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INTER-CIVILIZATIONAL CHALLENGES OF THE GLOBALIZED WORLD: LINGUO-SOCIAL ASPECT

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The article is devoted to the analysis of the sociolinguistic project "Word of the Year" as a mechanism for the formation of social knowledge. Regular data from monitoring studies of lexemes that denote phenomena and processes that are in the focus of public attention allow us to take them into account while forming strategic communication to overcome inter-civilizational challenges.

Keywords: globalized world, inter-civilizational challenges, intercultural dialogue, word of the year, social communication.

Introduction

The character of the inter-civilizational relations of the 21st century is the subject of numerous scientific discussions. To overcome the destructive tendencies of the modern world's progress and meet new challenges and threats, collective efforts are needed to establish an inter-civilizational dialogue as an effective tool of communication for various national, cultural, and religious communities. For the creation and implementation of the communicative practice of dialogue, the study of the latest vocabulary, and its changes under the influence of innovations in public life, is of particular importance.

The daily emergence of new lexical units and the actualization of previously used ones, with the help of which we name new phenomena, objects, or states of affairs, as a rule, are caused by a reaction to acute social, socio-political, economic, and cultural events and upheavals occurring both in a separate country or region, as well as all over the world. Mankind creates such words and phrases to accurately describe the surrounding reality, and language acts as a tool to help create these lexical units. Vocabulary can be considered the most susceptible to extralinguistic factors of influence the language. The growth of social, socio-political, economic, and cultural processes is seen as a powerful stimulation of the lexical composition of the language. Modernity markers act as a kind of link between the language and the extralinguistic reality. Their role is multitasking: the markers of modernity, as absolutely new social realities are called, acquire new meanings, and enter the lexical composition of the language with the help of borrowing due to globalization and cross-cultural processes.

Interest in current vocabulary in various types of discourse leads to the fact that various folk projects and sociolinguistic ratings are created by an initiative group of users in the media space. For linguists, these projects are of particular interest, since the words included in the lists reflect the thematic dominants of a particular time period and name key events for speakers.

The aim of the study is the analysis of the sociolinguistic project "Word of the Year", reflecting the most important social phenomena, in order to develop conceptual approaches to the development of inter-civilizational dialogue.

To achieve this goal it is necessary to perform the following research tasks:

1) to identify the main challenges and threats of the 21st century, which have a complex economic, socio-cultural and political nature and whose impact is large-scale and long-term;

2) to consider the lexical units included in the list of "Word of the Year" ratings as a source of information about inter-civilizational challenges in a globalized world;

3) to evaluate the possibility of using information about neological vocabulary in order to form a model of inter-civilizational dialogue.

Research methods includes methods such as discursive and structural analysis, as well as elements of sociolinguistic and statistical analysis. The study of the structural, semantic, and pragmatic features of various linguistic categories included in the "Word of the Year" campaign makes it possible to identify their sociolinguistic specificity.

Research results.

The concept of civilization is often revealed in connection with the concept of culture. Sometimes these concepts are identified (V.O. Klyuchevsky, Z. Freud, N.Ya. Danilevsky, others). The concept of "civilization" characterizes a special type of society that arises at a certain stage of historical development, when there is a transition from the primitive state to the first rural and urban civilizations of antiquity. This understanding is based on a holistic systemic vision of society with the characteristics of its culture, its basic values, social relations, and institutions, the way of interacting with nature, types of personalities and lifestyles that are reproduced in the course of the existence of civilization. A. Toynbee used the term "civilization" in this sense when he singled out various types of civilizations in the history of mankind.

The concepts of civilization and culture are sharply opposed (C. Fourier, I. Kant, O. Spengler, N.A. Berdyaev). In this case, civilization refers to technological and technical inventions, while culture refers to the basic values and states of the human spiritual world.

In the future, when we talk about civilizations and types of civilizational development, we will use an approach in which civilization and culture are in no way opposed to each other. The term "civilization" is defined as a special social organism, which is characterized by the specifics of its interaction with nature, and the peculiarities of social ties, suggests a special type of culture, thanks to which it is being reproduced.

In the development of mankind, after it had overcome the stage of barbarism and savagery, there were many civilizations as specific types of society, each of which had its own original history.

The famous philosopher and historian A. Toynbee singled out and described 21 civilizations (Toynbi 2001, 82-85). All of them can be divided into two large classes, according to the types of civilizational progress: into traditional and technogenic civilizations. The technogenic type of development, to a much greater extent than the traditionalist type, unifies social life. Science, education, technological progress, and an expanding market are generating new ways of thinking and living, transforming traditional cultures. And what we today call the process of globalization is the product of the expansion of precisely technogenic civilization. It is being introduced into various regions of the world, primarily through technical and technological expansion, causing entire epochs of modernization of traditional societies, transferring them to the tracks of technogenic development.

Numerous discussions about the challenges facing technogenic civilization, according to V. Stepin, can be reduced to three major ones:

1) the problem of the survival of mankind in conditions when scientific and technological progress creates an ever wider field of opportunities for a fundamentally new development of military equipment and weapons of mass destruction (Stepin 2011, 94);

2) growing [...] global environmental crisis (Stepin 2011, 94);

3) worsening anthropological crisis (Stepin 2011, 95).

It has many manifestations and tendencies. One of the main among them is the danger of changing the gene pool of mankind. The second significant indicator of the anthropological crisis is the increasing pressure on a person of stress loads. The third group of factors that exacerbate the anthropological crisis is the current trends toward redesigning the biological basis of man (Stepin 2011, 96).

The aggravation of global crises generated by technogenic civilization raises the question: "Is it possible to get out of these crises without changing the basic value system of technogenic culture?" Let's proceed from the fact that this system of values will have to be changed, and that overcoming global crises will require a change in the goals of human activity and its ethical regulators. And a radical change in values means a transition from a technogenic civilization to a new type of civilizational development, the third in relation to the traditional and technogenic (Stepin 2011, 99).

Any new type of civilizational development requires the development of new values and new worldview guidelines. The problem of dialogue between civilizations has become in our time the subject of lively discussion on the part of scientists, politicians, and public figures representing different countries and regions of the world. This very discussion today has taken on a peculiar form of a worldwide dialogue about dialogue, as exemplified by the book "Overcoming Barriers. Dialogue among Civilizations", created under the auspices of the UN. In the preface to it, UN Secretary-General Kofi A. Annan opined that the United Nations itself is founded on the belief that dialogue can triumph over differences, and that the peoples of the world are more united by belonging to the same human race than divided by their identity (Picco 2001).

What is the object of the dialogue of civilizations? At the forefront are: in the technological - the perception of new generations of equipment and advanced technologies; in the economic - the spread of more efficient economic institutions and mechanisms, forms of organization of production; in the ecological - finding out ways to rationally use limited and unevenly distributed natural resources on the planet and reduce environmental pollution that does not recognize state and civilizational boundaries; in the socio-political - borrowing forms of political power, institutions of civil society, etc.; in scientific and educational - the dissemination of scientific discoveries and major inventions, progressive forms of teaching the younger generations. The objects of dialogue are as diverse as the vital interests, spheres of activity, and factors of development of each civilization.

To prepare effective intercultural communications, it is necessary to involve various social technologies. One of them can be considered such a sociolinguistic phenomenon of modern life as a project choice of "The Word of the year", and explore how this choice reflects changes or trends in the social life of both a particular country and a globalized society over a certain period of time, a year-long, and also pay attention to the linguistic aspect and determine the impact that this choice has on the language itself.

In emerging studies that address issues of signs for a particular time of words and language preferences, there are various designations of this linguistic phenomenon: words-chronofacts, keywords of the era, lexical markers of the era, keywords of the current moment, symbols of the era, today's vocabulary, trendy words, etc. In connection with the specifics of sociolinguistic projects limited to the calendar year, in our study, we will use the concept of "word of the year".

The "Word of the Year" is a campaign held in various countries and regions in order to identify the most relevant, important, and popular words and expressions of the past year. The action "Wort des Jahres" was first held in Germany in 1971 at the initiative of the German Language Society, spreading to other European and non-European countries (GFDS, n.d.).

Mechanisms for selecting "words of the year" in various countries and communities differ both in terms of procedure and transparency in summing up. The choice is made independently by professional linguistic associations and language societies, informal experts in the humanities, as well as by ordinary native speakers on social networks and blogs. For example, in the UK this action is called "Word(s) of the Year" ("WOTY"), and it is carried out by the Oxford Dictionary Publishing House, which is considered one of the most authoritative publications of the English language in the world (Oxford Languages, n.d.). Applicants for the nomination are first selected using an electronic program that scans some 150 million English words each month. Special software allows you to identify new and existing words every day and study changes in the geography of their use and frequency of use. Dictionary editors also take into account words suggested via the Internet and social networks. At the last stage of selection, a team of scientists is involved, consisting of lexicographers and editors. In the United States of America, the Word of the Year campaign is run

independently by various organizations. The Global Language Monitor agency (Global Language Monitor, n.d.), private publishers, and The New York Times participated in the selection (The New York Times, n.d.). Since 1991, the word of the year has been selected by the American Dialect Society (American Dialect Society, n.d.). The word of the year is determined by a vote held for scientific purposes, with the participation of philologists, linguists, lexicographers, historians, etymologists, writers, editors, and other specialists in the field of language.

The main objective indicator that makes it possible to differentiate a word that can receive the status of a keyword is a sharp increase in the frequency of use. It is the one which helps to determine the degree of public interest and the significance of the informational occasion through the word that was included in the list. According to the lexicographers of the Oxford Dictionary, who studied the data of the corpus of the English language, the word of 2021 was the word vax ("vaccine") (Times Entertainment Times, n.d.). It used to be a pretty rare word. But until September 2021, it occurred 72 times more often than in the same period last year.

By the nature of the vocabulary, there are several contenders for this title. Firstly, the projects under study include commonly used words that previously existed in the language, understandable to all speakers, but updated in a certain period under the influence of extralinguistic factors. It is this group that most often includes keywords that have become relevant due to their importance in reflecting an extralinguistic situation. So, the Cambridge Dictionary called "perseverance" to be the word of 2021. The dictionary defines perseverance as a sustained effort to achieve or accomplish something despite the difficulty and time required. On the dictionary site, users searched for perseverance over 243,000 times. And the peak of its popularity took place in the second half of February, which was caused by interest in the NASA mission to Mars. In the search engine, the word appeared 30,487 times. The authors of the Cambridge Dictionary suggested that the word has also gained popularity in the context of the pandemic (Cambridge Dictionary, n.d.). Because it was the year that people showed incredible perseverance in resisting the coronavirus.

Secondly, neologisms that appeared in the context of socio-political events, and technological, social, and cultural changes in the life of society (the so-called "external pressure on the language") (for example, fake, gyro scooters, vape) get into the project dictionaries. These words have a chance to gain a foothold in the language, lose their shade of novelty and enter the common vocabulary. So, according to the Collins Dictionary, the word of the year was "NFT" ("non-fungible token") (ZN.UA. 2021). In 2021, its use has grown by 11,000% and the word has become mainstream. A "NFT" can be defined as a piece of digital data that captures who owns a digital work. In other words, it is a digital certificate for digital property rights. NFTs are everywhere - in art, sports, fashion, video games, auction houses, and social networks - and are attracting increased interest from investors.

Thirdly, the Word of the Year ratings includes individual neologisms, after entering the language. Invented by a specific author "on the occasion", the author's neologisms nevertheless allow the actively reflecting subject to express his attitude to the phenomena of reality and express himself in a linguistic way. For example, in 2006, it was the word "bovvered" (the author's neologism of Catherine Tate, the host of the popular comedy television show, which comes from "bothered") (Urban dictionary, n.d.). In 2009, the expression "simples" originally appeared in a popular television ad featuring meerkats with an Eastern European accent became widely publicized in February 2019 when Prime Minister Theresa May being asked about Brexit, replied, if one wanted the uncertainty to end, should vote for her agreement plan (with the European Union). She named it "simples". The word "unfriend" turned out to be widespread (to remove from the list of friends) (Reuters 2009). In 2010 the same happened to "Big Society" (an idea of the political program of the Conservative Party of Britain since 2010, consisting in revising the role of the state in society); "refudiate" is the author's neologism used by Alaska Governor Sarah Palin, which she used in a post, pr urging Muslims to abandon plans to build a mosque, consists of the verbs "refute" and "repudiate" (The Guardian 2010).

Discussion.

Given the above, projects not only report public opinion but also create this very public opinion. True, J. Baudrillard called the public opinion a fantastic hyperreality that exists only due to montage and manipulations during its testing (Bodriyiar 2000, 137). As a third-order simulacrum, public opinion in the logic of J. Baudrillard was produced by the political class for self-legitimation and "statistical contemplation". By denying public opinion both the right to a stable existence and the possibility of exercising external coercion on the individual, J. Baudrillard thus deprives quantitative calculations of the possibility of being recognized as a Durkheimian social fact (Bodriyiar 2000, 139).

Conclusion

The sociolinguistic project "The Word of the Year" to some extent reflects the event and process dominants that are significant for social speakers. The choice of "The Word of the Year" is mostly carried out by a council of experts or a public poll. "The Word of the Year" projects have objective and subjective components. On the one hand, for objective reasons of an extralinguistic nature, the list of the main "words of the year" includes "keywords" relevant to the current moment. On the other hand, these lexical lists are represented by the individual vocabulary of some social subjects to introduce into the field of public attention lexical units that are brightly marked on an evaluation scale. The sociolinguistic project "The Word of the Year" not only reflects specific events, realities, and precedent statements of individuals but also fixes the attitude of society towards them. It is advisable to take into account "The Word of the Year" results in the process of building an inter-civilizational dialogue since they fix the public opinion if not construct

it concerning the current realities and allow one to stay "in trend", establishing contact with contemporaries.

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МЕЖЦИВИЛИЗАЦИОННЫЕ ВЫЗОВЫ ГЛОБАЛИЗИРОВАННОГО МИРА: ЛИНГВОСОЦИАЛЬНЫЙ АСПЕКТ

Аннотация. Статья посвящена анализу социолингвистического проекта «Слово года» как механизму формирования социального знания. Регулярные данные мониторинговых исследований лексем, которые обозначают явления и процессы, находящиеся в фокусе общественного внимания, позволяют учесть их при формировании межкультурной диалогической коммуникации для преодоления межцивилизационных вызовов. Главный объективный показатель, позволяющий дифференцировать слово, способное получить статус ключевого, – резкое возрастание частотности употребления. Проекты «Слово года» имеют объективную и субъективную составляющую. С одной стороны, в список главных «слов года» по объективным причинам экстралингвистического характера попадают актуальные для текущего момента «ключевые слова», с другой стороны, в списках «слов года» широко представлена лексика, отражающая субъективные установки определенной социальной группы, которая хочет ввести в поле общественного внимания лексические единицы, ярко маркированные по оценочной шкале.

Ключевые слова: *глобализованый мир, межцивилизационные вызовы, межкультурный диалог, слово года, социальная коммуникация.*

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МІЖЦИВІЛІЗАЦІЙНІ ВИКЛИКИ ГЛОБАЛІЗОВАНОГО СВІТУ: ЛІНГВОСОЦІАЛЬНИЙ АСПЕКТ

Вступ. Для подолання деструктивних тенденцій сучасного світового розвитку та протидії новим викликам і загрозам необхідними є колективні зусилля щодо налагодження міжкультурного діалогу як ефективного інструменту переходу від техногенної цивілізації до нового типу цивілізаційного розвитку, третього стосовно традиціоналістського та техногенного (В. Стьопін). Для створення та проведення комунікативної практики діалогу особливого значення набуває вивчення новітньої лексики, її трансформації під впливом змін у суспільному житті. Інтерес до актуальної лексики, сприйнятливої до екстралінгвістичних факторів, призводить до того, що в медіа-просторі створюються різні проєкти та соціолінгвістичні рейтинги. *Метою статті* є аналіз соціолінгвістичного проєкту «Слово року», що відображає найважливіші суспільні явища, з метою розробки концептуальних підходів до розвитку міжцивілізаційного діалогу. Для реалізації даної мети необхідно вирішити такі дослідницькі завдання: назвати головні виклики та загрози 21-го століття, які мають комплексну економічну, соціокультурну та політичну природу; розглянути лексичні одиниці, які увійшли до списку рейтингів «Слово року», як джерело відомостей про міжцивілізаційні виклики в глобалізованому світі; оцінити можливість використання відомостей про неологічну лексику з метою формування моделі міжкультурного діалогу. *Методологія дослідження* спирається на дискурсивний та структурний аналіз, а також на елементи соціолінгвістичного та статистичного аналізу. *Результати дослідження*. Цивілізація як особливий соціальний організм, що характеризується специфікою його взаємодії з природою, особливостями соціальних зв'язків, передбачає особливий тип культури, завдяки якому відтворюється. Загострення глобальних криз, породжених техногенною цивілізацією, порушує питання про перехід до нового типу цивілізаційного розвитку. Будь-який новий тип цивілізаційного розвитку потребує вироблення нових цінностей, нових світоглядних орієнтирів. Градус суспільного інтересу та значущості інформаційного приводу допомагає визначити слово, що отримало статус ключового. За характером лексики ключовими словами стають: загальновживані слова, що актуалізувалися під впливом екстралінгвістичних факторів; неологізми, що виникли під впливом суспільно-політичних подій, технологічних, соціальних, культурних змін, а також авторські неологізми. *Обговорення*. Проєкти не лише повідомляють про суспільну думку, а й творять її (Ж. Бодрійяр). *Висновки*. Соціолінгвістичні проєкти «Слово року» мають об'єктивну та суб'єктивну складову. З одного боку, до списку головних «Слів року» потрапляють актуальні слова з об'єктивних причин екстралінгвістичного характеру, з іншого боку, у списках «Слів року» широко представлена лексика, що відображає суб'єктивні установки певної соціальної групи, марковані за оцінною шкалою. Слова року доцільно враховувати при побудові міжкультурного діалогу, оскільки вони не лише фіксують ставлення суспільства до теми, що обговорюється, а й дозволяють залишатися «в тренді» шляхом активізації аксіологічних пріоритетів сучасників.

Ключові слова: глобалізований світ, міжцивілізаційні виклики, міжкультурний діалог, слово року, соціальна комунікація.