

PROBLEMS AND SOLUTIONS REGARDING GLOBALIZATION, LANGUAGE POLICY, AND LINGUISTIC IDENTITY IN CONTEMPORARY LINGUISTICS

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Abstract: This article examines the complex relationship between globalization, language policy, and linguistic identity in contemporary linguistics. As a result of globalization processes, many languages, especially rare languages, are under threat, which reduces cultural diversity and leads to the loss of linguistic identity. The article also highlights the importance of language policy and suggests effective strategies to address these shortcomings. The authors emphasize the need to protect language rights, promote multilingualism, and support language revitalization initiatives. This study offers important solutions for the preservation and development of linguistic diversity in the era of globalization.

Key words: Globalization, Language policy, Linguistic identity, Cultural diversity, Lesser-used languages, Language rights, Multilingualism, Language revitalization

Introduction

In modern linguistics, globalization processes are fundamentally changing the relationship between language and culture. While globalization, on the one hand, increases interlingual communication and stimulates cultural exchange, on the other hand, it poses serious threats to less widely spoken languages and their cultures. Today, many languages are at risk of extinction, which can lead to the loss of linguistic identity. This problem affects not only the language itself, but also the culture, traditions, and historical heritage that lie behind it [1]. Language policy plays an important role in these processes. Language policies developed by states and international organizations can serve to maintain or reduce linguistic diversity by supporting multilingualism or by giving priority to one language. Such policies are often associated with economic interests, political forces, and cultural norms, which ultimately leads to the emergence of a hierarchy between languages. This, in turn, creates problems in the formation of linguistic identity [2]. In the era of globalization, effective solutions are needed to preserve and develop linguistic identity. These solutions include strategies such as protecting language rights, promoting multilingualism, and supporting language revitalization initiatives. It is also important to increase interest in and learning languages through the use of modern technologies and communication tools.

This article analyzes the complex relationship between globalization, language policy, and linguistic identity. It also discusses the problems emerging in modern

linguistics and the solutions proposed to solve them. The article seeks to explore new approaches aimed at preserving and developing linguistic diversity, and also emphasizes the importance of languages in globalization processes [3].

Analysis of literature on the topic

In modern linguistics, the relationship between globalization, language policy, and linguistic identity has been studied by many scholars. Below are some of the English scholars who have made significant contributions in these areas.

First, David Crystal has paid great attention to the study of the impact of globalization on languages and cultures in modern linguistics. In his works such as "Linguistic Diversity" and "Language Death", he provides detailed information about rare languages and the risk of their extinction. Crystal analyzes the economic and social factors that lead to the disappearance of many languages as a result of globalization processes. His work helps to understand the connection between language policy and linguistic identity [4].

Second, Tove Skutnabb-Kangas is known for her research on issues of multilingualism and language rights. She emphasizes the importance of language policy and linguistic identity in the context of globalization. Skutnabb-Kangas emphasizes the need to support multilingualism and protect the rights of lesser-used languages. In her opinion, language policy should focus on promoting multilingualism at the international level [5].

Nazarov, K is also known for his research on globalization and language learning. In his book *Language and Globalization*, he analyzes the impact of globalization on language and culture. Pennycook shows the role of language in the formation of identity and the importance of language policy in a global context. His work helps to understand the complex relationship between language and identity in the modern world. Another important scholar is Hugh McLeod, who studies the connection between cultural identity and language policy in globalization processes [6].

Methodology

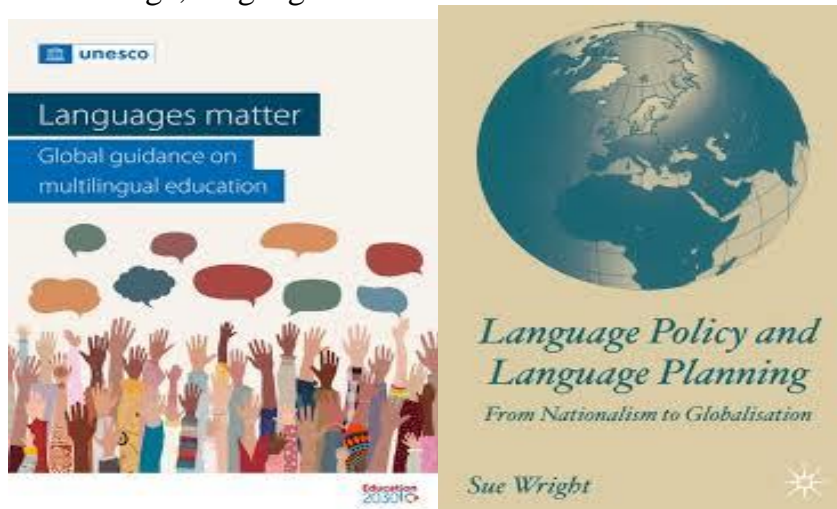
In modern linguistics, various research methodologies can be used to study the relationship between globalization, language policy, and linguistic identity. These methodologies include qualitative and quantitative methods, depending on the characteristics of the issue being analyzed. First, through qualitative research methodologies, scholars can analyze the social context of language policy and linguistic identity in more depth by conducting interviews, focus groups, and ethnographic observations. This method is useful in identifying the role of language in social life, cultural identity, and the impact of globalization. For example, when studying policies aimed at supporting less widely used languages, it is possible to collect their experiences and opinions by conducting interviews with local residents. Second, quantitative research methodologies are based on the collection and analysis of statistical data. Through this method, scholars can study numerical data on the spread or disappearance of languages as a result of globalization processes. For example, language statistics, reports from international organizations, and surveys can be used to identify factors influencing language policy and linguistic identity [7].

It is also possible to compare examples of language policies and linguistic identity in different countries through the methodology of comparative analysis. This method allows us to analyze how language policies are changing under the influence of globalization and the social consequences of these changes. Ultimately, these

methodologies, when used together, will help to better understand the problems of globalization, language policies, and linguistic identity in modern linguistics and will be effective in developing solutions.

Results

In modern linguistics, the problems of globalization, language policy, and linguistic identity are closely related. The process of globalization leads to the spread and change of languages on a global scale, which in turn shapes language policy and linguistic identity. First, globalization leads to the dominance of many languages. For example, the adoption of English as the main language of global communication poses a threat to many less widely spoken languages. This process can reduce the social and cultural significance of the language. In such a situation, language policy plays an important role; states and international organizations need to develop various strategies to support and preserve less widely spoken languages. Second, the relationship between language policy and linguistic identity is important. Language serves as the main means of expressing the identity of an individual or group. Under the influence of globalization, many people are at risk of losing their cultures and languages. Therefore, measures should be taken to preserve national and cultural identities through language policies. For example, states should strive to strengthen linguistic identity by including local languages in the education system, using them in the media, and organizing cultural events. Third, as a solution, it is important to ensure inclusiveness in language policy. Recognizing and respecting the values of each language and culture helps to maintain peace and stability on a global scale. Also, through international cooperation and cultural exchange, languages can be enriched.



A comprehensive approach is needed in modern linguistics to address the problems of globalization, language policy, and linguistic identity. This approach, combining qualitative research and quantitative analysis, helps to better understand the social impacts of globalization. Strategies developed as a result of such research serve to preserve and develop the cultural diversity of societies.

Discussion

In modern linguistics, globalization processes have both positive and negative effects on the development of languages. On the one hand, the expansion of global communication languages (especially English) facilitates international relations, on the other hand, it poses a threat to the extinction of the languages of minority peoples or the

loss of their identity. In these complex conditions, language policy and issues of linguistic identity (self-awareness) have become a strategically important factor in the security of states and the preservation of their cultural heritage. Linguistic identity is not just knowledge of the native language, but a cognitive concept that determines how a person combines his national values with a global worldview.

Globalization Challenge	Language Policy Issue	Impact on Linguistic Identity	Proposed Strategic Solution
Hegemony of English as a Global Lingua Franca	Marginalization of national and local languages in education	Cultural alienation and loss of indigenous worldview	Promoting additive bilingualism and CLIL (Content and Language Integrated Learning)
Rapid Digitalization and Internet Dominance	Lack of linguistic presence in digital algorithms and AI tools	Digital exclusion and devaluation of "low-resource" languages	Developing Neural Machine Translation (NMT) and digital corpora for local tongues
Mass Migration and Transnationalism	Difficulties in integrating migrant languages into state policy	Fragmented or hybrid identities (Linguistic Insecurity)	Implementation of mother-tongue-based multilingual education (MTB-MLE)
Economic Homogenization	Preferential treatment of "commercially viable" languages	Identity shifts toward consumerist global culture	Granting legal status and economic incentives for minority language use
Urbanization and Social Mobility	Decline in intergenerational transmission of heritage languages	Intergenerational disconnect and loss of ancestral roots	Community-led language revitalization and digital storytelling initiatives

Analysis of the Interplay between Globalization and Linguistics

The relationship between globalization, policy, and identity is a central theme in modern sociolinguistics. The table above highlights a complex dynamic where technological and economic progress often conflicts with linguistic diversity.

✓ **The Paradox of Global Connectivity:** While globalization facilitates international communication through English (as seen in the first row), it creates a "hierarchical" language policy. This hierarchy often forces speakers of smaller languages to abandon their mother tongues to achieve social mobility. The analysis suggests that the solution is not to resist global languages but to adopt additive bilingualism, where the global language is learned as a tool without replacing the native tongue.

✓ **Linguistic Identity in the Digital Age:** A significant modern problem is the "Digital Divide." If a language does not exist in a digital format (search engines, voice assistants), its speakers feel their identity is obsolete or "non-modern." Contemporary linguistics proposes Digital Localization—creating massive datasets for minority languages to ensure they are represented in Artificial Intelligence and the global internet segment.

✓ **Policy as a Tool for Resilience:** Language policy acts as the bridge between global pressures and individual identity. When policies are inclusive (such as MTB-MLE), they validate the speaker's identity. However, when policies are exclusionary, they lead to linguistic insecurity, where individuals feel ashamed of their dialect or heritage language. The proposed solutions emphasize that policy must shift from "protectionism" (merely saving a language) to "functionalism" (making the language useful in modern economy and tech).

✓ **Hybrid Identities:** In the context of migration and urbanization, linguistic identity is no longer a static "one-language-one-person" concept. Modern solutions advocate for recognizing translanguaging—the fluid way multilingual individuals use all their linguistic resources.

Conclusion

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