

**SYSTEMIC PRIORITIES
IN MAINTAINING MOTHER-TONGUE SKILLS
FOR TRANSLATORS AND INTERPRETERS
OF INTERNATIONAL ORGANIZATIONS**

The changing nature of language use, the individual's approach to language, and the rapid growth of various forms of media and other means of communication all make for highly unstable linguistic norms as far as a speaker's native language is concerned. Translators are the main ambassadors and advocates of these norms, along with professional and government initiatives.

The position of languages in the world today is, in my estimation, highly complicated, first and foremost because of the fact that languages are in active use and are constantly developing. The use of language today in text messages, email, online chat, Skype and webinars, among other formats, is utterly unrecognizable from the language used even in the 1990s. The linguistic activity of individuals has increased, and languages now operate in a much more dynamic linguistic environment.

The main problems arising as a result of this change are as follows:

1) a departure from previous standard usage norms, leading to lexical irregularities in speech, especially: mixing of styles, an erosion of the concept of different stylistic registers, inappropriate use of words and constructions, the destruction of lexical collocation, and inclusions from other languages.

The problem is ultimately a social one and, moreover, stems from the loss of the rules of etiquette and ceremony and from the erosion of boundaries in social situations; in its place there are new forms of etiquette emerging (corporate culture, for example). In any case, I do not wish to overemphasize the increasing use of language from the criminal world (words and phrases such as 'conned', 'you're messin' with my head' and so on) but rather the mixing of all registers, which is objectively taking place.

2) a weakened cohesion of texts; the inability to see the connecting logic of statements as a whole. One of the explanations for this phenomenon is the so-called **clipification** or **matrification** of our consciousness, both a consequence of modern information culture. Information is taken in from all sides, and it is uncertain whether any kind of system will emerge which can manage and organize it – there is still a vast store of information waiting to be utilized.

3) The destruction of the forms of written texts: punctuation, capitalization, and the usage of quotation marks and italics are just some examples. The reasons for this are the simplification of punctuation in email and text messages, and the influence of English-language punctuation.