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## ENGLISH LANGUAGES IN THE CONTEXT OF WORLD CULTURE

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Have you ever thought about what culture and language are?

If we look for what culture is, we will find a huge number of different definitions. But to put it simply culture is something artificially created by human, thanks to his consciousness, experience, abstract thinking from what was given by nature. For example, a human was given hearing and vocal cords. Imitating nature, human has learned to articulate sounds. It was his cultural work.

Talking about a language I can note that language is an essential part of world culture. Every language is an important object of world culture. Through language we comment on the reality. Language is the most significant, the most valuable element of culture. And I can come to benefit that language is a direct reflection of reality.

Modern linguistics professionals consider that there are more than 7000 languages in the world. This is the number without dialects.

Among all languages, English has received a world position for objective reasons. The very internal organization of the English language, which was reflected in its grammar, made it possible to comment on reality as accurately as possible through words and sentences.

This applies to both the scientific and practical part. Of the 8 billion people on earth, more than one and a half billion people speak English in everyday life.

No language has won such a distribution area.

The concept of culture is the sum of the achievements of humanity or a separate nation and is the basis of the social life of society. In turn, language is one of the main means of

interaction between individuals. It was the emergence of language that contributed to the further development of all mankind.

It helps to define, transmit and disseminate cultural concepts, the relationship between these concepts, values and rules of society. Thus, language is closely connected with culture, is an integral part of it and identifies a person as part of a specific social group.

The formation of world culture is directly related to the dominance of the English language. Having become a universal language of communication and interaction, it brings to the culture the concepts and values of the countries that speak it.

At the end of the XX – Beginning of the XXI century, mass communication and new information technologies began to develop rapidly. For all the already familiar mass media – print, radio, television, as well as the newly born Internet, a single information space, a special virtual environment consisting of many media streams was characteristic.

A single system also needs a single language. Today, the English language has a huge impact on world culture through the mass media.

Today, the influence of the English language and culture on the world's media is enormous. The total number of media texts in English, distributed daily through media channels, significantly exceeds the number of texts in other languages, and the spread of English-language mass culture is observed in the national mass media of almost all countries of the world.

The influence of the Anglo-American media is manifested in the Russian language borrowing English vocabulary. Modern Russian is filled with words of English origin that have penetrated into almost all spheres of life.

In any newspaper you can find such lexical units as management, business, sponsor, trader, speechwriter, killer, speaker, drive, DJ, showman, promotion, file, etc.

Since English is the world language, it affects all spheres of human life. These are education, science, art, music, tourism, politics and much more.

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In addition to the press and television, English also plays a key role in modern music. Most of the songs, especially immortal hits, are written in English, or derived from it. It so happens that the citadel of the music industry is based in America and Europe, where this language is often the official one. English is quite simple for writing rhymes and is very melodic, so even Kazakh performers use it for their compositions.

It should also be noted that over the past half century, the business of teaching English has become one of the fastest growing areas in the world. The market for foreign schools is growing quite rapidly. Every year more and more schools are opening aimed at learning English.

Speaking about the English language as a phenomenon that affects world culture, it is impossible not to say about tourism and travel. The reasons for traveling abroad are numerous and diverse.

These can be ordinary business trips or vacations, religious pilgrimages or sports competitions. Every journey has linguistic consequences – the language needs to be learned, interpreted.

Over time, the travel trend develops into a serious influence. In this area, the influence of English is especially noticeable due to the trend of its globalization.

Since tourists come from all over the world, it is necessary to provide them with a comfortable pastime: to create conditions under which any travelers who speak English do not experience inconveniences and misunderstandings during their stay in another country.

Therefore, in many tourist places of the world, the signs on the windows are most often in English. Restaurant menus, as a rule, have a similar version in English. The underprivileged, who often appear in tourist places, speak English well, as this helps them sell souvenirs or beg for money from passing visitors.

Transportation and accommodation are also regulated through the use of English. Safety instructions on international flights, information about emergency situations in hotels and directions to the main places are increasingly now duplicated in English.

Most of the notifications informing us about seatbelt buckling, the location of lifeboats or the location of an emergency ladder are also offered to us in English.

The surest factor in accelerating the development of globalization is the spread of the English language. The need to improve its teaching and develop objective criteria for learning the language more effectively became obvious.

The emergence of a single international language, in addition to such reasons as the desire of nations to unite, the development of international and, as a result, language contacts, is explained by the properties reflected in the language and are important for understanding its development.

Modern English is an extremely diverse language, having absorbed materials from many other languages. It is owned by more than 300 million native speakers, and from 400 to 800 million foreign users.

It is the official language of air transport and shipping; the leading language of science, technology, computers and commerce, as well as the main medium for education, publications and international negotiations. For this reason, scientists often call it the World English Language.

Currently, it is difficult to predict exactly what English may be needed in the future, but there is no doubt that it will be needed. Today, our state is becoming the most open to international partnership. If we strive to use the world experience, to talk and negotiate with people of different cultures, we cannot do without English.

And the better we know and understand him, the more we will be able to gain knowledge about others and declare ourselves.

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English has proven to be the most relevant language for transmitting information between people around the world.

Nowadays, English is an international language on a global scale.

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