

THE IMPACT OF GLOBALIZATION ON LANGUAGE AND CULTURAL IDENTITY

Jurayev Nurmuhammad

Jurayeva Orasta

Uzbekistan State World Languages University

English Philology faculty

nurmuhammadjuraev@gmail.com

orastajorayeva7@gmail.com

Scientific advisor: **M. Muzaffar**

Abstract: Globalization has significantly influenced languages and cultural identities around the world. This study examines how global communication, migration, and digital technologies affect linguistic diversity and cultural identity. Special attention is given to language standardization, language loss, and the dominance of global languages such as English. Using a descriptive and comparative methodology, the research analyses both positive and negative impacts of globalization on national languages, including Uzbek. The findings suggest that while globalization facilitates communication and cultural exchange, it also threatens linguistic diversity and local identities.

Key words: globalization, language change, cultural identity, linguistic diversity, language loss.

Аннотация. Глобализация оказала значительное влияние на языки и культурную идентичность во всем мире. В данном исследовании рассматривается влияние глобальной коммуникации, миграции и цифровых технологий на языковое разнообразие и культурную идентичность. Особое внимание уделяется стандартизации языка, утрате языков и доминированию глобальных языков, таких как английский.

Ключевые слова: глобализация, языковые изменения, культурная идентичность, языковое разнообразие, утрата языка

Annotatsiya. Globalizatsiya dunyo bo'ylab tillar va madaniy identifikatsiyaga sezilarli ta'sir ko'rsatmoqda. Ushbu tadqiqot global aloqa, migratsiya va raqamli texnologiyalar til xilma-xilligi hamda milliy identifikatsiyaga qanday ta'sir qilishini o'rganadi. Shuningdek, ingliz tilining ustunligi va mahalliy tillarning yo'qolish xavfi tahlil qilinadi.

Kalit so'zlar: globalizatsiya, til o'zgarishi, madaniy identifikatsiya, til xilma-xilligi, til yo'qolishi.

In the 21st century, globalization has become one of the most influential forces shaping human society. It affects not only economic and political systems but also languages and cultures. Language is a key element of cultural identity, and any change in language use directly influences how people perceive themselves and their heritage.

With the expansion of international communication, especially through the internet and social media, languages are constantly evolving. However, globalization also leads to the dominance of certain global languages, particularly English, which creates challenges for less widely spoken languages like Uzbek. This study aims to

analyze the impact of globalization on language and cultural identity, focusing on both opportunities and threats.

Globalization has increased contact between different languages, leading to language change and borrowing. Many languages adopt foreign words, especially from English, in areas such as technology, business, and science. For example, words like “marketing,” “management,” and “start up” are widely used in Uzbek.

While this process enriches vocabulary, it can also weaken the originality of a language. In some cases, excessive borrowing leads to language mixing and loss of linguistic purity.

Another important effect is language standardization. Global communication encourages the use of simplified and standardized forms of language to ensure understanding across cultures. However, this may reduce dialectal diversity and local linguistic features.

Language is closely connected to cultural identity. When a language changes or disappears, cultural traditions and values may also be affected. Globalization promotes cultural exchange, but it can also lead to cultural homogenization, where local cultures become similar to dominant global cultures. For example, the spread of global media influences people’s lifestyles, values, and even language use. Younger generations are more likely to use foreign words and expressions, which may weaken their connection to their native culture.

In Uzbekistan, efforts are being made to preserve the Uzbek language and cultural identity despite globalization. Language policies, education, and media play an important role in this process.

One of the most serious consequences of globalization is language loss. According to linguistic research, many minority languages are at risk of extinction. When speakers shift to dominant languages for economic or social reasons, smaller languages gradually disappear. Linguistic diversity is important because each language represents a unique worldview and cultural heritage. The loss of a language means the loss of knowledge, traditions, and identity.

Digital technologies can both help and harm linguistic diversity. On one hand, they promote dominant languages; on the other hand, they provide tools for preserving and documenting endangered languages.

Digital technologies play a significant role in modern linguistics. Social media, online education, and translation tools make communication easier and faster. They also create opportunities for language learning and cultural exchange.

However, the dominance of global languages on digital platforms limits the presence of smaller languages. To address this issue, it is important to develop digital resources, such as online dictionaries, corpora, and educational platforms, in national languages. For Uzbek, the development of digital linguistic resources is essential to ensure its competitiveness in the globalized world.

In conclusion, globalization has both positive and negative effects on language and cultural identity. It promotes communication, cultural exchange, and linguistic development, but also threatens linguistic diversity and local identities. To maintain a balance, it is important to support national languages through education, policy, and technology. The preservation of linguistic diversity is not only a cultural necessity but also a global responsibility.

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