

OLGA ALEXANDROVNA MESHCHERYAKOVA, HEIDI ANN ERBSEN

Yelets State University Named for I.A. Bunin  
lameo56@yandex.ru, heidi.erbsen@gmail.com

## **The effects of globalization on linguistic culture: Case study on the linguistic features of public information regarding the European Union provided to Russian users**

### **(Влияние глобализации на лингвокультуру: лингвистические особенности общественной информации, предоставляемой для российских пользователей по Европейскому Союзу)**

The term Globalization is almost as old as the globe itself. Humanity in particular has always had a tendency to converge towards new ideas, inventions, and rules to form what we know today as ‘norms’ in the economic and political spheres. According to Nikolas Coupland in his introduction to *The Handbook of Language and Globalization*, “Globalization happens as a result of a search for solutions to socioeconomic problems”. In the past, solutions to these problems came in the form of dramatic shifts in governmental systems and expansion of territory through force, and focused the global political and economic effects of these solutions. In today’s world however, proposed solutions to socioeconomic problems increasingly include international negotiations through multilateral institutions which recognize the risks of overstressing cultural boundaries as well as political and economic ones.

Following the Second World War, the original six members of the European Coal and Steel Community (predecessor to the European Union) “began to unite European Countries economically and politically in order to secure lasting peace”. Today, the European Union consists of twenty-eight member countries (not to mention several countries on the track to membership) and recognizes twenty-four official working languages. In addition to increasing economic and political institutionalization, the union has expanded its goals to protect the cultures of individual member countries and promote international norms through agreements with non-union countries such as the Russian Federation. At the same time, the activities of such organizations lead us to question the protection of culture, specifically language culture, in individual member countries and their partners.

This article aims to explore the specific language used on sites informing the Russian-speaking community of partnership agreements between The Russian Federation and EU countries. We analyze how the English language, as one of the main working languages of the European Union, affects the conveyance of such information, and investigate the features of its semantic perception in Russian. This analysis will help us to make a conclusion about the nature of the influence globalization (through institutionalization) has on Russian linguistic culture. It will further help determine the impact English as a foreign language education has on the interpretation of texts regarding the EU-Russia partnership. We hypothesize that the European Union, as an international institution that uses a “comprehensive” language of communication, will provide information containing traces of foreign-language usage which indicate the evolution of the Russian language under the influence of the developing world system.