэшбеки".

In the Russian singer's social networks, you can often see comments to posts in a foreign language. For example, *"Love is in the air, Thank you Saint-P", "Hong Kong vibe", "4 years", "Happy birthday girl", "Happy Valentine's day", "Girls gang vs Boys gang?", "Ever", "Magic moments", "I'm a single lady", "Born to win", "Happy birthday my love", "Pink mood"* and others.

The use of foreign language inclusions in song lyrics and in their graphic presentation can be due to various factors. Having analyzed Klava Koka's musical career, social background, education and, in general, the image cultivated by the performer, we highlight the following reasons:

1. Trips and performances abroad in childhood. Klava Koka began to engage in creativity at the age of four, she wrote her first song at the age of 8. Her mother took her child to a music school, where the girl played the piano and sang in a jazz choir, with the choir Klava visited Europe many times. Thus, communication with foreigners, their culture and mentality could influence the girl's worldview and instill in her a desire to use foreign vocabulary both in everyday life and in creativity.

2. Attracting a younger audience. As is known, Klava Koka's target audience is young people aged 14 to 28. In addition, the singer is 27 years old and is also a representative of the younger generation. Accordingly, in order to successfully sell their musical product, the performer's producers cannot help but take into account the preferences and behavior of their consumer. Westernization, being the process of borrowing Western European or Anglo-American lifestyle, has had a direct impact on the speech behavior of the younger generation in Russia. Young people willingly use borrowed words in speech, communicate in slang, which is replete with foreign vocabulary.

3. English as an image tool. The appeal to the English language is motivated by the desire to create the effect of a fashionable, advanced,

stylish image. In modern Russian pop music, Zivert, NILETTO, Dima Bilan, Mari Kraymbreri and many others actively appeal to the English language. In addition, foreign words are often used for a more harmonious rhyme, to place emphasis in the text or as an element of something fashionable and modern.

Of course, the use of foreign language inclusions in Klava Koka's speech behavior affects the perception of her linguacultural type. This creates the image of a musical performer focused on an international audience, which can attract listeners from different countries. Also, the fashionable trend for foreign language vocabulary makes the singer in demand and popular among the young audience. English words and phrases can add style and charm to the lyrics, allow you to express deep emotions and open yourself to the world. However, despite the conditionality of the factor of using foreign language vocabulary in the work of modern representatives of the music industry, it is appropriate to note that the thoughtless use of foreign words can lead to a distortion of meaning, cause misunderstanding, lead to cognitive dissonance. Along with this, some listeners may perceive the chaotic use of a foreign language in Russian-language songwriting as an attempt to alienate from the Russian-speaking audience and cause a negative perception.

Conclusion

Summarizing the above, we should make a final conclusion that Klava Koka's communication strategy is characterized by a trend of partial replacement of Russian words with foreign words (in particular, English and Spanish). The girl uses foreign words in her speech behavior, expressed in song lyrics, on social networks, in interviews or video blogs. Cultivated communicative behavior creates the image of a modern and fashionable performer, attracts a young audience, emphasizes the individuality and charisma of the artist.

Also, it is logical to emphasize that excessive and unconditional use of foreign vocabulary is likely to cause a negative reaction from the audience, since an opinion may arise that the performer is distancing himself from the Russian-speaking audience. Thus, it is important to understand that the use of English is only one of many techniques in forming the image of a show business representative.

And Klava Koka's success largely depends on her vocal talent, charisma, ability to communicate with the audience and manner of behavior.

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INTERGOVERNMENTAL COMMUNICATION WITHIN THE PROCESSES OF THE EURASIAN INTEGRATION*

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Abstract. This work covers various facets of the interaction between the member states of the Eurasian Economic Union (EAEU) with the Eurasian Economic Commission (EEC). It covers issues of the structure and functioning of EAEU bodies, decision-making principles, personnel training for Eurasian integration, and the network university creation to strengthen cooperation. The texts also highlight the importance of bureaucratic organization and consensus principles in ensuring the stability and development of the economic union.

Keywords: Eurasian integration, Eurasian economic commission, Eurasia.

In addition to political will, the presence of a certain institutional structure also plays a role in the development of international relations and integration associations. Currently, the Eurasian Economic Union (furthermore – EAEU) stands as the organization with the deepest level of integration, albeit second to the European Union.

Article 8 of the EAEU Treaty states that the Union is composed of the following structures [1]:

– the Supreme Eurasian Economic Council (hereinafter referred to as the Supreme Council) – the highest body of the Union, consisting of the Heads of Member States or Governments (Armenia).

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– the meetings of the Supreme Council should be hold at least once a year. At these meetings this structure addresses fundamental issues of the Union's activities, defines its strategy, directions, and prospects of integration development, and makes decisions aimed at achieving the Union's goals.

– the Eurasian Intergovernmental Council (hereinafter referred to as the Intergovernmental Council) – it consists of the heads of governments of the member states. The Council meetings must occur at least twice annually. In addition to addressing organizational affairs concerning the EAEU, this body is responsible for enforcing and overseeing the EAEU Treaty, international agreements within the Union, and resolutions made by the Supreme Council.

– the Eurasian Economic Commission (hereinafter referred to as the Commission, EEC) – as a permanent regulatory body of the EAEU, essentially acts as the main executor of decisions made at the highest and intergovernmental levels. The headquarters are located in Moscow. The EEC Regulation and the Activity Regulation regulate the Commission's work. Currently, the EEC includes: the Republic of Armenia, the Republic of Belarus, the Republic of Kazakhstan, the Kyrgyz Republic, and the Russian Federation. The EEC has the status of a supranational governing body.

– the Court of the Eurasian Economic Union (hereinafter referred to as the Union Court).

EEC was established on February 2, 2012, it serves as a continuous regulatory body for the Eurasian Economic Union. This structure holds a main role in overseeing economic interactions within the EAEU. The bureaucracy of EEC shapes decision-making processes and organizationally influences the efficiency of the organization.

Its primary objectives include fostering conditions for the Union's operation and growth, as well as formulating recommendations for deeper integration. Within the EEC, bureaucratic frameworks are instrumental in fostering coordination of economic policies, constructing regulatory measures, and decision-making, which aimed at advancing the development of the countries in the Eurasian region.

Decision-Making Principles

The fundamental principles governing the institutional framework of both the EEC and the broader EAEU is the consensus principle in decision-making. This is exemplified by the rotational chairmanship within the Supreme Council, Intergovernmental Council, and Commission Council, which follows an alphabetical order among member states and lasts for a single calendar year without the option of extension. The adoption of Russian as the working language of the Union underscores this commitment to consensus, as articulated in Article 110 of the EAEU Treaty.

Furthermore, decisions and directives of the Supreme Council, Intergovernmental Council, and EEC Council are reached through consensus. Collegiality and consensus are integral decision-making principles within the EEC, where unanimous agreement among Commission Council members is required. In cases where consensus cannot be achieved, matters are elevated to the highest governing bodies for resolution.

While decision-making based on consensus may entail a time-consuming and intricate process, it ensures that the interests of all member states are duly considered, albeit sometimes at the expense of swift responses to economic changes. To maintain equilibrium within the structure, regulations stipulate that officials within the Commission's departments cannot share citizenship with the same country, thereby ensuring equal representation.

The EEC's organizational framework comprises the Commission Council and the Commission College, with each member state contributing 10 members to the College, including its Chairman. This bureaucratic structure operates on a voting basis, with decisions carrying binding force for member states [2].

Appointments to the Commission College, including the Chairman, are made for a four-year term. This appointment is made by the Supreme Eurasian Economic Council on the level of the heads of member-states, with the possibility of extending their tenure. The EEC encompasses the EEC Council, EEC College, and 25 departments dedicated to various aspects of trade, economic, and industrial cooperation across ten blocks.

Cooperation of Member States with the EEC

Practically in all member states the main governmental bodies responsible for developing cooperation with the EEC and promoting Eurasian integration within the framework of the EAEU are the national ministries of economy.

In Belarus, the Ministry of Economy is responsible for interaction with the Eurasian Economic Commission (EEC).

This ministry is authorized to coordinate work in the Republic of Belarus on the functioning of the Eurasian Economic Union and interaction with the Eurasian Economic Commission. All the legal matters are shown in the Resolution of the Council of Ministers of the Republic of Belarus September 27th, 2016, #772 "On Issues of Consideration, Preparation, and Cancellation of Acts by Certain Bodies of the Eurasian Economic Union" [3].

In Kyrgyzstan [4], in accordance with the Resolution of March 9, 2020, №. 138 "On the Organization of Work within the Eurasian Economic Union", coordination within the EAEU, as well as general monitoring of the implementation of decisions (orders, recommendations) adopted by the EAEU bodies, is carried out by the Ministry of Economy and Commerce of the Kyrgyz Republic. Additionally, this document identifies the main areas of cooperation and the responsible state bodies for these areas. The Ministry of Economy and Commerce acts as a consolidating and coordinating body for forming the country's unified position in negotiation processes.

In the Russian Federation [5], responsibility for work with the EEC also lies with the Ministry of Economic Development, within which operates the Department of Eurasian Integration. This department, together with relevant federal executive bodies, forms the position of the Russian Federation on current issues of Eurasian economic integration.

In Kazakhstan [6], on June 17, 2019, a separate Ministry of Trade and Integration was established, which assumed some functions of the Ministry of National Economy regarding domestic and foreign trade, trade promotion, as well as the functions of the committee for technical regulation from the Ministry of Industry and Infrastructure Development, and the function of coordinating export promotion from the Ministry of Foreign Affairs.

Subsequently, at an expanded meeting of the Government, President of Kazakhstan K.K. Tokayev noted that "The new ministry needs to systematically and rationally approach the formation of trade policy, develop a set of effective measures to develop domestic exports, find new and expand existing markets. Special attention should be paid to strengthening negotiating positions in integration processes" [7].

Each of these ministries also primarily serves the consolidating and coordinating function of forming national positions on various issues and subsequently transferring them to the EEC.

Personnel Training

Launching a joint program to study the processes of Eurasian integration could serve as a significant step towards aligning positions and strengthening cooperation within the region. Such a program could facilitate a deeper understanding of the historical, economic, political, and social factors shaping Eurasian integration. By fostering dialogue, exchange of ideas, and collaborative research efforts among member states, this program could help bridge any existing gaps in perspectives and approaches towards integration.

Moreover, a joint study program could promote the development of a shared vision for the future of Eurasian integration, identifying common goals and priorities for the region. It could also contribute to the capacity building of officials, scholars, and experts involved in the integration process, equipping them with the knowledge and skills necessary to navigate complex regional dynamics and challenges.

By investing in education and research as a means of fostering greater cohesion and understanding among member states, a joint program to study Eurasian integration has the potential to lay a solid foundation for enhanced cooperation and synergy in achieving mutual objectives.

At present, various training programs are available in different national educational institutions.

In Armenia, the Russian-Armenian University offers a discipline called "Eurasian Integration" within the field of economics.

In Belarus, the Belarusian State Economic University offers a course on "Eurasian Integration" within the field of political science.

In Russia, the discipline taught in the field of political science at Lomonosov Moscow State University, Kazan Federal University. In the field of economics, the discipline taught in Saint Petersburg State University and Tomsk State University.

In addition to this, on May 26, 2023, rectors of universities from EAEU member countries signed a Memorandum of Understanding on the establishment of the Eurasian Network University (ENU). The network university model replicates similar projects under the auspices of the Shanghai Cooperation Organisation, the Commonwealth of Independent States, and BRICS. The idea of a "network" in relation to educational structures means that the university's mission will be to establish connections between various actors within the Eurasian Economic Union: "between universities, universities and public authorities, businesses, public organizations, cultural organizations, academic structures". Currently, the network University includes 20 universities from EAEU member states [8].

However, there are no separate programs on Eurasian integration in Kazakhstan and Kyrgyzstan.

Launching joint training courses for Eurasian integration could help in forming new joint approaches, as well as in aligning approaches [9], strengthening strong ties between future employees of the EEC, and increasing mutual understanding and respect. These programs could be launched based on the Presidential academies of EAEU member countries or based on the EAEU Network University.

This step is already facilitated by the fact that the necessary educational and methodological materials on the topic of Eurasian integration are being developed. For example, in November 2023, the textbook "Eurasian Economic Integration: Theory and Practice" became the laureate of the public award "Economic Book of the Year – 2023" in the nomination "Textbooks and teaching aids: current economic agenda" [10]. A team of authors prepared this book are from the EEC in collaboration with the Peoples' Friendship University of Russia under the guidance of the Minister for Integration and Macroeconomics of the EEC, academician of the Russian Academy of Sciences Sergey Glazyev.

Conclusion

Overall, bureaucracy in the Eurasian Economic Commission plays a key role in ensuring the stability and development of the economic union. Despite certain challenges, the principles of collegiality and consensus contribute to ensuring fairness and balance in decision-making.

For further cooperation development, it would also be expedient to take a series of joint steps to train new personnel for the needs of the integration process.

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POSITIVE ORGANIZATIONAL CULTURE AND ITS DEVELOPMENT IN DIFFERENT CULTURES

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Abstract. Positive organizational culture is crucial for business practice efficiency as it promotes learning, inclusion, and well-being among employees and aligns with the core values and goals of the organization. The article presents the similarities and differences in the models American and Russian CEOs use to create positive organizational culture and makes an attempt to analyze what cultural dimensions influence the practices.

Keywords: positive organizational culture**,** power distance, collectivism, individualism.

The increasing internationalization of business practices and promising global perspective forces international business to adapt various cultures and consider their influence on the everyday organizational practices and cultures. Every organization has a company culture that is created through workplace experiences, attitudes and environments. Organizational culture is a combination of common norms, values, beliefs and "ritual and symbolic meaningful systems" that exist within an organization and shared by all its members of an organization [1].

Organizational culture is based on practices and is something that can vary greatly from organization to organization, regardless of the country or industry. Moreover, it is impacted by a CEO or a charismatic leader or management team, and can shift over short periods. Studies have shown that national cultural systems (connected to languages, codes of behavior and ethics) as well as individual cultures greatly affect the corporate cultural system in many ways [2, p. 180]. For example, national culture can influence managerial decision-making, leadership styles, and human resource management practices.

It is taken for granted now that organization culture must be positive. Positive company culture is an attitude and environment within an organization that cultivates collaboration, productivity and satisfaction among its employees. It motivates employees, attracts better talent, and moreover, increases employee productivity. This way positive organizational culture promotes learning, inclusion, and well-being among employees and aligns with the core values and goals of the organization and serves as the bridge between organizational success and employee self satisfaction [3]. Like organizational culture in general, it encompasses the shared values, beliefs, behaviors, and practices that influence the way members interact within an organization.

There are a lot of investigations carried out in Russia that describe different elements of Russian organizational culture as well as comparative research between different national types of organizational culture. However, little attention is paid to study and analysis practices the organization CEOs use to form positive organizational culture. The purpose of the given article is to present and discuss the results of the survey conducted among Russian CEOs and compare the ways company leaders use to create a positive organizational culture in their companies.

The basis of the study is the data from the survey conducted by Doloitte among executives of American companies in 2021 [4]. The questions from the survey were included in the questionnaire for expert interviews I had with four CEOs of the Russian companies. The aim is to compare approaches to creation of positive organizational culture in Russian and American companies and to analyze the ways national culture influences these practices.

CEOs of 4 Russian companies employed from 10 to 30 people were asked the questions from Deloitte's interview: Is positive company culture important and why?" and "What do you do to build a positive work environment?"

It is important that both American and Russian CEOs understand importance of positive organizational culture. Both American and Russian CEOs stressed that positive organizational culture decreases employee turnover, attracts better talent, builds engagement, increases employee productivity. However, there are some differences

in their opinions: American CEOs are sure that positive culture makes employees happy; Russian CEOs stress that it improves communication within the company.

Both American and Russian leaders suggest similar ways for building a positive organizational culture: they find it important to make the workspace comfortable, to give employees some room to grow, to promote a healthy work-life balance, to make the hiring process more humane, encourage peer-to-peer recognition, and make feedback more growth-oriented.

At the same time, we can see some differences in their approaches. American CEOs find check-ins as important as audits, they want to make sure that their management is macro, not micro, and they stress the importance of saying no to glorifying overworking. So, we can state that Americans focus more on management approaches.

Russian leaders stress the importance of having leadership qualities in any decision maker, arranging daily semi-informal calls where employees can share their ideas and implementing successful ideas into everyday working practices. So, we can state that Russian CEOs focus more on communication approaches.

The findings show that both American and Russian company leaders demonstrate a lot in common in their practices on creating positive organizational culture. At the same time, we can see some differences that can be explained by some national culture specifics. Theory of cultural dimensions suggested by the Dutch scientist Hofstede can help understand the cultural differences between business practices in these two countries.

Power distance is the degree of inequality that exists and – is accepted – between people with and without power. The USA is a culture with the low power distance index (40) that shows the importance of equality, accessibility of CEOs. It can explain the importance of making employees happy, and the importance of checking in and avoiding overworking. Russian business is marked by the same index of power distance but combination with high collectivistic cultural orientation makes a boss of the company to be the primary source of the ethical norm of the organization [5].

Individualism/ collectivism index provides a measure of the degree to which people think of themselves first as individuals and then as a part of and in the interest of the wider group. The USA culture has a rather high index of individualism (60) and employees often prefer their own personal development benefits over stability. So, leaders have to make the HR process more humane and use macro management strategies in order to attract but also retain the best talents.

Russian culture has a rather high collectivism index (60) which means that it is important for everybody to feel like a big friendly family. That is why they stress the necessity of semi-formal meetings, sharing ideas, and listening to all of the representatives' opinions. It is also typical for the countries with high index of long-term orientation, which stress the importance of personal connections.

Nowadays, business cooperation is mostly international and business processes in organizations and corporations have a lot in common worldwide. However, national styles of business communication and management still differ in values, communicative behavior and everyday practices.

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LINGUA-CULTURAL CHARACTERISTICS OF PROVERBS AND SAYINGS IN FRENCH AND UZBEK FAIRYTALES

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Annotation: In this thesis, in the analysis of linguistic and cultural aspects of proverbs and sayings in Uzbek and French fairy tales, we describe the interdependence of language and culture, consider the thematic similarities of proverbs and sayings in Uzbek and French languages, and an attempt is made to take a deeper approach to issues such as the expression of mentality and national character.

Key words: mentality, paremiology, linguoculturology, similarity, comparison, image, national culture, national thinking.

Today, when intensive research is being conducted on proverbs and sayings, the study of various aspects of proverbs is one of the main tasks of the field of paremiology. While studying the comparative aspects of proverbs, we cannot help but touch on their linguistic and cultural aspects. Through this, we will try to show the similarities and differences between the proverbs in the languages we are studying, the culture and mentality of the people who speak this language. In this thesis, in the analysis of the linguistic and cultural aspects of proverbs and sayings in Uzbek and French fairy tales, we describe the interdependence of language and culture, consider the thematic similarities of proverbs and sayings in Uzbek and French languages, and we try to approach issues such as mentality and the expression of national character in depth. Language is the most important factor in expressing the culture, values, and beliefs of each nation, as well as the unique aspects of the nation as a whole.

Nida, a linguist, says that it is important to study the culture of a nation when learning its language. He said that language and culture are similar systems that have developed in dependence on each other. In general, as an example of cultural factors, linguist Telia explains the knowledge, traditions and values, daily customs and other cultural indicators of a certain nation and its history as the fundamental foun-

dations of humanity and understanding of the world through them. He also says that in his opinion, language, which is the basis of every culture, can never be explored separately from culture, and that mankind uses language to express every point of culture.

As a linguist and folklorist, V. Telia emphasizes the role of paremiology in the connection between culture and language. He said that since the language expresses a whole culture, the field of paremiology can express the culture of the people who own the language very beautifully and deeply. Such a situation can be justified by the field of intermingling of language and culture, i.e. linguoculturology.

Therefore, narratives as one of the most active means of showing the national culture are becoming one of the important topics of the process of linguocultural research in linguistics today. It is used as the main object of many researches. Telia believes that proverbs and sayings are factors that show the culture of the people. Every saying and proverb, in his opinion, is a mirror that can fully express the lifestyle of the people in short and in short. Referring to the linguistic and cultural qualities of proverbs, Nida believes that it is natural to study the language and culture of that people directly when studying proverbs. The lexeme present in the language originates from the way of life of that people, that is, from the language of the people, which directly participates in the narrations and the culture of the people is reflected through the narrations.

If we translate the French proverb: “Ange à l’église et diable à la maison” into Uzbek, it means like – Cherkovda farishta, uyda shaytondek. This is expressed in the Uzbek language by the proverb: “Ko‘cha – xandon, uy-zindon”. If we analyze the meaning of the proverbs, according to them, a person who is always cheerful and kind on the street does not always remain a good person. Through this proverb, it is expressed that a person who seems to be good and cheerful, in fact does not have any human traits. We can understand that the church is the holy place of the Christian world, and the mosque is in this place in the Islamic world. If we consider the Uzbek version, it is expressed in the Uzbek language as follows: Street-handon, house-dungeon. The words “angel”, “house”, “shaitan” used in it are among the words found in the Uzbek language.

As we dwell on the linguistic and cultural features of the narratives, we cannot but talk about the unique national character and mentality of the nations. Because folk proverbs and sayings, which convey the unique culture, history and traditions of the people in a concise form, are in the leading position in expressing the mentality of the people. Basically, by critically analyzing the sayings in both languages, we will try to explore their differences and express the common aspects of their similarities. Proverbs and sayings are a priceless example of folk creativity, they express the national cultural characteristics of that nation, the worldview and the spirit of the nation.

As the famous linguist Dal said, "A collection of proverbs is a set of wisdom from the language of the people, a collection of wisdom from experience, common sense, the truth of the people in life." If we dwell on the proverbs of different languages, we will see that they are a reflection of the historical, spiritual and material culture of the people who own that language. Therefore, the comparative study of different languages helps to reveal the specific cultural and national aspects of a nation, in other words, it shows the mentality of that nation. Although the concept of "mentality" has not yet been included in the paradigm of linguistics, it is currently used in a very wide range. In a narrow sense, mentality is used in the context of "thinking frame, worldview", and in a broad sense, "morality, education and imagination of the people are understood".

We can see the concept of mentality in the views of the linguist V. von Humboldt. In his opinion, mentality is "the character of the people reflected not only in language, but also in literature, religion and other spiritual aspects". Therefore, as mentioned above, this "national character" is closely related to the people's religion, politics, traditions, social class, lifestyle, history, and even geographical location. Speaking about nationality in French proverbs, it is appropriate to talk about the character of the French people. Among the nations of the world, representatives of this nation are distinguished by their politeness and respect.

This aspect is also reflected in French proverbs and sayings: French: Il ne faut pas jamais dire: Fontaine, je ne boirai pas de ton eau. It is translated as: "Hech qachon, favvora, men sening suvingdan ichmayman dema". The story tells about never belittling someone,

always being polite to people, and not going beyond the limits of humanity even in any difficult situation. That is, from the quote, we can understand that both nations have human qualities such as politeness and open-mindedness, and politeness and modesty are concepts inherent in the mentality of the French, just like us. Also, another aspect characteristic of the French is that their love for pets is more important than children.

For example:

Tout chien est lion dans sa maison – Barcha it o‘z uyida o‘zini sher sanar.

Jamais bon chien n’aboie a faux – Aqlli yaxshi it, bekorga hurmas.

Le chien qui aboie ne mord pas – Hurgan it qopmaydi.

However, in some Uzbek proverbs, the images “dog” and “cat” are used in a negative sense. For example:

It hurar karvon o‘tar – Les chiens aboient la caravane passe.

Oq it, qora it, bari bir it – Autant vaut être mordu d’un chien que d’une chienne.

In these proverbs, the image of “dog” is more focused on angry, bad, bribe-taking, greedy, ambitious people.

However, children, sayings and proverbs about children are one of the favorite topics of the Uzbek people. Because Uzbeks are a child-bearing nation, attention to mother and child is important:

Ona bilan bola – gul bilan lola.

Bolali uy – bozor, bolasiz uy – mozor.

Bolamning bolasi – qandin o‘rik donasi.

We can quote proverbs and sayings about mother and child not only in everyday life, but also in the works of writers and folk tales. As an example, let’s consider the use of the proverb about mother and child in the work “Fields left by my father” by the famous Uzbek writer Togay Murad: “The forehead of a person who is cursed is like this. – Cursing a nanny does not hurt a child. Cursing a nanny does not hurt a child. Swear your mouth full – your curse will not reach me! So that the chickens would feed in plain view, our mother sprinkled grain in the milk. – God cursed you, not me. – God cursed? What have I done wrong to God? What did God curse? – Oh, my God, he cursed that the one who found this Uzbek should order his dear guest”.

The saying in the passage "The curse of mather doesn't inflict-ict on the offspring" means that no matter how much the child causes pain for the mother, the mother never curses her child, even if she curses, it is not from the heart. In addition, the hospitality of the Uzbek people, the fact that they are created this way by nature, is mentioned in the sentence at the end of the passage. That is why, if we dwell on the concept of mentality in Uzbek folk proverbs and sayings, we cannot help but remember the hospitality in the blood of our people. Our stories clearly show respect and tolerance for guests.

For example:

Mehmon – atoyi xudo.

Mehmon kelsa eshikdan, rizqi kelar teshikdan.

It would not be wrong to say that themes such as goodness and goodness are also found in Uzbek proverbs. Because over the centuries, these qualities, coming from our forefathers, have been ingrained in the blood of the Uzbek people. For proof, we quote the following quotations:

Yaxshilarga yondashtir, Yomonlardan adashtir.

Yaxshilik qil, suvga sol, Baliq bilur, baliq bilmasa, Xoliq bilur.

In short, proverbs and sayings are the cultural heritage of this nation. They reflect all the thoughts, worldview, lifestyle, behavior and beliefs of that people. Since each nation has its own characteristics, this does not affect their sayings and proverbs. Even though the themes of the stories are similar, the images in them are different because they are not repeated. It is these images that provide national coloring in proverbs and sayings.

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PARAVERBAL LEVEL IN INTERCULTURAL COMMUNICATION (BY THE EXAMPLE OF THE LANGUAGE PAIR ENGLISH–RUSSIAN)

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Abstract. The article deals with nonverbal or paraverbal communication, which is defined as communication carried out by means other than words (such as eye contact, body language, or prosodic components). In a cross-cultural environment, successful interaction depends not only on understanding verbal communication, but equally on non-verbal aspects. It has been established that one of the characteristics of non-verbal communication is that it is less systematic than verbal communication, and it also has pronounced cultural-marked signs. Understanding the differences and interactions between verbal and non-verbal communication across cultures is essential for effective cross-cultural interaction.

Keywords: paraverbal communication, intercultural communication, LESCANT.

Paraverbal communication is very important and deserves a special attention within intercultural communication, and its significance in modern global society is quite obvious. Researchers note that in human relationships two-thirds of communication occurs through non-verbal means [1]. Due to this fact, the likelihood of misunderstanding and disagreement regarding non-verbal communication is high due to cultural differences, since each culture is different from the other. Therefore, successful interaction in such a situation depends largely on a clear understanding of non-verbal messages along with verbal ones. Non-verbal communication is one of the key aspects of communication. It includes features such as repetition, addition and refutation of a verbal message. For example, if a person says “no” to something and nods his head in a “yes” sign, then in such a situation the verbal message does not coincide with the non-verbal one. As a result, another listener will be confused as there is a lack of

coordination between verbal and non-verbal means. Beyond that, it also governs our social and professional relationships, such as non-verbal relationships, signals conveying when we should speak and when we should keep quiet. Finally, it can even correct verbal message through facial expressions, gestures and facial expressions, especially when people speak different languages.

Nonverbal communication across cultures involves many ways for people to express themselves without uttering words. This includes aspects such as facial expressions, gestures, body language and even the use of personal space. Each culture has its own unique set of non-verbal cues, making symbols of non-verbal communication an important aspect of understanding and interaction between members of different cultures. Interpretation of these paraverbal signals can vary substantially, highlighting the importance of cultural awareness in non-verbal communication.

Nonverbal communication is extremely important in any kind of social or professional interaction, as communicants tend to look for nonverbal cues when verbal messages are unclear or ambiguous (especially when different languages are used).

K. Bullis defines non-verbal communication as "an unspoken dialogue that includes messages transmitted outside words" [2, p. 11]. M.L. Kpann believes that non-verbal communication is a dynamic, mostly direct exchange of information through signals other than words. The researcher identifies three main components of non-verbal communication: the communication environment, the paralinguistic characteristics of communicators and non-verbal behavior, such as body movements and positions [2].

L. Arasaratman describes the role of non-verbal communication as the main source of meaning that people receive in communication [1]. This view is also supported by E. Hall, who argues that non-verbal communication plays an indispensable role in the process of personal interaction [3]. In this regard, Yu. Vrang notes that with the development of globalization, intercultural communication has become more frequent and significant than ever before [8]. Being an international language, English played an important role in facilitating communication between people of different cultural backgrounds. Many studies indicate that failures in intercultural communication

are largely caused by misinterpretation or misuse of non-verbal behavior [1]. Therefore, it is important to raise awareness of non-verbal communication in the process of intercultural communication.

In today's world, intercultural communication is becoming increasingly important. In fact, mass population migration has changed the demographics of several countries, and new cultural identities and communities have emerged. Therefore, the better the intercultural communication skills, the easier it will be to occupy and mark their place in an international global society.

The term "intercultural communication" was first used by Edward T. Hall in his famous book "Silent Language" [3]. Mr. Hall is a recognized founder and initiator of the study of intercultural communication. In "The Language of Silence", much attention is paid to "non-verbal" communication, and a significant contribution of the book was the discussion of the invisible aspects of human communication, namely proxemics (how space affects communication) and chronemics (how time affects the communication).

Over the past few decades, the number of studies in the field of non-verbal communication has increased dramatically and is very relevant in the business industry, the media, international relations, education and, indeed, in the field of interpersonal and group dynamics.

According to Shi-Xu, there are important positions that should contain a meaningful dimension of intercultural communication [7]. Culture directly affects the process of communication in an international environment through seven variables:

1) language;
2) environmental and technological considerations;
3) socially orientated (public) organization;
4) context and face-saving;
5) authority conception;
6) nonverbal communication behavior;
7) time conception.

These seven items form the abbreviation LESCANT. Let's take a closer look at each of the components.

Language is paramount, but sometimes it becomes a barrier in a cross-cultural environment. Language difficulties fall mainly into three categories: translation problems, difficulties in conveying

subtle differences between languages, and cultural differences among speakers of the same language.

In English, for example, a small semantic difference between the words "misinterpret" and "misunderstand" can be significant in a delicate situation, since both words carry different meanings and should be used accordingly. A similar example can be found in the Russian words "wedding" and "marriage", as a wedding is a ceremony and marriage is a bond that people share after marriage.

The way people use language resources often changes radically from culture to culture. There are five main areas of relation to the physical characteristics and natural resources of the nation that affect the cultural environment: climate, topography, population size, population density, relative availability of natural resources.

In terms of technology issues, cultures can be broadly divided into three aspects: control; submission; harmonization. In control cultures, such as in Northern Europe and North America, technology is seen as an inherently positive means of environmental control. Also, social organizations are often determined by culture. Participants in intercultural communication should understand that their opinions and views are not universal on such issues that reflect the social organization of culture, educational values, class structure and social mobility. In various social organizations, there are many cultural differences based on non-verbal communication. Different cultures use different systems of understanding facial expressions, colors, gestures, special relationships, touches, silence, appearance.

While some facial expressions may be the same across cultures, their interpretations vary from culture to culture. These differences in interpretation can lead to conflict. There are now many examples of non-verbal gestures that have different meanings in different cultures. The "OK" gesture means "It's OK" in English-speaking countries. In Japan, that can mean money. In France, it can be interpreted as zero or nothing. In Indonesia the gesture also means zero.

Among the most diverse aspects of intercultural communication, non-verbal behavior matters. Knowledge of culture represents only a fraction of what this person reported. Most non-verbal communication can be divided into six areas: clothing; kinesics, or body language; eye contact; tactile or touching behavior; proxemic, or the use of

body space; paralanguage. Any of these areas conveys important information nonverbally in any given culture. One of the most obvious differences is the interpretation of clothing. For example, the message that polished shoes carry can easily be lost in a culture in which sandals are standard footwear. Similarly, a woman's decision to wear her best costume would be lost in a culture where women don't wear business suits. Some kinetic behavior can have completely different meanings in more than one culture. In such cases, all parties recognize the gesture, but interpret it in different ways.

Cultural communication is also influenced by cross-cultural differences in temporal conception or understanding of time. Mostly in the US and Nordic countries, people perceive time as an inflexible thing to be shared, used or wasted. However, this is not a generally accepted view. How a person uses time can profoundly affect how social and professional interactions are carried out in different parts of the world. Most cultures fall into two types of temporal concept. The first type includes preset schedules in which schedules take precedence over face-to-face interaction. Mr. Hall coined the term "monochronic" to describe this system of temporary organization [3]. In contrast those who follow what Mr. Hall called "polychronic" temporal organization place personal engagement and completion of existing contacts above the requirements of given schedules. The influence of the temporal concept on communication is widespread. The situation is further complicated by the fact that no culture is exclusively polychronic or monochronic. Representatives of any culture are inclined to one direction or another, although cultures as a whole can organize their thoughts and perceive time in one way or another.

Thus, research suggests that inappropriate nonverbal behavior can cause potential conflicts in cross-cultural communication. Due to cultural differences in this kind of contact, there is a high probability of misunderstanding and disagreement. For reducing this risk, it is important to study intercultural communication. The sphere of non-verbal communication is extensive and varies from one culture to another. Recognizing and understanding these differences is key to effective cross-cultural non-verbal communication.

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RUSSIA AND BELARUS: EXPERIENCE OF INTERACTION BETWEEN GOVERNMENT AND CIVIL SOCIETY INSTITUTIONS*

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Abstract. This article is devoted to a comparative analysis of the institute of public councils in the Russian Federation and the Republic of Belarus, in particular, the regulatory framework, competencies, significant performance results, as well as the identified features and development trends

Keywords: public chamber, public council, civil society in Russia and Belarus

The development of interaction between government and society is an essential condition for the effective and democratic development of a modern state. The practice and technologies of such interaction

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in different states have both common and individual differences. The specificity of these mechanisms for each state is largely determined by the basic conditions for the development of their political system and the historical prerequisites for the emergence of leading political actors influencing modern socio-political processes, society, ways of communication and management in the state.

In this regard, a whole range of organizational and legal tasks related to the study of the experience of various states is being updated in order to improve the mechanisms of interaction between public authorities with civil society institutions and citizens. They are especially interesting for studying the practice of States that have much in common in their political and historical development.

In modern socio-political discourse, there is a need to create effective mechanisms of interaction between public authorities and civil society to increase the level of trust and support for management decisions based on more complete consideration of public opinion, which can be considered as one of the main factors in improving the effectiveness of management decisions [1]. The specificity of the formation of the Russian public policy space was manifested in the fact that a stable subject of communication interaction appeared and formed in it, which has an important influence on the process of formation and expression of public opinion, which was called the Public Chamber.

The question of using correct English-language terminology in relation to these institutions is unambiguous. The English version of the website of the Public Chamber of the Russian Federation uses the name Civic Chamber of the Russian Federation. At the same time, the scientific literature uses the name Public Chamber, which will be used in this article.

Let's turn to the definition of the term "civilian". According to Ozhegov's explanatory dictionary, civil is related to the legal relations of citizens among themselves and their relations with government agencies and organizations. According to Ushakov's dictionary, public is related to the activities of people in society; significant for society.

In our opinion, the lack of an unambiguous version of the translation of the term public chamber is due to the fact that there

is no such structure in Western society, which is the reason for the discrepancies.

The current legal and organizational framework defining technologies and mechanisms of interaction between government and society in Russia began to take shape in the early 2000s, when public chambers under executive or legislative authorities began to be established in some regions of the Russian Federation. Their order of formation and organizational activity arose from the practice of interaction between government and society, which developed in the process of developing multiparty system and civil society institutions as a result of the processes of self-organization of citizens for their participation in public and political-managerial communications with authorities at the regional level [2].

An important milestone for determining the direction of cooperation between the government and society within the framework of constructive interaction should be marked by the holding of the First All-Russian Civil Forum in Moscow in November 2001, which was attended by the President of the Russian Federation, who in his speech noted "that the assistance provided by the state in organizing this event was dictated by nothing other than awareness of the need for dialogue and partnership between government and civil society" [3].

With the adoption of the federal law and the formation of the first composition of the Public Chamber on its basis in December 2006, its first plenary session was held on January 22, 2006. The legal status of the Public Chamber is regulated by Federal Law No. 32 "On the Public Chamber of the Russian Federation", dated April 4, 2005.

The processes of unification of approaches to the formation of regional public chambers were finally completed after the entry into force of Federal Law No. 183 "On the general principles of the organization and activities of public Chambers of the subjects of the Russian Federation", dated June 23, 2016. This law defines a unified procedure for the formation, goals and objectives of public chambers in the subjects of the Russian Federation.

Along with public chambers, a special place in the structure of civil society is occupied by public councils that operate under federal government bodies, as well as public councils at the municipal level,

which, according to the specifics of their functioning, are more similar to regional public chambers. In accordance with Federal Law No. 212 of July 21, 2014 "On the Basics of Public Control in the Russian Federation", public chambers and public councils of all levels act as subjects of public control [4].

Public councils and public chambers have a significant impact on the mechanisms for making and implementing management decisions taken on socially significant issues. One of the most important ways to improve these technologies is to create conditions for active participation of citizens in public life. In modern conditions, the improvement of interaction is moving towards the active use of various information systems and services, such as online platforms for public discussions, electronic reception rooms and official websites of government bodies, public councils and chambers, which allow citizens to be more fully involved in management decision-making processes.

At the federal level, the mechanisms for the formation and operation of public councils under state authorities are determined by the "Standard of Activity of public councils under federal executive authorities". In accordance with the Standard, public councils coordinate the socially significant interests of citizens and specific public authorities. Their activities are designed to ensure that the needs and interests of citizens are taken into account, the rights and freedoms of citizens of the Russian Federation and the rights of public associations are protected in the implementation of state policy in the part related to the sphere of activity of the executive authority [5].

One example of public councils at the federal level is the Public Council under the Ministry of Defense of the Russian Federation, formed in December 2006 by the relevant order of the Minister of Defense. The council has eight commissions, whose activities are devoted to various spheres of life of the Russian army, from the legal and social protection of military personnel and civilian personnel to ensuring the safety of military service and so on.

In January 2007, the Public Council under the Ministry of Justice of the Russian Federation was formed. The members of this council are legal scholars and various public figures. At a meeting held on November 10, 2023, participants of the Public Council discussed the issues of providing qualified legal assistance. The issues of

the development of the state system of free legal aid, the creation of state law offices, the improvement of legislation on the bar and the professionalization of judicial representation were considered. The members of the Public Council supported the work on the establishment of state law offices in the regions, as well as their active interaction with lawyers. Following the consideration of the issue, the Public Council decided to support the legislative initiatives of the Ministry of Justice in the field of legal aid, advocacy and notarization.

In terms of the municipal level, public councils of municipalities, in accordance with article 12 of Law No. 212, exercise public control in accordance with the procedure provided for by the Federal Law "On the Public Chamber of the Russian Federation", the laws of the subjects of the Russian Federation and municipal regulatory legal acts on the relevant public chambers. Public councils consist of representatives of the district authorities, public organizations, businesses and well-known socially active citizens in the area, who can be characterized by such a concept as leaders of public opinion. Organizational and informational support for the activities of public councils is also provided by local authorities. Information on the activities of public councils is published in the section for posting information on the activities of the public council on the website of an executive authority or a representative authority.

Thus, the involvement of representatives of civil society in the discussion of problems and prospects for the development of the Russian Federation can be considered a positive trend at all levels of public administration. The formation and activity of public councils under executive authorities leads to an increase in the socio-political activity of Russian citizens, which ensures the relevance and active implementation of the constitutional right to participate in the management of state affairs. Public councils of municipalities, including those created under structural divisions, allow citizens to directly influence decisions made in the shortest possible time. There is a tendency to increase the openness of the activities of councils through the use of websites and social networks, including in relation to small municipalities.

Considering the practices of creating and developing mechanisms of interaction between government and society in the Republic of

Belarus, we note that for their formation and development, the factor of constructive interaction between government and society was important with the direct political participation of the President. The release of Presidential Directive No. 4 dated December 31, 2010 "On the development of entrepreneurial initiative and stimulation of business activity in the Republic of Belarus" can be designated as an important milestone in the development of the dialogue [6]. This decision of the President gave an additional impetus to the formation and functioning of public councils in the Republic of Belarus. The Public Council under the Ministry of Communications and Informatization and the Public Advisory (Expert) Council under the Ministry of Justice were established. The decision to establish councils is usually made by a resolution of the Council of Ministers at the republican level, a decision of the relevant executive committee at the local level, or an order of the relevant body or official of the body under which the council is being created. In some cases, councils are created by the decision of the President.

As an example of the latter, the All-Belarusian People's Assembly is the highest representative body of the people's power of the Republic of Belarus, which determines the strategic directions of the development of society and the state, ensuring the inviolability of the constitutional system, the continuity of generations and civil harmony. The competence of the All-Belarusian People's Assembly is defined by the Constitution of the Republic of Belarus and the Law of the Republic of Belarus dated February 7, 2023 "On the All-Belarusian People's Assembly". The delegates of the All-Belarusian People's Assembly are: The President of the Republic of Belarus; The President, who terminated his powers due to the expiration of his term in office or prematurely in the event of his resignation; representatives of the legislative, executive and judicial authorities; representatives of local Councils of Deputies; representatives of civil society. The competencies of the National Assembly are: proposing amendments and additions to the Constitution, considering the legitimacy of elections, developing directions for the socio-economic development of the country for the next 5 years, etc.

There are quite a lot of examples of productive activities of public councils in the Republic of Belarus on the Internet. If we turn

to the Work Plan of the Public advisory (expert) Council for the development of entrepreneurship under the Ministry of Health of the Republic of Belarus for 2018, we can note a fairly large number of issues submitted for consideration by this Council. Among such issues: increasing the export of medical services by non-governmental organizations; analysis and development of strategies for the formation of the cost of paid medical services in order to systematize and regulate them, etc.

The participation of residents in the management of issues related to the municipal level is regulated by the Law of the Republic of Belarus "On Local Government and Self-Government".

The regulation on the council is approved by an order of an authority or official, but such an order is not subject to registration in the National Register of Legal Acts and, accordingly, is not published. This leads to the problem of insufficient public awareness about the formation of various councils and their work. Access to information about the personal composition of the councils, including the contact details of their members, is also difficult. In particular, this thesis concerns coordination councils with the involvement of the public. As an example of the lack of information on the composition of the council, the Public Coordinating Environmental Council under the Ministry of Natural Resources and Environmental Protection can be cited.

As a significant positive trend, we note the efforts to integrate Russia and Belarus within the framework of the formation and functioning of the Public Chamber of the Union State, which was formed on the initiative of people's diplomacy, culture, science, education, and healthcare on July 19, 2017, and operates in accordance with the Treaty on the Creation of the Union State of 08.12.1999 and the Federal Law of the Russian Federation No. 82 "On public associations", dated May 19, 1995.

Over the 6 years of its work, the International Public Chamber has held 7 annual Congresses, 435 events, 240 meetings, including in the format of expert hearings, and implemented 342 projects. All projects are aimed at helping children, Chernobyl victims, veterans, churches, supporting talented artists or poets, and strengthening ties between Russian and Belarusian cities.

Summing up, we can note the general tendency for Russia and Belarus to involve the population in the process of government, the convergence of the work of civil society institutions represented by public councils and authorities. In the two states, there is a commonality of approaches to the legal and organizational regulation of the activities of these institutions. The activities of public councils are becoming more and more open, but unevenly for the levels of government in the two countries. Public councils under federal executive authorities in the Russian Federation mobilize their activities based on the rating published by the Public Chamber of the Russian Federation, compiled on the analysis of a number of indicators. Public councils of municipalities of various scales are also working to increase openness and efficiency of activities. Information about their compositions and provisions are also publicly available. However, the use of the possibilities of the digital environment in interaction with citizens and authorities should be more complete, which is what the further activities of public councils should be aimed at.

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THE ONE-STOP-SHOP PRINCIPLE IN THE PROVISION OF PUBLIC SERVICES: FOREIGN EXPERIENCE

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Abstract. The article studies the Russian experience of providing public services on the basis of the "one-stop-shop" principle and comes to the conclusion that Russia needs to improve the processes of providing public services. Experience of practices in Australia, Brazil and India helps identify several mechanisms for making public services provision in Russia better, namely: providing services through call centers, creating mobile service centers, increasing the working hours of public service centers.

Keywords: public services, "one-stop-shop" principle, provision of public services, state and municipal services.

In recent years, administrative reforms in many countries, including the Russian Federation, tend to introduce the "one-stop-shop" principle in the processes of public services provision. The principle means that a wide variety of services (from submitting applications to obtaining licenses) are provided in one physical location. In Russia, a network of multifunctional centers (MFC) "My Documents" which uses a full-time format of the one-stop model The MFC was created in 2000. Research demonstrate that these centres may positively influence a country's development prospects and life expectancy. Growing demand for obtaining different services and popularity of virtual one-stop shops make the government find ways to improve the service provision and studying potentially successful international practices. The purpose of this article is to analyze the experience of "one-stop-shop" public services in Australia, Brazil and India in order to identify mechanisms that facilitate improvement of the public services provision in Russia.

In Australia, Service Tasmania was established in 1988. The organization's goal is to make it easier for Tasmanians to obtain the government documents and information they need to carry out their daily activities. Service Tasmania has several structures.

First, it has a web portal where services can be recived online. It is worth noting that all existing services are divided into thematic blocks to make search easier. Thus, the block "State assistance and support" includes services that provide obtaining benefits for people with disabilities, elderly people and families. The services include a service that provides a discount for public transport trips and a service for obtaining a hearing aid or glasses. Second, Service Tasmania has twenty-seven service centers operating 24 hours a day. Third, Service Tasmania has a call center that allows residents not only to get information they need, but also to receive a range of services. In addition, the Tasmanian government has authorized Service Tasmania to issue Personal Information Cards (PICs). A "PIC" is a plastic or virtual card, a modern form of identification in Tasmania, containing a citizen's personal details and photograph. Citizens, who apply for state, municipal or other services, can use these cards to save time [1].

Brazil's "Pupatempo" ("SaveTime") is a government agency in Sao Paulo which consists of public service centers (PSCs). "SaveTime" was created in 1997 with the goal of increasing citizens' access to government services, eliminating bureaucracy and improving the quality of services. SaveTime does not change the rules and regulations, but "SaveTime" brings together government agencies' employees in one location to better meet the needs of the population. Today there are not only eleven traditional "SaveTimes" but there are also seven mobile "SaveTimes" which is a special bus or van designed to provide government services to those applicants who live in remote areas of the state and are unable to directly contact a traditional "SaveTime". It's worth noting that "SaveTime" does not operate 24/7, but it is open longer hours than state government agencies, and allow residents to access utility services in the evening. "SaveTime" can be considered as the project that developed new ways for the provision of bureaucratic services and reduced the government costs [2].

Indian Common Service Centre (CSC) is a network of access points that provide services on a "one-stop shop" basis to citizens in rural and remote areas of the country with the help of information and communication technologies. The CSC was established in 2000 and it is implemented under a public-private partnership model. The CSC has a two-level structure:

– the Department of Electronic and Information Technology of India is responsible for the overall management of CSC throughout the state and also equips CSCs with the equipment necessary for quality service delivery;

– the rural entrepreneur provides the premises in which the CSC will be located, and serves as the main operator of the CSC. CSCs are not located throughout India, but only in a few states, namely Arunachal Pradesh, Manipur, Odisha, Puducherry, Sikkim, where the rural population exceeds the urban population. Growing demand for an increase in CSC number has been caused by some factors. First, the rural population in remote areas is increasing, which affects the demand for the provision of public services, and secondly, the country has established a simplified procedure for creating a CSC within the framework of a public-private partnership. It is worth noting that the Indian authorities involved in the provision of services are located within the city, so city residents turn to the authorities directly for services.

The overall goal of providing one-stop public services in these countries is to make it easier for residents to obtain the government documents and information they need to carry out their daily activities. The common features are also that in India, Australia, and Brazil there are so-called «centers» where citizens can obtain government services. However, there are differences in the structure of the «one-stop shop». Thus, Tasmanian service has a web portal, twenty-seven service centers operating around the clock and the call center. Brazilian SaveTime consists of stationary centers and mobile centers to serve the population in remote areas of the country. Indian Unified Service Centers are implemented in the format of public-private partnership and are created only in rural areas. All these approaches can be applied in Russia. For example, it is possible to envisage the introduction of mobile MFCs with the focus on the rural citizen, increase the working hours of MFCs, and introduce technologies for providing public services through a call center [3].

Analysis of potentially successful foreign experience allows us to make some conclusions. First, the main role in the «one-stop-shop» public service provision is given to service centers (in Australia it is "Service Tasmania", in Brazil it is "SaveTime", in India it is "Common Services Centres"). Second, national governments are expanding the

formats for providing services. This means that services are received not only in person (when the applicant visits a service center), but also remotely (websites, call centers). Third, Russia should study and implement some effective foreign practices. A number of state and municipal services can be obtained in a remote format or in a call center. The practice of "mobile" service centers can also be useful for Russia. Russia is the largest country in the world in terms of territory, therefore, there is a problem in providing every resident with equidistant access to the place where services are provided on the «one-stop-shop» principle, so mobile centers will solve this problem.

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TOWARDS A TYPOLOGY OF CONTACT SITUATIONS IN THE RUSSIAN-SPEAKING SPACE OF THE CIS (Based on the Interaction Between Regional Varieties of the Russian Language and Local Languages)

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Abstract. The article uses various examples of the formation and functioning of regional forms of the Russian language in the CIS to demonstrate the features of interaction between these varieties, stan-

dard Russian language, and the indigenous languages of the local population. It is postulated that regional varieties of the Russian language in the CIS are in a complex contact situation, in which, on the one hand, they influence the local languages, and on the other hand, they themselves are influenced by them. It is shown using examples that the language levels that are most subject to contact influence are the level of phonetics and phonology, as well as the level of vocabulary and lexical semantics. This is reflected at the level of grammar, mainly due to the copying of syntactic structures, to a lesser grade. The issue of the formation of contact idioms based on the Russian language (both within the CIS countries and beyond) is also briefly covered, while the language situations in which these contact idioms are formed are compared with the situations in which regional forms of the Russian language function.

Keywords: regional varieties of the Russian language, language contacts, language situation, Russian language in the modern world, Russian language in the CIS countries, contact idioms.

Currently, the Russian language continues to actively develop, while possessing significant variability. This is reflected in the development of its various regional options, which are most fully represented in various CIS countries, as well as in the regions of the Russian Federation. Despite some reduction in the use of the Russian language as a means of communication on an international scale, it still remains the main of the world languages, which is emphasized, in particular, in the study of N.B. Mechkovskaya Mechkovskaya, 2001 [1 p, 121].

Despite the reduction in the use of Russian dialects as a communicative tool, territorial variants of the Russian language continue to develop and function, which is reflected in the linguistic specifics of these varieties of the Russian language, which is the subject of discussion in this article. At the same time, it should be noted that no regional varieties of the literary Russian language have been formed, which is noted in the grammatical essay by V.V. Lopatin and I.S. Ulukhanova Lopatin, Ulukhanov, 2005, [2, p. 446]. For this reason, we can say that the literary version of the Russian language, while acting as a “roof language” (a dominant language) continues to influence both

the autochthonous languages of the CIS Republics and the Regional versions of the Russian language.

First of all, it should be noted that the formation and development of regional variants of the Russian language in the CIS Countries was influenced primarily by extralinguistic factors, as stated in the article by G. Khruslov Khruslov, 2006 [3, p. 131–135]. So, in a number of CIS States after the collapse of the Soviet Union, the Russian language lost the official status of the state language, as well as the official language of intercultural communication, while acquiring the status of a foreign language. At the same time, in some cases, the Russian language continues to remain and function as a national or regional means of intercultural communication. Sometimes, the language of the Russian diaspora is also distinguished as a separate version of the Russian language (as done, for example, in the article by A. Mustayoki Mustayoki, 2013, [1, p. 3] and in the work of V.V. Lopatin and I.S. Ulukhanova Lopatin, Ulukhanov, 2005 [2, p. 447]). The latter means such a version of the Russian language, which is constantly used by compatriots living abroad as well as their descendants.

Speaking about the spread and functioning of the Russian language in the CIS Countries, it should be noted that the Russian language in those communicative situations that are presented in these countries undergoes the so-called commodification process (the essence of this term is disclosed, in particular, in the article cited above by A. Mustajoki [4, p. 5]). At the same time, the existing literary version of the language is adapted to the needs and needs of those who constantly use it in any particular society, and to their communicative needs. Naturally, this process is reflected in the linguistic characteristics of the language itself, in particular, on its lexical and grammatical features. Therefore, we can talk about the ongoing process of regionalization of the Russian language following E.D Suleimenova Suleimenova, 2012 [5 p. 144], who studied this issue on the material of the Russian language in Kazakhstan.

The following aspect should be emphasized: in linguistic contact, as a rule, the most permeable levels of language for foreign-language elements are the level of phonetics and phonology and the lexico-

semantic level. Morphology and syntax are less influenced by the contacting languages: in the latter, syntactic constructions and phrases in the acceptor language are usually calculated (using the terminology of B.A. Serebrennikov Serebrennikov, 2010. [6, p. 86], we will call the donor language the language from which certain language elements are borrowed, and the acceptor language is the language into which these elements are transferred).

Let's start by analyzing the impact of language contacts at the phonetic level. Thus, M. Dzhusupov's article shows Dzhusupov, 2021, [7, p. 153] that the peculiarities of the Turkic languages of the Central Asian Region (for example, Kazakh) affect the pronounced variants of the Russian language. In particular, the influence of syngarmonism, characteristic of Turkic languages, on the articulatory features of the pronounced variants of Russian vowel phonemes is noted.

Now it is worth moving on to covering how language contacts manifest themselves at the lexical level. First of all, it should also be emphasized here that vocabulary is the most permeable and most often borrowed type of language units, which could not but affect the lexical composition of regional variants of the Russian language.

The most characteristic part of the vocabulary borrowed as a result of contact in the regional versions of the Russian language is exoticism, that is, such lexical units that denote sociocultural phenomena, the realities of the surrounding world, household items, etc., characteristic of this social community and this region. Here we can give the following examples, noted by M. Dzhusupov, respectively, in the Uzbek and Kazakh versions of the Russian language (exoticism tokens are underlined Dzhusupov, 2012, [8, p. 42]):

(Kazakh version of the Russian language) There are many fruit trees in the aul (a small Kazakh national village) that give a large harvest: cherries, grapes, uryuk.

(Uzbek version of the Russian language) There is a big holiday in the village: dastarkhan (a tablecloth) is covered, aksakals (elderly people) are in strict chapans (a headdress).

This type of contact-related influence is most noticeable and is the easiest to isolate. In particular, in the example of M. Dzhusupov, emphasized lexical units are associated with the everyday realities of the Turkic-speaking Central Asian population: aul and village are the

names of villages, uryuk is the name of apricot, aksakals are the name of the elders of the village. Dastarkhan and chapan also refer to the names of everyday realities: the first lexical unit means' a table of a special type used for meals' or 'a kind of tablecloth', and chapan is the name for a special version of the robe.

It should be noted that lexical units related to exotisms tend to move over time into the vocabulary of a general literary language, which can be seen in the example of such lexical units as aul, kishlak, aksakal, which feel like exotisms only in the corresponding context.

More clearly, the influence of local and national languages on the Russian language is manifested at the word-forming level, as exemplified by such lexical units from the Moldavian version of the Russian language as Nanashism and Kumetrism, which penetrated even the written form of the Moldavian version of the Russian [9, p. 174–175]. They are derived from the original Moldovan/Romanian words cumătru and nănaș, which denote the ethnographic realities of traditional Moldavian life [9, p. 174–175] namely, the nominations of participants in the baptismal rite and the traditional wedding rite. Having entered the traditional word-formation model for the modern Russian language with the borrowed suffix-internationalism -ism, usually used in modern Russian to name various political, ideological, philosophical and scientific trends and trends (cf. communism, evolutionism, idealism), the above lexical units received derivatives used to denote the realities of the modern socio-political life of Moldova.

If we return to the Moldovan version of the Russian language, it should be noted that semantic doublets were also presented in it due to the influence of the Moldovan language. An example here is the lexical unit of Unirea, dating back to the corresponding Moldovan word unirea with the meaning 'unification' Sharshov, 2016 [9]. Despite the presence of the Russian-language lexical unit, the association is not synonymous with the word unir, which means a specific political project to unite Transnistria and Moldova in the future. In addition, at present, the lexical unit of unir is gradually being integrated into the system of the Moldovan version of the Russian language: in particular, it begins to decline according to the established paradigms of declension of nouns Sharshov, 2016 [9, p. 175].

Speaking about language contact as a driving mechanism for the development of regional variants of the Russian language, one cannot fail to mention the contact idioms that have developed on a Russian-language lexical basis. It should be noted that a contact idiom denotes any kind of language resulting from massive language contact. For this reason, theoretically, various regional variants of the Russian language can be brought under the definition of a contact idiom. At the same time, usually contact idioms with a Russian-speaking basis are understood as pidgins that have developed on the basis of the Russian language. These curious linguistic phenomena are considered both in classical linguistic works and in modern research: among the latter, we can mention the articles of E. Grant Grant 2020 [10] and D. Stern Stern 2020 [11].

The emergence of pidgins with a Russian basis is noted in the modern historical period: cf. data given in the monograph by E.V. Perekhvalskaya Perekhalskaya, 2008, [12, p. 135] on modern Russian-Finnish pidgin, which was recorded at the beginning of the XXI century. There are suggestions that at present such contact languages may arise and be used to a limited extent in some regions of the CIS, for example, in Central Asia and in Kazakhstan. Despite the fact that there is no written record of Russian-Turkic pidgins in the past (although they undoubtedly existed: see the above work by E.V. Perekhvalskaya), it is not something incredible from the point of view of linguistic representations of their occurrence in the current historical time.

The differences between Russian pidgins and regional variants of the modern Russian language lie both in the linguistic characteristics themselves and in sociolinguistic parameters. The linguistic structure of pidgin is usually close to analyticism, it has a much simplified grammar, in which the features of those languages from which pidgin takes vocabulary and grammar are practically not represented. At the same time, regional variants of the Russian language retain the basic features of the donor language, while the linguistic elements and structures that appeared in it still occupy a peripheral position in the language system.

There are also differences in sociolinguistic status between Russian pidgins and regional variants of the Russian language.

While the latter have communicative completeness (to one degree or another, sometimes converging in these characteristics with the literary version of the Russian language), pidgins are an auxiliary means of communication that is used in a limited number of communicative situations – trade, business contacts, etc. Along with this, pidgins are close to regional variants of the Russian language in that they can be used as an auxiliary means of intercultural communication like lingua franca languages (which, in fact, are sociolinguistically pidgins). At the same time, it should be noted that pidgin is not a native language for any of the participants in the communication; on the contrary, the regional version of the Russian language can act for the addressee or addressee as a native language (at least as a second native language).

As special variants of the result of language contact and the mutual influence of the language, we must classify surzhik and trasyanka. Sometimes they are called mixed languages, without disclosing, however, the very specifics of mixing languages on the material of these idioms. Their peculiarity lies in the fact that when surzhik and transyanka arose and developed, the closely related languages of the East Slavic group were mixed (in the first case – Russian and Ukrainian, and in the second case – Russian and Belarusian, respectively). This explains the difference in approach when analyzing the linguistic features of the weed and surzhik, which is noted in the works of different researchers.

To summarize this work, we can note the following. Regional versions of the Russian language in the CIS Countries were formed, on the one hand, under the influence of the general literary norm, and on the other, under the influence of local national and autochthonous languages. This led to the fact that the "core" of the regional language variant is maintained in relative stability, while peripheral elements (in particular, at the phonetic and lexico-semantic level) have a certain measure of variability. This distinguishes regional variants of the Russian language from other types of contact languages, in particular, from pidgins, whose grammatical structure undergoes a significant change, and from mixed languages (such as, for example, surzhik and trasyanka).

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TEIL IV. SOZIALE, KULTURELLE, SPRACHLICHE ASPECTE DER KOMMUNIKATION

BESONDERHEITEN DER JUDENDSPRACHE (AM BEISPIEL DES KIEZDEUTSCHEN)

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Abstrakt. Der Artikel ist den Besonderheiten der Jugendsprache am Beispiel des Kiezdeutschen gewidmet, eines Dialektes, der in den urbanen Gebieten Deutschlands gesprochen wird. Die Jugendsprache zeichnet sich durch einen eigenen Wortschatz, eine spezifische Grammatik und eine charakteristische Aussprache aus. Diese Besonderheiten werden anhand der Beispiele aus dem Kiezdeutschen analysiert, wobei ihre Entstehung und Verwendung erklärt wird. Es wird bewiesen, dass die Jugendsprache ein lebendiges und dynamisches Phänomen ist, das sich ständig weiterentwickelt und von verschiedenen sozialen und kulturellen Faktoren geprägt wird.

Schlüsselwörter: Jugendsprache, Kiezdeutsch, Slang, Dialekt, Soziolinguistik, Sprachwandel.

In den letzten Jahren hat sich in Berlin, insbesondere in den hauptsächlich von muslimischen Migranten bewohnten Vierteln Kreuzberg und Neukölln, eine spezielle Art der Sprache verbreitet, vor allem unter Jugendlichen. Führen wir einige Beispiele an:

“Isch kann misch gut bewegen, wa? Ischwöre. Egal, was für ‚nen Hiphop-Sound isch höre, ey, mein Körper drinne tanzt voll, lan”.

“Isch wollte heut zu C&A gehen, wollt mir ‚n T-shirt holen, danach isch muss zu mein Vater” [1, s. 2]. Dieser Jugendslang wird von einigen Forschern (H. Wiese, D. Marossek) auch als urbaner Dialekt angesehen und als “Kiezdeutsch” bezeichnet.

Die Entstehung dieses sprachlichen Phänomens hat nicht nur die wissenschaftliche Gemeinschaft in Deutschland beschäftigt, sondern auch in verschiedenen Medien starke Reaktionen hervorgerufen. Dabei sind die Meinungen unterschiedlich: von stark negativen Standpunkten in einigen Medien bis hin zu überwiegend positiven Einschätzungen in den wissenschaftlichen Aufsätzen. Relativ neutral wird "Kiezdeutsch" als Jugendslang wahrgenommen, d.h. als Versuch der jungen Generation, sich sprachlich von der Elterngeneration abzugrenzen.

Die Jugendsprache zeichnet sich durch ihre Originalität, Neuheit und Kürze aus. Im Kiezdeutschen manifestiert sich diese Tendenz zur sprachlichen Ökonomie auf allen Ebenen: phonetisch, lexikalisch und syntaktisch. Ein anschauliches Beispiel für sprachliche Sparsamkeit ist die Frage: "Machst du rote Ampel?", die als Kurzform für "Gehst du bei Rot über die Ampel?" interpretiert werden kann. Durch den Verzicht auf Präpositionen, Artikel und Vollverben zugunsten von Nominalkonstruktionen wird eine maximale Informationsvermittlung bei minimalem Zeitaufwand erreicht. Dies zeigt sich in Ausdrücken wie "Ich komm mit Fahrradmahrrad" für "Ich komme mit dem Fahrrad" oder "Ich bring Colamola" für "Ich bringe dann auch Cola mit". Die humorvolle Wiederholung mit dem Buchstaben "m" wird vom Forscher W. Reich auf Einflüsse der türkischen Sprache zurückgeführt. Es gibt eine weit verbreitete Auffassung, das Kiezdeutsche sei ein Slang der germanischen Jugend. Manche Sprachwissenschaftler vertreten jedoch die Ansicht, das Kiezdeutsche sei eine Pidginsprache, die nicht mit authentischen Dialekten wie Bairisch, Sächsisch oder Schwäbisch gleichgesetzt werden dürfe [2, s. 2]. Dabei betrachtet man das systematische Weglassen von Sprachelementen als eine Degradierung der deutschen Sprache, die davon zeugt, dass der Sprechende keine befriedigenden Deutschkenntnisse hat.

Diese Meinung wird von vielen Medien und Internetnutzern geteilt, die das Kiezdeutsche als "ungebildet", "pseudodeutsch" oder sogar als "Ghettodeutsch" bezeichnen. Aber H. Wiese, Germanistikprofessorin an der Universität Potsdam, ist der Meinung, dass das Kiezdeutsche als Zeugnis einer gelungenen Integration von Jugendlichen mit Migrationshintergrund auftritt [2, s. 120]. Laut Wiese unterscheidet sich das Kiezdeutsche von anderen Jugendsprachen dadurch, dass die

Sprecher Deutsch in der Regel erst als Zweitsprache erwerben und ihre Muttersprachen, oft Türkisch oder Arabisch, weiterhin sprechen. So fließen grammatikalische Merkmale der Muttersprache in das Kiezdeutsche ein und prägen dessen Besonderheiten.

Eine weitere wichtige Studie stammt von der Soziolinguistin D. Marossek. Die Forscherin untersuchte insgesamt etwa 1.400 Schülerinnen und Schüler der achten und zehnten Klasse, die miteinander sprachen. Von besonderem Interesse war zum Beispiel, wie oft Jugendliche mit Deutsch als Muttersprache die Präpositionen "zum" oder "beim" wegließen. Sowohl im "bürgerlichen" Zehlendorf als auch im "migrantischen" Neukölln gab es hinsichtlich dieser Tendenz kaum Unterschiede [3, s. 3]. Sätze wie "Kommst du mit Klo?" oder "Ich war Fußball" sind überall zu finden. Die Autorin weist auf zwei wichtige Erscheinungen hin, die zusammenwirken, und zwar, die Grammatik des deutschen Dialekts und die Übernahme der Muttersprache der Migranten [3, s. 5]. D. Marossek ist überzeugt, dass es sich bei "Kiezdeutsch" um einen Dialekt handelt, da es "keine verkürzte Form des Deutschen ist, sondern im Bereich der Aussprache, des Wortschatzes und der Grammatik systematische Neuerungen aufweist, die für Dialekte charakteristisch sind".

Hier sollen kurz die verschiedenen Phänomene des "Kiezdeutsch" beschrieben und am Beispiel eines Dialogs erläutert werden, welche sprachlichen Merkmale er aufweist. Es handelt sich um ein Telefongespräch zwischen zwei Teenagern:

Arin: Lassmatreffen.

Ben: Abu, kein Zeit heute.

Arin: Du nie Zeit. Machstu immer Schule. Hastu kein Spaß.

Ben: Abu, will isch Abschluss, mach isch Schule. Heute, isch kein Zeit, so geh Kino. Mit Elif. Du kennst.

Ben: Abu, Elif. Geil, Alter. Gehstu Cubix?

Arin: Isch kein Plan, ey. Weistu geile Film?

Ben: Ischwör. Guckstu so nich Film so, guckstu Elif.

Arin: Weiß, Alter [4].

Schauen wir uns seine Elemente genauer an.

1) Im "Kiezdeutschen" gibt es oft Verschmelungen wie *lassma, weistu, hastu, guckstu*.

2) Das Wort “Abu” stammt aus dem Arabischen und ist ein Spitzname für “Großvater”. Im “Kiezdeutschen” ist das ein verbreiteter Gruß, der dem Wort “Alter” entspricht und “Kumpel” oder “alter Mann” bedeutet [5, c. 1].

3) Ausrufe wie “ey”, “wirklich” oder “echt jetzt” können als “ischwör” oder “wallah” ausgedrückt werden. Die wichtigste semantische Funktion der Interjektion “ischwör” (gebildet aus “ich schwöre”) besteht darin, die emotionale Erregung des Sprechers zu vermitteln, sowie seinen Wunsch, die Wahrheit der Aussage zu betonen.

4) Die Partikel “*so*” wird in Sätzen auf unterschiedliche Weise verwendet. Im Schriftdeutschen wird “*so*” zum Vergleich (*so groß wie*), zur Verstärkung (*es war so kalt*) oder zur Abschwächung (*das hat sie nur so gesagt*) der Bedeutung einer Äußerung verwendet. Im Kiezdeutsch wird die Partikel *so* (*So nich Film so*) vor allem verwendet, um wichtige Teile des Satzes hervorzuheben.

Also kann man festzustellen, dass “Kiezdeutsch” eine Herausforderung an die literarische Norm der deutschen Sprache darstellt. Es ist ein Beispiel für gelungene sprachliche Integration, da es nicht von einer isolierten geschlossenen Gruppe einer bestimmten Herkunft verwendet wird, sondern alle Jugendlichen in multiethnischen Wohngebieten einschließt.

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WORTBILDUNGSMODELLE DER ANGLIZISMEN (AM BEISPIEL DER DEUTSCHEN PRESSE)

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Abstrakt. Der Artikel ist der Problematik des übermäßigen Gebrauchs von Anglizismen in der deutschen Sprache am Beispiel der deutschen Presse gewidmet.

Schlüsselwörter: Anglizismen, das einfache Wort, die Ableitung, das Mischkompositum.

Das Thema der englischen Entlehnungen im Deutschen ist recht populär und für viele in- und ausländische Sprachwissenschaftler zum Studienobjekt geworden. Das Interesse an diesem Problem hat im Laufe der Zeit nicht nachgelassen, was von seiner Mehrdimensionalität und Unerschöpflichkeit zeugt.

Entlehnte Wörter machen derzeit einen bedeutenden Teil des Wortschatzes der deutschen Gegenwartssprache aus. Einerseits wird dadurch die Verdrängung muttersprachlicher Wörter befürchtet, andererseits wird der Wortschatz durch Kontakte mit anderen Ländern erweitert, was zum Austausch von Begriffen führt. Der Prozess der Entlehnung kann als Folge der Zusammenwirkung der Kulturen angesehen werden [1, s. 337–338].

Das Englische hat die deutsche Sprache mit zahlreichen Synonymen und neuen Begriffen bereichert. Viele Sprachwissenschaftler sind beunruhigt, denn die deutsche Sprache erlebt eine Invasion von Anglizismen. “Denglisch” (abgeleitet von den Wörtern “Deutsch” und “Englisch”) nennt man die Verbindung von diesen Sprachen.

Das Wort “Denglisch” wird verwendet, um die zunehmende Verwendung von Anglizismen und vermeintlich englischen Wörtern im Deutschen zu kritisieren. Bis zu einem gewissen Grad kann man den Einfluss des Englischen auf das Deutsche mit dem Begriff “normaler Sprachkontakt” beschreiben. Der Begriff “Denglisch” betrifft aber hauptsächlich die erzwungene und übermäßige Anglisierung oder Pseudo-Anglisierung des Deutschen.

Gleichzeitig ist die Einstellung zu Entlehnungen in der Gesellschaft sowie in den Gruppen von Kommunikatoren und Linguisten sehr unterschiedlich. Aus der Sicht der Sprachkultur ist es üblich, zwischen "notwendigen Entlehnungen" und "überflüssigen" zu unterscheiden. Zu ersteren gehören solche neuen Bezeichnungen, die im Zusammenhang mit neuen Bezeichnungsobjekten (zum Beispiel neuen Gegenständen, technischen Erfindungen, neuen Ideen) auftreten. Der Gebrauch von den neuen Bezeichnungen, die mit den bestehenden synonym sind, sowie von den Entlehnungen aus Fremdsprachen werden als redundant angesehen [2, s. 39].

Inzwischen zeigen Studien, dass viele Deutsche die Bedeutung von englischen Wörtern, die scheinbar längst von ihren deutschen Pendants verdrängt wurden, nicht gut genug verstehen. Besonders schwierig ist es für ältere Menschen. Sie brauchen oft einen Dolmetscher, um viele Anglizismen zu verstehen [3, s. 18–19].

Während der Studie werden auch die Wortmodelle erforscht, da sie den Einfluss der englischen Sprache besonders bemerkbar machen. Dabei lassen sich folgende Gruppen unterscheiden:1) einfache Wörter, zum Beispiel: *der Song, der Star, der Follower, die City, das Team*; 2) zusammengesetzte Wörter, zum Beispiel: *das Energielevel (energy level), der Songwriter (songwriter), das Showbiz (show biz)*; 3) Abkürzungen: *das Biopic (biographical picture), die Sitcom (situation comedy), die PR (public relations).*

Es sei bemerkt, dass komplexe Wörter nur aus englischen Komponenten gebildet werden können, zum Beispiel: *die Electrobeats (electrobeats).* Sonst bilden sie die Gruppe der Mischkomposita. In diesem Fall können die Zusammensetzungen auch deutsche Bestandteile enthalten, wie in den folgenden Beispielen: *die Regierungskoalition (Governingcoalition), das Country-Radio (country-radio).*

Je nach Grad der Assimilation können Anglizismen in den deutschen Texten englische Artikel, Endungen und besondere Rechtschreibeigenschaften beibehalten, aber sie können eine grammatische und orthografische Gestaltung gemäß den Regeln der deutschen Sprache bekommen. Anglizismen im deutschsprachigen Text können durch einen ganzen Satz (*"Das Management plant ein Meeting"*), eine Phrase oder ein Syntagma wie *Happy Birthday, well*

done, upper class manifestiert werden. In solchen Fällen sind die Anglizismen noch nicht assimiliert.

Die meisten untersuchten Anglizismen sind ein- bis zweisilbig und für deutsche Muttersprachler leicht verträglich, was die Assimilation von Anglizismen erleichtert. Dazu gehören Wörter wie *Fan, Job, Style, City Show.* In der zweiten Phase nimmt das englische Element deutschsprachige Kategorien (Genus, Zahl, Kasus) an, zum Beispiel *der Songtext, der Klavierstar, die Realityshow.* In dem untersuchten Korpus von Anglizismen gibt es auch Beispiele für die Assimilation von Adjektiven (*cool, international, simple*) und Verben (*updaten, surfen, downloaden*). In der letzten Phase der Assimilation funktioniert das englische Wort im deutschsprachigen Text nach den Regeln der deutschen Sprache, einschließlich Rechtschreibung, zum Beispiel *der Film, die Position, der Star*.

Also entstand Denglisch als Teil der modernen deutschen Kultur, was die Sprache der gegenwärtigen Presse beweist. All das Gesagte zeugt davon, dass Amerikanisierung Europas ein verbreiteter Trend ist.

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