

PHILOLOGY

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Socio-cultural traditions and trends in the English restaurant menu

The article examines the traditionalist tendencies in the public consciousness of the British, insisting that it is necessary to preserve the food code, since this code is responsible for certain parameters of collective identity and allows the transmission of cultural memory. It is noted that in conditions of intensive multicultural exchange, the food code cannot remain static and unchanged, free from external influences. It is shown that the uniqueness of the modern national version of the English gastronomic culture is determined by colonial traditions, multiculturalism and polyethnicity.

Key words: linguacultural, restaurant menu, gastronomic discourse, English.

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