

camps, R. Seiffert's writing cognitively localizes the horror, demonstrating that the environment is an active participant in the suffering.

The novel's portrayal of the SS supply line, Durchgangstrasse IV, most effectively conveys this spatial pain. The cognitive model FLESH IS EARTH is created when the distinction between the organic human body and inorganic matter is eliminated through the process of conceptual integration. The road is literally constructed from the bodies of the Jewish forced laborers, not just surrounded by the cold mud and gravel. This conceptual combination turns the infrastructure into a deadly weapon, producing "The Imperial Scar" that physically represents the anguish of labor-based destruction.

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RUSSIAN-LANGUAGE INFLUENCE ON MODERN UKRAINIAN YOUTH'S LINGUISTIC CULTURE

In the context of the transformation of Ukrainian society driven by digitalization, globalization, and wartime challenges, the issue of forming the linguistic culture of modern youth has become particularly relevant. Young people in Ukraine exist within

a complex informational and linguistic environment where, alongside the national cultural discourse, a substantial volume of russian-language content continues to circulate through social networks, video platforms, and entertainment resources. Youth represent the most vulnerable group to external linguistic influences, as their linguistic personality is still actively developing. At the same time, their speech behavior is primarily shaped by media exposure and interpersonal communication.

The study aims to investigate the impact of the russian-language environment, multicultural processes, and digitalization on the formation of linguistic culture among modern Ukrainian youth, to identify strategies to strengthen national linguistic identity.

The study by S. Balatsko and D. Sverdliuk demonstrates that regular consumption of russian-language content significantly affects the cultural orientations of Ukrainian adolescents, contributing to decreased linguistic self-reflection, the spread of mixed speech forms, calqued constructions, and the gradual erosion of national linguistic identity (Балацко & Свердлюк, 2024). The authors emphasize that young people's linguistic culture is increasingly characterized by fragmentation, dominance of simplified speech patterns, and reduced adherence to normative language standards, which negatively affects the long-term formation of an integrated linguistic personality.

Within a multicultural speech environment, A. Bohush argues that linguistic personality develops through the interaction of diverse cultural codes. In contrast, the quality of the linguistic environment remains a decisive factor (Богущ, 2017). The scholar notes that in the absence of systematic language education and targeted pedagogical guidance, multiculturalism may lead to linguistic disorientation, weakened communicative competence, and the loss of stable linguistic reference points. It particularly concerns youth who actively consume multilingual content without fully recognizing the value-based and identity-related implications of their language choices.

Digital environments also play a significant role in shaping linguistic culture. According to R. Nanivskyi, M. Levko, and A. Zhukova, social networks not only reflect linguistic trends but actively construct new communicative norms characterized by

shortened syntactic structures, increased borrowing from foreign languages, and the predominance of conversational style (Нанівський, Левко, & Жукова, 2024). The authors highlight that virtual communication fosters clip thinking and superficial acquisition of linguistic forms, thereby complicating the development of academic and public speech among young people.

For Ukraine, this issue carries not only cultural but also socio-political significance. The conditions of full-scale war have intensified the relevance of linguistic identity as a component of national security. Nevertheless, a considerable proportion of youth remain embedded in russian-language information spaces, which slows processes of linguistic decolonization and the establishment of stable Ukrainian-language practices. At the same time, the younger generation is viewed as a key agent in restoring the country's cultural landscape, necessitating stronger educational initiatives, the promotion of information hygiene, and the development of Ukrainian-language digital content.

Thus, the influence of the russian-language environment, combined with multicultural processes and the digitalization of communication, creates a complex sociolinguistic context in which the linguistic culture of modern youth is formed. These factors underscore the need for a comprehensive approach to shaping linguistic personality, involving active state language policy, pedagogical support, and the cultivation of critical engagement with information environments as essential conditions for preserving Ukrainian linguistic identity.

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