

PROBLEMS OF MODERN PHILOLOGY: CHALLENGES OF TIME AND PATHS OF DEVELOPMENT

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Annotation: The article examines the main problems faced by modern philology in the context of globalization, digitalization and transformation of humanitarian knowledge. The article analyzes such issues as the decline in interest in philological disciplines, the fragmentation of science, the impact of digital technologies, the revision of the literary canon, ethical challenges and the personnel crisis. Special attention is paid to the need for an interdisciplinary approach, adaptation to modern media, and preservation of linguistic and cultural heritage. It is concluded that philology is at the stage of rethinking its goals and must actively interact with society in order to preserve its scientific and cultural significance.

Keywords: philology, humanities, digital age, language, literature, interdisciplinarity, literary canon, linguistic heritage, science and society, cultural identity.

Introduction: Problems of modern philology: challenges of time and paths of development

Modern philology as a field of humanitarian knowledge faces a number of significant problems caused by both internal scientific trends and external socio-cultural changes. In the era of digitalization, globalization and transformation of the value system, philology is experiencing pressure to rethink its traditional goals, methods and objectives.

Loss of interest in classical humanities: One of the key problems is the decline in interest in philology among young people. Humanities are often perceived as “impractical” or “unprofitable” in comparison with technical and natural sciences. This leads to a decrease in the number of students and a reduction in philological departments, especially in regional universities.

Fragmentation and specialization of science: Philology in the 21st century is becoming increasingly specialized. On the one hand, this allows for a deeper study of specific aspects of language, text, and culture, but on the other, it leads to a loss of integrity in humanitarian knowledge. Scientists are increasingly less likely to strive for interdisciplinarity, while modern reality requires a synthesis of linguistics, literary studies, cultural studies, media studies, and even IT sciences.

The influence of digital technologies: The digital era has changed the forms of existence and perception of text. E-books, hypertexts, social networks and messengers are forming new genres and styles of communication.

Philologists are forced to adapt to the study of non-standard texts such as memes, posts, blogs and chat messages, which requires a revision of theoretical and methodological foundations.

Problems of academic language and accessibility of science: Modern philology suffers from the closed and complicated nature of academic discourse. Scientific articles are often written in a complex language that is incomprehensible to a wide audience. This creates a gap between science and society, reduces interest in philological research and hinders the popularization of knowledge.

Unification and loss of linguistic diversity: Globalization helps to strengthen the position of the English language as the lingua franca of science. On the one hand, this opens up access to the international scientific arena, but on the other, it threatens the disappearance of small languages and a decrease in interest in national philologies. Indigenous languages that lack written traditions and government support are particularly vulnerable.

Ways to overcome

Integration with digital and media technologies, development of digital philology and corpus linguistics.

Popularization of science, creation of accessible materials, popular science blogs and YouTube channels about language and literature.

Interdisciplinary projects that bring together linguists, programmers, sociologists, and cultural scientists.

Preservation of linguistic heritage, support for local research, translations and fixation of small languages.

Educational reforms, updating of curricula taking into account modern realities and interests of youth.

Modern philology is at a point of transformation. Overcoming challenges requires not only reforms within the scientific community, but also rethinking the role of the philologist in society. Philology is able to preserve and renew its significance if it can speak to modernity in its language — without forgetting about depth and tradition.

The crisis of the literary canon: Modern philology is also facing a revision of the traditional literary canon. Works previously considered "untouchable" are being criticized from the standpoint of feminism, postcolonial theory, queer analysis and other approaches. This helps to broaden horizons, includes forgotten or marginalized texts in the field of attention, however, it causes controversy about the criteria of "great literature". The issue is acute: what and who determines the cultural value of a text?

Ethical and political challenges: Philology, as the science of the word, cannot remain aloof from social conflicts. Language becomes an instrument of ideology, manipulation, and propaganda. In these conditions, the responsibility of philologists for the interpretation of texts and the use of words increases. One

of the tasks is to teach society critical thinking, recognition of manipulative speech strategies, misinformation and substitution of concepts.

The problem of personnel and scientific continuity: Cuts in funding for the humanities, unstable academic careers and a brain drain abroad are leading to the loss of qualified specialists. Young scientists often face difficulties in obtaining grants, publications, and access to modern resources. This slows down the development of Russian philology and reduces its competitiveness in the international arena.

Conclusion: Philology today is not only the analysis of ancient Russian texts or the classification of verb forms. It is a science that stands at the forefront of understanding culture, identity, media reality and language as a tool of thinking. Its importance cannot be overestimated in an information society where every word can be a weapon or a bridge of mutual understanding. The problems facing modern philology require not only reflection, but also concrete actions: educational reforms, new forms of scientific communication, openness to other disciplines, and a willingness to keep up with the times without losing depth and meaning. If philology manages to find a balance between tradition and innovation, it will not only survive, but also gain a second wind as a science capable of explaining the complex world of language and culture in the 21st century.

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