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GLOBALISATION AND PHILOLOGY: THE INFLUENCE OF ENGLISH ON THE LINGUISTIC ENVIRONMENT OF UKRAINE

In today's globalised world, English has emerged as a key language of international communication and a significant cultural code in globalisation processes. The ability to communicate across different cultural contexts is developed through language proficiency. Multilingualism has been shown to facilitate the expansion of individuals' personal horizons, engender global thinking, and enhance self-awareness and the understanding of others. It is therefore argued that languages are the lifeline of globalisation; without language (as a means of communication), globalisation would be impossible [3, p. 335].

The Ukrainian linguistic environment is not immune to this process. The study of the influence of English on Ukrainian is an urgent task for philology, as it encompasses not only linguistic changes but also the transformation of cultural models of thinking.

Firstly, the process of globalisation has resulted in a significant influx of Anglicisms, encompassing not only terminology (стартап, дедлайн, фідбек, онлайн) but also everyday usage (лайкати, чекати, шерити). The penetration of Anglicisms into the Ukrainian language is usually associated with the emergence of new technologies and devices from English-speaking countries (primarily the United States), as well as with the huge influence of these countries on the formation of so-called mass culture. In contrast to previous borrowing patterns, contemporary anglicisms are frequently not adapted grammatically, suggesting a shift in the language code without internal filtering [2].

Moreover, the phenomenon of code-switching is pervasive in oral speech,

manifesting as situational switching between Ukrainian and English. For instance, the phrase «*Чи використовуєте ви свої скіли у реальному житті?*». The term «skills» is synonymous with the Ukrainian word for «*навички*». This kind of switching is a signal not only of language proficiency but also of a change in language status. English is perceived in many environments as a language of innovation and success [1, p. 42].

Another manifestation is lexical competition, with many Anglicisms replacing native Ukrainian words. For example, «event (*івент*)» replaces «*захід*», «speaker (*спікер*)» replaces «*доповідач*», «training (*тренінг*)» replaces «*навчання*». The philological problem here is not only a loss but a violation of stylistic differentiation, resulting in a monotonous and less rich language.

At the grammatical level, there are noticeable shifts under the influence of English, including the spread of slang and informal expressions such as «*Я маю ідею, щоб ми поїхали*». In addition to syntactic changes, Anglicisms are also assimilated morphologically: Ukrainian suffixes are added (*фейлити, юзати, апдейтнути*), and nouns are given Ukrainian plural endings (*скіли, фейли*). These tendencies reflect the flexibility of the Ukrainian language, but they also contribute to the gradual replacement of native vocabulary, which is a potential threat to the richness and stylistic diversity of the language [1, p. 43].

From a philological perspective, this influence is not unambiguously negative; rather, it demonstrates the capacity for linguistic development contingent upon professional reflection. The task of the philologist is threefold: firstly, to analyze qualitative changes; secondly, to propose balanced language alternatives; and thirdly, to create modern dictionaries and terminology bases that would meet the needs of communication without losing national, linguistic identity.

In conclusion, it is evident that English exerts a substantial influence on the Ukrainian language environment, manifesting in lexical, stylistic, and cognitive dimensions. The role of philology is to maintain a balance between

openness to global trends and responsibility for the purity and development of the native language in a globalised world.

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