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## THE INFLUENCE OF THE ENGLISH LANGUAGE ON THE GLOBAL CULTURE

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We live in the world of devices and technologies being developed so fast that our minds cannot realize the speed and meaning of the changes in our lives. The more advanced we become the faster course of our lives is. Who could possibly imagine how humanity would live in 2026? Artificial intelligence and neural networks have become a huge game-changer opening a world of unseen possibilities for all of us. So, there is no wonder that the global culture has made a giant leap [1]. Let's watch how the global culture is arranged and analyze the role of English and its influence on it.

To examine all processes of our interest in details, we should start with what content has been actual for modern society and how it has changed. The backbone of fashion and everything up-to-date is the so called "Generation Z" – people born in the period of 1997-2010 (sometimes to 2012), grown up in an environment of Internet and computer technologies. They form the today's fashion because most of the content-makers belong to this generation. To understand their mindset properly, we should analyze the circumstances in which they were growing up, their likings, what content and entertainment they consume.

The today's world has extremely fast, almost immediate ways to communicate and share all kinds of information. Moreover, modern technologies help people overcome gaps of the past (for example, language barrier). So, now people are free to use the worldwide nets for satisfying each their need, for example, need for communication. This way, we meet the phenomenon of globalization – people interact with each other (often behind the borders) and form the global culture.

Nowadays computer games are quite important in modern generation's everyday life [2]. They are a great time-consumers and entertainments furthermore one of the most important factors in the modern global culture. Many people of old thinking talk about gaming addiction, but this phenomenon isn't new at all, it's just the content source that has changed. On closer inspection, in different times people became addicted to brand new entertainment: gambling and card games, papers, TV, first gen video games, etc. So, computer games just continue the chain. We should remember that books, films, theatre plays, papers are firstly amusements made for bringing satisfaction, fun and diversity to people's lives. That's why we should treat them as entertainments. In all ages a person might become addict to constant leisure and

dopamine. Definitely, nowadays risks of that are much higher: gamers' emotions are brighter which could cause mental health changes and damages.

Almost every new and mind-blowing amusement has faced misunderstanding among old generation who have considered the innovation as meaningless, psychologically harmful, addict-causing and so long. But time passed, and their outrages became silent in the sea of excited reactions. One day this happened to TV shows, the other day – to first gen video games, now this is happening to computers and neural networks which are great helpers and amusements but carry severe risks for the young generation.

Let's refer to what captured people's imagination in the past. Books tell their readers stories they thirst for. Learning about one's life experiences (even if it's the author's fiction) expands the inner world, gives some advice how to act in the real life. Benefits of reading a good book are described by a huge number of authors and are quite clear. Are computer games that different from what is considered by the old generation as beneficial cultural past-time? There are a lot of truly good computer games fulfilling the same role: they show different characters in different situations, teach their target audience some lessons, etc. Computer games fans tend to associate themselves with their favourite characters as well as books, films fans which is another similarity. Their minds are affected by games as well as by books, films... But what about the games that comply with the old generation's stereotypes? Indeed, they might damage mental health severely, cause addiction. On the other hand, existence of "bad" books cannot be denied. This is the kind of books totally not worth reading. Their plots aren't special; they can't touch one's emotions. They are called "dime novels" and are famous for their low quality. There are lots of bad films, thought-lacking talk shows, etc. But the most of criticism is aimed at brand new innovations in everyday routine and past-time.

During the times cultural entertainments were only available for nobility which caused the existence of some stereotypes. So, nowadays an old-fashioned person who denies the modern culture and its currents, who instead likes reading books, listening to classical music and going to theatres might probably associate themselves with aristocrats. The time when culture became available for wide masses is historically quite close to modernity so necessary changes in people's minds haven't happened yet. The outrages haven't had enough time to become silent in the sea of excited reactions, so they are very loud, real actions behind those conservative words hinder cultural progress. Still stereotypes of computer games being an immature, psychologically damaging, addict-causing waste of time exist.

In the past and in the present going to the theatre or to the cinema has been a good way to spend time in a cultural way. Paying a decent amount of money is often worth it. Now many good popular games cost as much as 3-4 or even more theatre/cinema visits but, in my opinion, the price is adequate: the games offer content for many hours of leisure; by the way, the modern entertainment interacts with gamers and support a much deeper immersion.

There is another way in which computer games can be beneficial. There is a genre called strategies. There games are paid attention as they are interesting,

challenging to play. A strategy gamer trains his/her mind, becomes smarter and learns how to solve complicated tasks. This, in my opinion, is a good continuation for such well-known games as chess.

Speaking of different computer game genres, there is another thing needed to be mentioned. Now each person can find a game to their liking: RPGs (Role-Playing Game) are for those who like to explore a fantasy world imaging themselves the characters of the story; visual novels are good for those who like reading; RTS (Real Time Strategies) can be favored by fans of logical thinking; factory simulators tell you how the supply networks are built. In short, each genre is good in its unique way. Moreover, brand new games mix the genres, cross the borders so each piece is special as well as benefits and risks are special too. The good and bad are mainly a person's choices while books, dramas, films, games are an instrument. Once an instrument is used for "bad" it doesn't mean that it is a creation of evil.

#### **Список литературы:**

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