

### The Modern Impact of Globalization on Linguoculture

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#### ABSTRACT

*The effects of globalization have always been profound, but they are now even more so. World languages, which are seen as the most significant tools for fostering cross-cultural communication, are impacted by this process, which links to global consciousness in general. This article looks at how linguistics and globalization are working together to have a real impact on every aspect of life. The conceptual analysis of the speech methodology is employed. A working hypothesis (core theoretical tenet) is put forth that there is a relationship between globalization and linguoculture that has the potential to have both positive and negative effects on customs, daily living, and life in general. The future of linguistic discourse research is described.*

The process of globalization is the main topic that ties together linguistic culture and public services in this research. Although there are a variety of perspectives about how globalization should be defined, in this study it is defined as the increasing interconnectedness of nations that ameliorates official borders and creates an uneven distribution of resources<sup>1</sup>The term "globalization" was first used in a publication called "Harvard Business Review" by Harvard University marketing professor Theodore Levitt in 1983 to refer to economic processes<sup>2</sup>. This idea has given rise to numerous conflicting definitions and interpretations since it was first proposed. Nevertheless, this method has been practiced for many centuries despite the terminology's relatively recent appearance. For instance, when the Roman Empire conquered the Mediterranean in antiquity, it resulted in a blending of various cultures, languages, and traditions. Or the Spanish conquest of America at the end of the fifteenth century eventually resulted in a "infection" of their civilization throughout the entire continent.

Due to the need to designate a universal language that may serve as a linking element in the process of international communication, the factor of language and cultural cooperation, as well

<sup>1</sup>Steger, M. (2013). Globalization: A contested concept. In Globalization: A very short introduction (3rd ed., pp. 1-16). Oxford: Oxford University Press.

<sup>2</sup>Levitt T. «Harvard Business Review». – Schlüchtern, 1983. 112

as the development of cross-national interaction processes, are given a great deal of attention in today's society. Countries must have a common language in order to bring together citizens who speak different languages and to establish global language policy at many social, economic, and political levels.

The modern world's society depends on decisions made about how to address the unique characteristics of multi-cultural and multilingual societies, as well as on the effective positioning of forces that might shape the development of specific national interests in the area of global language policy. The role of the spheres globally in the area of linguistic issues that can affect international politics. Modern linguistics views English as an operational linguistic, geographical, social, political, and institutional environment where state and non-governmental entities coexist.

The idea of English supremacy is made concrete in two ways: as the unifying influence of a single language on all nations and peoples, and as organizations with the power to coordinate, regulate, and protect national and international interests. Additionally, people from many nations acquire the prevailing language in order to function internationally. The fact that English has become a "lingua franca"—the language used by people of many nationalities to communicate—indicates that English is becoming more and more popular in Europe and other nations.

1. English is used in around 35% of all email, telex, and cable communications worldwide.
2. Around 40% of radio broadcasts worldwide are in English.
3. The English has become the primarily used language for the internet users (globalization)
4. English increasingly replaces other languages as the language of science for things like academic collaborations, international conferences, and student/research exchange programs.

The globalization process has also evolved as a result of the centuries-long commercial relationships that exist between many nations and continents. The primary theme in this work that ties linguoculture and society together is the process of globalization. Although there are differing opinions regarding the definition of globalization, this study defines it as the rising interconnection of nations that results in an unequal distribution of goods, cultures, and other facets of life<sup>3</sup>. As a result of this relationship, culture, including ideology and language, is being transferred between countries and continents faster than ever before. In terms of this study, the availability of resources, culture, and language varies drastically throughout nations and continents. There were a variety of linguistic and cultural traits present despite the fact that access to all the colonial perks was extremely limited in the African colonies as opposed to France. The people who lived in the French colonies started to speak French.

To better understand what a language represents, you should determine its exact meaning. Language is a structured communication system, and using this system for communication requires a set of socially shared rules and cultural norms, including, but not limited to, the ability to create new words, knowledge of which phrases work best in a particular situation<sup>4</sup>. This connection has made the movement of culture, which includes ideology and language, between nations and continents more rapid than before.

The following idea, linguoculture, must be understood to be distinct from language. Linguistic culture can be defined as the concepts, standards, and cultural norms that individuals apply to their linguistic perception and usage. According to this definition, linguoculture refers to the underpinning cultural beliefs, sentiments, and values that are projected onto language. To put it another way, language is the system into which humans are born, but linguistic culture includes

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<sup>3</sup> Steger M. «Globalization A Very Short Introduction», 3rd edition. – Mānoa, 2013. 234.

<sup>4</sup> Chomsky N. «The Secrets of Words», – East Oak Lane, Philadelphia 2022. 43.

elements that are independent of the language system and are predicated on the individual's assumptions, experiences, and beliefs about the language.

The term "globalization" was frequently used by economists, linguistics, and other sciences in the 1970s of the 20th century, when industrial society was "transformed" into a post-industrial one. The goal of this change was to raise material and intangible riches through global distribution, which boosted productivity in many spheres of life and boosted market competition. This was primarily connected to the concept of "economic globalization," which refers to the process of integrating a country's economy into the global economy through commerce, foreign direct investment, capital flows, migration, and the spread of technology.

The term "globalization," which refers to the increasing connectivity and interdependence of individuals and institutions around the world, has been explored in broader popular discourse in addition to its economic relevance. In this context, it has been equated with the term "internationalization." "Internationalization" is now generally recognized as a less theoretical term, whereas "globalization" has come to refer to a social process that is characterized by the existence of global political, economic, linguistic, cultural, and environmental interrelations and flows. Therefore, this phrase is understood to refer to both quick mutual penetration and rapid growth of national state interdependence in the areas of economy, ideology, and culture. In a larger sense, "globalization" refers to the mutual influence of cultures through acculturation, or the transnational circulation of ideas and languages. Researchers also frequently ignore the particular characteristics of language as an economic and cultural good:

The learning of languages fosters intercultural communication.

Foreign language proficiency enables you to think broadly, expand your thoughts, and discover new, exciting prospects.

Language in our world has a crucial role in globalization: "Without languages, there would be no globalization, and vice versa, there would be no world languages." The social standing of a person is determined by their knowledge of other languages. By the number of nations, English is currently the most widespread language in the world. The majority of the technical and strictly specialized literature is written on it, it is utilized in negotiations, etc. Spanish is the second most common native language spoken after Chinese, according to statistics.

The following definition of language was created by combining the ideas from two different sources: Language is a system that predates the speaker, and using this system for communication necessitates a set of socially shared rules and cultural norms. These rules and norms include, but are not limited to, the capacity to create new words and combine multiple words, as well as the understanding of which word combinations are most appropriate in any given circumstance<sup>5</sup>. By employing these concepts to define language, it is clear that individuals have no control over the language system they are born into and that understanding and proficiency in this dynamic system are essential for effective communication.

The widespread term "global English," which denotes its extensive usage, serves as more evidence of the English language's standing. The use of English is widespread worldwide. People are motivated to learn English since it is the language of "success" and is used in advertising, music, movies, and documents. No other language dominates international commerce, academia, the media, and the Internet like English does. Additionally, people from other countries study the "dominant language" in order to operate and communicate globally.

Representatives of each nation construct, preserve, and communicate their feelings, goals, and values through language, which also enables them to share cultural expressions and experiences.

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<sup>5</sup>Chomsky, N., & Ronat, M. (1977). A philosophy of language. In *On language* Chomsky's classic works: Language and responsibility and reflections on language in one volume. New York, New York: New Press

Global processes affect knowledge use and language preservation directly in addition to the potential risk of uniformity. Promoter of their "revival" includes:

Gathering organizations from around the world that support renewal, preservation, and continuous use of endangered language communities

Providing access to information and communication resources that can be used to assist communities in preserving their linguistic diversity

As a result, the globalization process is becoming increasingly significant in the modern world. These linkages promote cultural, political, economic, and environmental interactions while erasing the existing barriers between societies. Modern globalization is the awareness of the globe as a whole, and it has an impact on world languages, which are regarded as the most crucial tool for fostering cross-cultural communication.

It is important to understand that then extconcept, linguistic culture, is one that is distinct from language. Linguistic culture can be defined as, the ideas, values, beliefs, and any other cultural variables that people bring to their perceptions and use of language from their culture<sup>6</sup>. This definition describes linguistic culture as the underlying thoughts, feelings and values about culture that is projected onto language. In other words, language is the system that humans are born into, but linguistic culture includes the factors that are external to the language system based on an individual's beliefs, experiences, and assumptions about language. There is another term with a similar definition as linguistic culture. That term is language ideology and is defined as, "the attitudes, opinions, beliefs, or theories that we all have about language"<sup>7</sup>. This study will refer to linguistic culture because it most closely fits the framework of ethnomethodology. On the other hand, linguistic ideology is best understood and analyzed within a Marxist context<sup>8</sup>

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<sup>6</sup>Schiffman, H. F. (2012). *Language policy and language conflict in Afghanistan and its neighbors: The changing politics of language choice*.