

**INTERNSHIP COURSE: Evolution of cultural and linguistic identity: the case of Russian identity versus English identity**

**Kornienko Olga Yu.**

**Ass. Prof. of the Faculty of Global Studies**

***The description of the course***

Cultural identity defines a lot of things in the way the society is organized, treats its members, and develops its economy, political and social life. Cultural identity means the feeling of belonging to a group. It reflects how a person feels as being related to ethnical, religious, social and territorial groups of people sharing the same cultural identity. Cultural identifiers integrate results of various conditions, such as race, location, history, nationality, sexuality, religious beliefs, education and up-bringing, economic environment, aesthetics and some others. All these identifiers find their expression in linguistic units. In that way we learn about the way of life in the society, customs and traditions, their way of thinking and exploring the world. In situations when there are no artifacts and deciphered language texts, it's impossible to restore historical facts and culture of the past.

Language units are puzzles of a big historical picture of any nation or/and a state. Many aspects of a person's cultural identity can be changed through personal development and outer influence in the course of life, as well as cultural identity of an ethnic community is under a great influence from outside cultures and geopolitical environment throughout its history. The above mentioned factors can change cultural traditions and the type of the country's development. In such circumstances a language remains the main component of cultural identity, meticulously recording all the changes.

Language as a huge but very compact computer gives answers to many questions, concerning the past, the present and to a great extent, the future of the ethnicity. The things which are not recorded in the language were most likely non-existent in the society. If a society exists in a less restricted environment or is actively integrating into the world development, we see quick changes in the language, such as borrowings, new word-formation processes. If a society has gained outstanding records in evolution it starts using its own linguistic resources and even creates new forms of vocabulary-enrichment. Social and economic-political changes cause substantial changes in the language of the society. The language fixes them in the vocabulary, keeps them for shorter or longer periods of time, gives a green light to the ones that correspond most properly to the mentality of the people or the stage of historical development, while pushing others into oblivion.

The approach in the course is based on theoretical and practical material. The main topics mentioned in the course range from look into close interrelation between national language and

national culture up to the insights into such important factors as religion, territorial frames, historical events, economics, technological advances. All steps of the language development are supported by linguistic changes which imply grammar changes, borrowings, correspondence of word-formation mechanisms to political, social and political phenomena. The case study is based on development patterns of the English identity in comparison with the Russian one. The study is provided with numerous examples.

The first part of the course looks into the main factors in formation of cultural identity, which include: spatial situation, historical evolution, religion and beliefs, environmental changes, economic structure, technological development, outer impact. The second part of the course is focused on the way if their imprint in the language.

### ***THE CONTENT:***

- 1. Identity issues in modern world and previous centuries: Traditional and Modern Approaches**
- 2. Spatial factor in development of cultural-linguistics identity**
- 3. Role of religion in evolution of identity issues**
- 4. Economic factor: reflection of economic advances in cultural-linguistic issues**
- 5. Technology and science: Driving factors of national identity**
- 6. Factors and causes of the language renaissance**
- 7. Geographic expansion and global environment: changes in identity issues**
- 8. Word-building mechanisms as an indicator of nations integration into global processes**
- 9. Reflection of changes in cultural-linguistic identity in blends**
- 10. Political correctness as reflection of new identity trends: new form of hypocrisy**
- 11. Cultural identity and Sexual Tolerance**
- 12. Youth Extremism and Cultural-Linguistic Identity in 21<sup>st</sup> Century**

### **BRIEF DESCRIPTION OF THE COURSE TOPICS**

#### **1. Identity issues in modern world and previous centuries: Traditional and Modern Approaches**

The topic explores the interconnection of traditional and modern forms of cultural identity in Western societies in the context of globalization. The study includes the analysis of the approaches to the changes that the cultural identity undergoes and that becomes explicit in the language. The main focus is on modern trends in the vocabulary, which is regarded as

manifestation of peculiar features that occur in ethnic and national identities in American society. Besides, a new form of identity, namely, global identity, draws special attention, which is characterized by cosmopolitanism, special focus identity, consumption and communication in Internet.

There are two main approaches to identity in the current world: traditional and modern<sup>1</sup>. The latter appeared due to globalization in all spheres of modern society and involves economy and social life. Traditionally the identity was defined as identification with the world of others and is often criticized as neglecting the “individual identity”. Modern identity exists in three main forms: ethnical, national and global. Ethnical identity means that the group of individuals differs from the other members of the country: Hispanic, Chinese America ... National identity implies a legal status while a global identity is a completely new form of identity that is based on a number of factors: cosmopolitanism + belonging to consumption society + membership in social networks + professional identity.<sup>2</sup>

## **2. Spatial factor in development of cultural-linguistics identity**

Spatial factor, spatial expansion played a great role in Russian development and evolution of cultural and linguistic identity. Russia is the only country that started its integration of discovery processes that managed to preserve the main bulk of its territory. The process, not the result, of territorial expansion turned down to be of paramount importance.

The main features of Russia's expansion were the degree of tolerance towards native peoples' beliefs and their way of life, the ability to integrate new nations without exercising great military force, its ability to provide help and protection against militant enemies. Nowadays, it is called soft power, or smart power which Russia had demonstrated during the 17-18<sup>th</sup> centuries.

The territories of the Far East and Siberia were integrated by trial and error method, when the Russian pioneers made many mistakes in stating contacts with the locals. Nevertheless, only Russia was clever enough not to press on people too much.

Golden Horde representatives were very pushy and imposed their beliefs and way of life<sup>3</sup>. But a mild, “tolerant” policy of Ermak's Cossacks helped not only to integrate the Siberian people, but also to make the Russian empire service and tax-paying a matter of prestige. The expansion of territories at the time of Great Geographical Discoveries by Anglo-Saxons followed a different pattern: they tried to get as many lands as property as possible and for that they used

---

<sup>1</sup> Identities, Traditional//Encyclopedia of Global Studies, v.2: Helmut K. Anhier, Mark Jurgensmeyer, Los Angeles/London/New Delhi/Singapore/Washington: SAGA, 2012 стр 850 - 858

<sup>2</sup> Identities, Traditional//Encyclopedia of Global Studies, v.2: Helmut K. Anhier, Mark Jurgensmeyer, Los Angeles/London/New Delhi/Singapore/Washington: SAGA, 2012, p. 856

<sup>3</sup> Вернадский Г.В. О составе Великой Ясы Чингисхана (С приложением главы о Ясе из истории Джувейни) // История права. — СПб.: Лань, 1999. — С. 120

different practices, mainly, “divide and conquer”. They were rather intolerant with the population of colonized countries and used the system of trade, settlement and exploitation colonies. So we can state that the spatial approaches differed greatly: integration for Russians and colonization – for Anglo-Saxons. In any case the spatial factor helped to strengthen the cultural and linguistic identity of the leading nations.

### **3. Role of religion in evolution of identity issues: Religious institutions and development of communication practices**

Institutional social structures of the North and South America date back to the time of the Great Geographical Discoveries. It was the time when missionaries of Catholic and Protestant Churches introduced new communication patterns to the territory of a vast American continent. Religious practices laid the basis for different institutional frames and by doing it defined a vector of future social and economic development of these great territories.

The Europeans started the epoch of Great Geographic Discoveries in the 16<sup>th</sup> century and all of them acted in accordance with their religious attitudes, that of Orthodox, Catholic and Protestant faith. North America was mainly discovered by Protestants. The Protestant teachings adapt the church postulates to their practical needs, so that they don't interfere with their doings. The first postulate runs “Sola Scriptura” (you can interpret the Bible the way which is appropriate to your needs). The second one, “Sola Fide”, implies that Christian beliefs help to justify all the deeds and if what we do is a success, than is it good and blessed by God.

The third postulate “Sola Gratia” says that a man cannot do anything to be saved. So, a lot depends on the destiny. “Solus Christus” implies that Christ is the only link between the man and the God and they reject the role of the saints. The postulate “Soli Deo Gloria” means that there is no history to teach. And this was the religious basis of the people who started the invasion on other territories. They don't respect the past as it is quite notorious, they are sure that they know everything, do everything correctly. They are free to behave the way they like and are no accountable before anybody and they can teach the Bible to anyone the way the understand it.

As for the Orthodox religion – its main feature is lack of bellicosity and extraneous intentions. Hence, the Orthodox faith focuses on sincere beliefs and rejects charity, political scheming, intimidation. And people who explored vast territories of Siberia and the Far East were warriors, Cossacks who were not missionaries and were quite tolerant to native people.

Religious faith a also a stumbling block in the way of a linguistic unification as it is, first of all, based on different supra-languages: Latin for Catholics, English for protestants, Arabic – for Muslims, Chinese hieroglyphs – for Buddhism, Old Slavonic – for Orthodox religion. It is

next to impossible to imagine a Muslim who believes that the whole world is centered around him, who does not respect traditions and old wisdom, who thinks only about the future and feels a constant need for exploration which is despised by other cultural environment.

#### **4. Economic factor: reflection of economic advances in cultural-linguistic issues**

It's a well-known fact that today the sphere of greatest profits and assets lies not in the real economy but in the monetary economics. Thus, it's worth paying special attention to language processes in this field of human activity. Even a short glance reveals that the language of the most developed nation (American English) is the basement of the language of monetary economics. So nobody is going (and is able) to translate such terms as "balance, spread, futures, options, outsourcing, derivatives, investments, portfolio, leasing, GAAP, dealer" into Russian. Moreover, when we do translate some terms into the Russian language we use a word-for-word translation: portfolio manager – менеджер портфеля, day trader – дневной трейдер, fund manager – менеджер фондов etc. And even worse, the English-language-structure-style of monetary economics language penetrates into the syntax of the Russian sentence, when the core information is placed in the beginning of a sentence which is alien to Russian structures, for example, «акции торговались на отметке 6 пунктов». The latter is an evidence of a more profound impact on the Russian economical professional language. At the moment the Russian language and many other ones (French, Chinese, German, Spanish etc.) have formed the so-called ghetto zones for English vocabulary in the language, where professional slang belongs. But, as we can see from world experience, a language survival results from its hegemony in economic sphere.

The subject matter in a historical perspective is longer than European civilization and it was always embedded in the type of production technologies which shaped economic relations in the society. The economic environment led to the competition and selection which has characterizes the coexistence of languages since probably the beginning of agriculture. Therefore, it is important to understand the conditions that sustain or affect diversity of languages in the econiche from economical point of view. That is why it is advisable to pay particular attention to factors that have favored particular languages at the expense of others, factors which lie in the changing socioeconomic conditions to which speakers respond adaptively for their survival. At the time when all sciences and scholars speak in terms of "profits and losses" it is important to see pragmatically reasons and assess the experiences of some populations in terms of what costs and benefits they derive from language shift in their particular socioeconomic ecologies. The matter was of paramount importance at the time of colonization but its significance increased manifold in the 21-st century, the century of globalization. While the outcomes of

globalization will be seen in several decades the results of colonization are evident today and waiting for analysis. From economic point of view colonization has usually been used to describe the economic relation of the Third World countries with their colonial metropolises. The process of colonization resulted in the loss of a native language in many countries: those of North and South America, Australia, some states of Africa. New economic environment influenced not only the household economy but all spheres of life, including languages. We can see a direct economic influence as native languages were substituted by English, French, Spanish, Portuguese, German.

The historical overview teaches us the following lessons: 1) the more economically developed is the nation the higher the advantages of its language; 2) the higher the degree of communication in the language the more chances of it becoming lingua franca; 3) the more traditions in the country the less probability of it being suppressed by any other language or alien culture; 4) languages of immigrants die through the process of absorption within the socio-economic majority or powerful groups, through integration in the economic infrastructure, while being socially marginalized (Jews in Babylon and Egypt, enslaved Africans, conquered Indians). So, the notion behind the reasoning is the following: 1) nations stream to monolingualism; 2) nations favor the language of economic conquerors. The present day environment is a global world with its peculiarities. The phenomenon is new and old at the same time, which means that we can see de ja vu processes of economical and language colonization. In terms of globalization we can come to the conclusion that the process of “global colonization” follows the following patterns in socio-economic sphere: 1) exploitation (migration in global environment); 2) settlement (interwoven cooperation and communication in global terms); 3) trade (adaptation of export/import structures to global trends in today realities). The phenomenon draws everybody’s attention. But in short we can state that “settlement style” global colonization dictates the usage of the English language in professional spheres and international cooperation.

## **5. Technology and science: Driving factors of national identity. Science and Technology Development and its Reflection in Scientific English Terminology**

Terminology creation is an indicator of both the national component and the global context. It is coined every time when important discoveries take place and besides the international Greek and Latin terminology always is marked by national marker such as vocabulary itself or word-building components. The research includes the period from the beginning of the 18<sup>th</sup> century up to date. The focus is made on understanding the notions that the terminology represents referring to a definite period of technological development, which is embodied in authors’ terms to denote new notions. The author looks into the new global period

when mobile communication and internet affect the attitude towards innovations and discoveries, which now are perceived as users' applications, developing a consumer attitude to innovations.

The main terms in the period of industrial development belong to British academic society so we find lots of nationally-marked terms in the English society as well as in the Russian one and others. They are specially numerous in the 3 and 4 the Kondratyev' long cycles. Such words as mechanical television, color television picture tube, analogue system, scanned image, a full tonal range, developer tanks, cathode ray tube, telechrome, noctovision and others penetrated into all languages.

This was the period when Britain was famous for discoveries in biology and pharmacology: enzymelysozyme, penicillin, abacteria-killingliquid, biophysics, genetic cells information, structural stability of genetic information, phenotypic difference, enzymatic reaction, DNA nucleotides, hydrophobic bases.

After the British scientific developments the trend was continued in the USA. Nevertheless, the sphere source was different, they have come from the Internet. It presented to us such symbols as # funny, #video, #dog, Trolling, mam, spam (SPicedhAM) , "Geek", hi-tech, hi-definition, cyberspace, test-tubebabies, aplacebo,

## **6. Factors and causes of the language renaissance: Cultural identity through language renaissance**

The lecture draws attention to the issue of language renaissance as a compulsory factor pointing to higher national self-awareness and cultural identity. There are several outstanding examples of the language revival, the most important ones being the renaissance of the Czech language and Hebrew. The author believes that the revival of a national language always follows some common patterns. Special focus is on specific features of reviving the Hebrew and the English language in the 14<sup>th</sup> century, the approach that has never been applied to the analysis of the phenomena. The following factors are of paramount importance: an outstanding contribution of a famous personality; the interrelations between the revived language and the one, previously used in the community; an economic factor; territorial and temporal dimensions. To understand the situation we use a comparative approach to the analysis to sort out basic regularities

Lots of people don't know that the English language was on the brink of extinction in the 11<sup>th</sup> – 13<sup>th</sup> centuries and was spoken only by people in rural areas and lower classes. After the Norman invasion that affected the life and the language of the Anglo-Saxon society on British islands had brought great changes in the English grammar, vocabulary, phonetics. Normandy was on the European continent and presented kind of a link between the continent and the isles.

The factors that prompted the evolution of the Anglo-Saxon type of the language included: economic growth, active participation in the process of the Great Geographical Discoveries, trend towards urbanization, importance of the London dialects, an outstanding personality of W. Caxton was started publishing in English, preservation of the English language in lower classes of the society, new perception of Norman invaders at the time of the hundred Years ' War. The analysis is provided with examples from the Czech language and Hebrew.

## **7. Geographic expansion and global environment: changes in identity issues**

The geographical factor defines the typical world outlook, which can be transcendental or anthropocentric. In Western civilization a man is a core of the world who transforms a manifold space of the immanent world, while an ethnocentric world structure is characteristic of the Oriental civilizations. Muslim civilization is structured according to the confessional principle, which is partly true for western Christian civilizations as well. Other prominent civilizations – Chinese and Indian ones– are not mono-theological, and it is a distinguishing feature of nations with long-standing historical background. It is well known that these civilizations do not have a one-for-everybody religion. Chinese civilization is mainly a Buddhist-Confucian one and Indian civilization is centered mainly around Hinduism. Confucian religion has become a form of moral philosophy that in the past was put at the basis of Chinese principles of state governance. We can also single out Latin American catholic and Meson (Mesa) African civilizations as well as some others. Western civilization includes Romano-Germanic, Anglo-Saxon and Anglo-American super-ethnic groups. Muslim civilization embraces Arab, Turkic and Malay super-ethnic groups. Chinese civilization gave rise to Chinese, Japanese, Korean and Vietnamese super- ethnic groups. Eastern Orthodox civilization lived through a tragic period of its history at the time of the socialist rule, but, nevertheless, the main Christian values are alive in people. Some scholars (L.N. Gumilyev) defined Russian super-ethnic groups, which can be revived in the form of Eurasian civilization based on today's split Eastern Orthodox civilization. In its essence the Russian nation is more community-centered than the Western one. The above mentioned leads us to the conclusion that only the Western civilization is ready to adopt the values of Anglo-Saxon culture and the English language, because it is organically oriented towards the transcendental world outlook. Other civilization will have great problems while trying to adjust their life and values to these of American English super-ethnic groups.

Nowadays science focuses mainly on global trends that should lead to a more or less unified community of human-beings. The trends towards integration are very strong today due to cross-border migration, trans-national corporations, common fiscal mechanisms, similar



legislation, ecological issues etc. Less attention is paid to the needs of nations and people. This negligence can result in great political and social problems because human nature often stands up against unification and generalization, trying to adhere to what is near and dear, to national identity which is based on common language and culture. There is an attempt to highlight some trends in languages evolution with prospects of moving towards global lingua franca or even single global language. The subject matter of creating a lingua franca in a historical perspective is longer than the European civilization and it was always embedded in the type of production technologies which shaped economic relations in the society

Any language is a reflection of nation's mentality, which can be seen in grammatical, lexical and phonetic patterns. As grammar is assumed to be a philosophy of a language let us compare the way different nations render information. For Russians it is important to give all the details, to put together concomitant circumstances before coming to the main idea. And structurally it often coincides with the end of the sentence. The very structure of the Russian utterance makes it problematic for our speakers to understand the main accents in the English speech, even when everything at the level of words is clear. The same law interferes with passing certificate exams, because in such situations students often continue thinking in Russian language terms, which leads to looking for an answer in the wrong part of the text. The English "take the bull by the horns", later paying attention to details, thus, the main information is tackled all at once. The pattern is consistent with the mental component of the culture code of the nation, when English try to define for themselves what is happening and then accumulate the information, which can be relevant for their circumstances.

Another intro-linguistic feature is difference in grammar accents. The Russians focus on nouns, often neglecting the importance of verbal structures in time and space. "The Subject" is the center of our thinking process, so we streamline our actions in accordance with ideas, ideals, acts, processes, not considering enough how all this is to happen. Therefore, technology, strictly performed succession of actions presents a kind of a problem for Russians. Ideas, unusual projects, innovative approaches are the strong traits. In contrast, the strict patterns that we are to follow, planned work, ability to follow the rule, attention to details are against Russian nature.

In English grammar the most important part of speech is a verb (the predicate), and we can understand it just looking at the number of verbal forms that help to develop processes in time and space. When describing an action everything should be taken into account: connection with the present moment, duration, development in space, speaker's point of view, even habitual or spontaneous action etc. The very structure of the English speech is targeted at pattern development, being ideal for strict know - how mechanisms, clever sophisticated production,

clear-cut regulations, well-adjusted technologies. Taking into consideration the above-mentioned information it is possible to conclude that at the moment the very structure of languages makes it impossible to think about a global, universal language, because even a widely spread English language of today has lots of hindrances on its way. Metaphorically speaking, we can state that this new lingua franca has two friends and two enemies. "The friends" are economy and innovative technologies and "the enemies" are culture codes and psycho-ethnic linguistic mechanisms, typical of native languages.

#### **8. Word-building mechanisms as an indicator of nations integration into global processes**

The purpose of the topic is to suggest the tool to analyze some factors of vocabulary enrichment in globalizing environment. Globalization has influenced every sphere of human life, the English language being just one of such examples. After many years of compiling facts about the changes in the language the world scientific community has come to the stage of analyzing the information to later explain and forecast the implications of such changes. The analysis produced some findings that point out to a close connection between changes in technological spheres and main lexical phenomena in English. The latter was carried out through a case study of the Corpus of Historical American English using the periodicity of Kondratiev's major cycles. This research met the research aims through an extensive study of relevant literature and corpus sources, concerning the state of the English vocabulary at different periods and the impact of long waves of socio-economic development on the types of word-formation and borrowings. Through the analysis of linguistic studies and empirical observation, the research reveals several features: in the Old English period the leading role belonged to affixation in adjectives and nouns, while borrowings constituted only 0,1%; in the Middle English the borrowings became the main source of enrichment of the vocabulary (up to 77,9%); at the time of the first long cycle the British Empire emerged as a technological leader and it drastically changed the linguistic situation, and there appeared the shift to affixation and composition at the background of wider sources of borrowings (Hindi, Punjabi, Marathi, Chinese, Tibetan, Mandan, Japanese...), which were not numerous.

The research uses the theory of Kondratyev's long cycles. The essence of the theory is that all side of the society life depend on how the nation reacts to technological development. The vocabulary of any language is a perfect illustration of the phenomenon. The changes in the language reflect the events and processes in the life of the peoples which had been monitored by Nicholas Kondratieff since the 1780-s. This was the period of Anglo-Saxon domination that is why we develop the topic mainly on the example of the English vocabulary.

The English language is based on lots of borrowing which accompanied English throughout its history. 70-75 % lexemes are borrowings, including a great number of affixes: *union*, *temptation*, *create*, *exclude*, *disable*, *accurate*, *arrogant*, *absent*, *major*, *final*, *familiar*, *endurance*, *intelligence*, *development*, *marriage*, *actress*, *curious*, *enable* etc.

Since the 14<sup>th</sup>-15<sup>th</sup> centuries there were obvious trends to building new words through metaphorical and metonymical transference: mill, bed, stalls... During the first long cycle (1780-1830) the main forms are compounds which reflect a dynamic character of development and affixation. The second cycle (1830-1880) brought etymological doublets and terms into the English vocabulary and the style of “learned words” was created. English becomes “lingua franca” in many colonized countries. Another interesting word-building mechanism took place: conversion: wolf – to wolf, yellow – to yellow.

The third cycle starts in the 1880-s and lasts till the 1930-s. The main technological discoveries are made in Britain, Germany and the USA. It's a period of shortening and conversion in the English language. The fourth cycle is marked by rivalry between the USA and the USSR. The main word-building model is abbreviation. The fifth cycle (1980-2020) is the era of fossil fuels, information technologies, genetic engineering. Besides conversion the English language demonstrates dynamic development of syntactical compounds: “how-to-ideas, do-it-yourself – ingenuity, greed-and-deceit-count”. New trends to political correctness and blending and branding become evident.

### **9. Reflection of changes in cultural-linguistic identity in blends**

“The blends” are new words that are formed from parts of two or more root-words, phonemes or morphemes. The classical example is the word “smog” which is coined by blending “smoke + fog”. They point to active social-political processes in the country, which tries to digest new realities and phenomena of the development. Sometimes it is done ironically, sometimes – seriously (but with assessment connotations), sometimes – indignantly.

The blends started to actively appear in the language in the 16 century and some of them are still preserved by the English language: blatterature = blatter + literature (1512). The third wave of popularity of blends started in the second part of the 20<sup>th</sup> century. And again it was prompted by a very dynamic evolution of technology and economy in the Anglo-Saxon world. This period saw lots of discoveries and break-throughs which led to necessity to somehow assess the phenomena of the world. As we know any blend means more than a combination of its consistent parts expresses and always contains an evaluating tint of meaning. A critical connotation is

evident in blends: indigomania = indigo children + mania; cocacolonization = coca-cola + colonization; videot = video + idiot; Euroshima= Europe + Hiroshima.

Nevertheless, blends do not always express irony, they often imply sarcasm, disbelief and cynical assessment. It refers to new discoveries, especially of genetic engineering, new ambiguous inventions: electret = electricity + magnet; windoor = window + door; reprography = reproduce + photography; stagflation = stagnation + inflation; glasphalt = glass + asphalt; liger = lion + tiger. The new blends include many phenomena that are socially equivocal: glamping = glamorous + camping; sleepiphany = sleep + epiphany; Movember = moustache + November; entreporneur = entrepreneur + porn; subtweet =subliminal + tweet<sup>4</sup>; carbage = car + garbage; chugger = charity + mugger, vortal = vertical + portal; glocal = global + local; jeggings = jeans + leggings; and staycation (stay-at-home + vacation); mockumentary = mock + documentary; simulcast =simultaneous + podcast; Blizzaster (blizzard + disaster); textonym = text + antonym. It's obvious that the language is not ready to include all of them into the vocabulary but the blends make the speech very expressive and draw the readers' attention. One of such blends, i.e. "prestitute" was coined by Paul C. Robertson and as such it embodies all the connotations.

#### **10. Political correctness as reflection of new identity trends: new form of hypocrisy**

The information is devoted to the analysis of political correctness in modern American society. The focus is made on understanding its role in the formation of public opinion to suit the American establishment. The author looks into the origin of the phenomenon, its correlation with the development of mass media, as well as its role in media coverage of military operations. The author specially emphasizes the importance of using specific lexical means to shape the public opinion, mainly by analyzing the names of American military operations.

Political correctness as a form of enriching the vocabulary became topical in the 1970-1980s and corresponded to the integration into life of television, mass media sources and later – the Internet. The Vietnam War prompted the emergence of hypocritical synonymic rows: fatality (количество убитых у своих) – collateral damage (убитые у чужих); faith (вера – про американцев) – fanaticism (фанатизм – про вьетнамцев); self-determination (право на самоопределение – про американские подходы)– anarchy (анархия – право на самоопределение вьетнамцев).

Since the period there appear the tradition to breed pride in the Americans by giving very orotund names: «Pierce Arrow», ”\_Flaming Dart”, «Starlight», «Frequent Wind», «Rolling

---

<sup>4</sup> Macmillan Dictionary <http://www.macmillandictionary.com/dictionary/british/sodcasting> (access date: 12.06.2016)

Thunder», «Eagle Claw», “Urgent Fury”, «Desert Shield», «Desert Storm», «Iraqi Freedom», «Shock and Awe», «Provide Relief», «Continued hope» «Deliberate Force»...

### **11. Youth Extremism and Cultural-Linguistic Identity in 21<sup>st</sup> Century**

The lecture explores the interconnection of extremist movements and the changes in their slang in the context of cultural and linguistic identity matters. It is quite important in order to better understand all the components of youth identity and to use the trends in the language as possible forecasting tools for analyzing the situation with outer impact on youth movements. The research adopted in the article includes vocabulary analysis at the modern stage in three differing slangs of youth movements, from skinheads and Internet-addicts to flash mob movement. The main focus is on the slang of these groups and the main conclusions drawn from the research imply that different ways of vocabulary enrichment testify to their vulnerability to outer impact.

The thing is that any identity looks for its outer attributes which include specific language which is like a special code and unites the members of the community and specific way of cloths. The specific slang creates a “wonderful magic” of being not alone and belonging to a group of “cool” people.

The case study investigates the slang of “skinheads”: Dok. Martens, subhumans, Hardcore, “забриться, гриндернутый, партиец, «отмороженные» и «упертые», аргументы, акционер, бомжпакет, брызгалка, вязалово. We can state that the slang of this movement uses only few English words today and is full Russian Fan-word or prison slang.

A great number of young men nowadays belong to the *Counter-Strike* network movement. It unites its members due to the knowledge of a specific slang: "Ace", "Aimbot", "Boost", "Entry frag / openfrag", "Headshot", "Lurker", "Rush", "Wallhack" and others.

It's clear that young people feel a great influence of global processes and lack of identity. This gap is used by manipulators for creation of different movements that suggest invented forms of identity. The types of new identities can be understood through the analysis of linguistic apparatus used by young people.

### **12. Cultural Identity and Sexual Tolerance**

Tolerance is a very topical issue nowadays, especially tolerance to minorities, among which the sexual tolerance become more and more urgent. In the lecture we draw attention to the issue of sexual tolerance as reflected in the language. The approach is based on the assumption that every phenomenon must be verbally expressed and registered by any language. If the vocabulary doesn't include the words reflecting this or that phenomenon, then we should state that the phenomenon was not topical or present in the life of the society. Special attention is paid

to the understanding of the term “tolerance” in different societies, namely, in Western and Russian civilizations as well as to the approaches to the term’s implicit meanings. The focus lies in diachronic plane and the sexual tolerance is investigated as the result of the impact having been exercised by different substrates.

Research into homosexuality in the Viking Age demonstrates that Vikings had words, denoting same-sex activity. They could not appear without mental constructs though there were no fixed instances of homosexual or lesbian couples at the time. The thing is that each member of the society had to marry and have children, notwithstanding their sexual preferences. The very lifestyle made it a “must” as the agricultural living required reproduction to work at the farm and provide support to children and aging parents. Nevertheless, the vocabulary shows that there were two terms that denoted sexual peculiarities which were penalized in law. They implied homosexual “fuðflogi” and lesbian inclinations “flannfluga”. “Fuðflogi” was used to define a man who flees normal sex (the female sex organ)

In general, North-European people categorically denied the phenomenon of homosexuality. Homosexuality was prohibited by the Christian Church and the Icelandic Homily Book had a sermon, which listed penances of nine to ten years both for lesbian and homosexual relations. In the 9<sup>th</sup> and 10<sup>th</sup> centuries homosexual raping of conquered population on the territory of Britain became so frequent that Alfred the Great, the king of Wessex (UK), after a decisive victory in the Battle of Edington issued some laws, regulating criminal activity in the Danelaw and possibility to death revenge of the abused. There were three terms to bring a serious suit against a man and worthy to outlaw him and there were words which were considered terms of abuse. “Item one: if a man say of another man that he has borne a child. Item two: if a man say of another man that he has been homosexually used. Item three: if a man compare another man to a mare, or call him a bitch or a harlot, or compare him to any animal which bears young. In the situations “If a man call a man unmanly [effeminate], or homosexual, or demonstrably homosexually used by another man, he shall proceed to prosecute as with other terms of abuse, and indeed a man has the right to avenge with combat for these terms of abuse”

Apart from Vikings the European civilization was highly influenced by the Roman way of life and morals, and indirectly, by the Greek way of life. The linguistic computer registered the word “infames” to denote boy-slaves used by the Romans. Sometimes they were also called “pueri” to mean their passive partner role” A special item denotes Roman male relations in a military setting: “pudicitia, pietas”. Besides, bisexuality had a special term “cinaedus”, the one who likes sex with men and women [Williams 2010]. Lesbian relations were also found in the Ancient Roman Empire, the vocabulary being not original Latin, but mainly, Greek borrowings. It prompts us to the conclusion that this type of relations was not widely spread in Rome. This

family of words includes the following entries: hetairistris (courtesan, heraira), tribas, lesbian, fricatrix, virago. Among other weirdness there were references to a beautifully dressed woman but with a beard, which was termed "Aphroditos".

The most important component of the Russian civilization is the Slavic heritage. Slavic laws were quite mild in many respects, including homosexual relations. Western scholars believe that the Slavic attitude to homosexual relations was not based on liberty on sexual matters but on an extremely negative opinion of all sexual relations. Russian scholars also emphasize high tolerance of Russian and Slavic people to all variations of religion, sex relations, culture, customs and traditions, but they underline the fact that homosexual acts were detested by Slavic population. The fact that there were no special words to denote the phenomenon also contribute to the issue that the phenomenon was alien to the Slavic community (in our case – Russian community). Nevertheless, there are words that point to some abnormal acts at the time, one of them being "malakia" (self-satisfaction).

Besides the Slavic norms, Russian identity is based on the Byzantine heritage on the one hand and Mongolian heritage on the other hand. The Mongolian Empire was quite tolerant to different religions and ethnicities, but not so tolerant to homosexual relations. Genghis Khan created a list of basic laws to govern the Mongolian people, among them being the one on sodomy "*Whoever is guilty of sodomy is also to be put to death*". As for the Bizantyne, it had a well articulated attitude to homosexual relations: those guilty of "abominable crime" [homosexuality?] shall be emasculated. As for homosexual relations themselves, they started to spread in the well-to-do circles after Russia "had cut a window into Europe". In the 19<sup>th</sup> century the homosexual trend was reflected in the language as there appeared special words to denote the phenomenon: "tetka" implying high interest to buying young men, "Circus Ciniselli" the market of open homosexual love, "the red tie" – passive homosexual prostitute, "bugor" – sodomia (the Russian word "bugor" sounds close the French one "bougre", the latter meaning – sodomite).