

1) , 2) , 3) [2].

(CNN)

. BBCWorld

- lingua franca:

*"English has, in the twentieth century, become the international language par excellence. English has a dominant position in science, technology, medicine and computers; in research, books, periodicals, and software; in transnational business, trade, shipping and aviation; in diplomacy and international organizations; in mass media, entertainment, news industry and journalism; in youth culture and sport; in educational systems, as the most widely learnt foreign language. This non-exhaustive list of the domains in which English has a dominant, though not of course exclusive, place is indicative of the functional load carried by English. ...English has **become a lingua franca** to the point that any literate educated person is in a very real sense deprived if he does not know English" [9, .5].*

(linguistic imperialism),

90- . XX .

"Linguistic Imperialism"

*: English is now entrenched world wide, as a result of British colonialism, international interdependence, 'revolutions' in technology, transport, communications and commerce, and because English is the language of the USA, a major economic, political and military force in the contemporary world. It is not only Britain which has gravitated towards linguistic homogeneity, **but a significant portion of the entire world...**" [9, .10].*

talk-show, quiz game, phone-in programme, candid camera, confession television, reality show

"Hello".

: "When the amount of information needing to be processed came to exceed human capabilities, the computer appeared on the scene, transforming the processes of planning and calculation. When the need for global communication came to exceed the limits set by language barriers, the spread of English accelerated, transforming existing patterns of international communication... English has been successfully promoted, and has been eagerly adopted in the global linguistic marketplace. **One symptom of the impact of English is linguistic borrowing**" [8, .27].

: haute couture, soiree, clientele, vin de table . .

(), ().

: “

” [3].

“public relations”() (PR)

“primaries” ()

“exit polls” ()

“ombudsman” ()

"ombudsperson": "Related to the news council concept, but more media-connected, was the **ombudsman, or ombudsperson**, an idea borrowed in the 1970s from a Scandinavian practice. A media organisation would have a person specifically designated to hear public complaints against it, to serve as the people's advocate to the media managers, to provide internal criticism and to write reports to the administrators and columns for the newspapers. These **ombudspersons** would give personal and confidential hearing to disgruntled audience members, would mediate in disputes, would investigate charges, would criticize media personnel and would counsel media managers" [7, .39].

"transparent policies", "transparent government",
"transparent budget",

(expat media),

"The Moscow Times" "The Russian Journal", "The Moscow
Tribune", "The St. Petersburg Times", "Capital", "Independent
Media"

: *tusovka* – a crowded reception, *gaishnik* –
a representative of the Russian road police, *mne po figu* – a nice way of saying you don't
give a damn;

dacha, troika, banya, kasha, pelmeni, borsch, shchi . . . [4].

: "While expats were quietly sending their children out of the country, **Russian babushki** were pouring back into the capital after a summer break with the grandchildren at the dacha [7, .251].

grandmother, granny.

(comment and analysis), (features)

(advertising), -

(

. .),

" (infotainment) " (infomercial).

[5].

" [5, .132].

“ ” [6]

MASS MEDIA INFLUENCE OF THE INTERLINGUISTIC AND INTRALINGUISTIC DYNAMICS

E.N. Medvid

The article touches upon the problems of mass media influence on language functioning. Being one of the main speech spheres mass media identify the character and peculiarities of any language. The scientific analysis of this process is extrapolated in the notion of “mass media language” the can faster then any other strata of language get into the functioning shifting both at the interlinguistic and intralinguistic levels taking into account the general linguacultural situation in the world.

Key words: *of mass media influence, “mass media language”, functioning shifting, interlinguistic and intralinguistic levels.*

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