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FEATURES OF LANGUAGE AND SPEECH CULTURE IN THE ERA OF GLOBALIZATION

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Annotatsiya: Globallashuv jarayoni zamonaviy tillar va nutq madaniyati rivojiga sezilarli ta'sir ko'rsatdi. Xalqaro muloqot, raqamli texnologiyalar, migratsiya, ta'lim, ommaviy axborot vositalari va ijtimoiy tarmoqlarning jadal rivojlanishi turli madaniy va lingvistik muhitga mansub insonlar o'rtasida til muloqotining yangi shakllarini yuzaga keltirdi. Ushbu kontekstda til nafaqat muloqot vositasi, balki madaniy o'ziga xoslik, ijtimoiy qadriyatlar, milliy an'analar va shaxsiy dunyoqarashni ifodalashning muhim vositasi hamdir. Globallashuv xalqaro tillarning, xususan, ingliz tilining keng tarqalishiga hissa qo'shdi, shu bilan birga, til xilma-xilligi va milliy til an'analarini saqlab qolish borasida yangi muammolarni ham keltirib chiqardi. Mazkur maqolada globallashuv davrida til va nutq madaniyatining asosiy xususiyatlari tahlil qilinadi; bunda til o'zgarishlari, ko'p tillilik, madaniyatlararo muloqot, ingliz tilining ta'siri, raqamli muloqot, tilga o'zlashma so'zlarning kirib kelishi va milliy til o'ziga xosligini saqlash masalalariga alohida e'tibor qaratiladi.

Kalit so'zlar: globallashuv, til madaniyati, nutq madaniyati, til o'zgarishlari, madaniyatlararo muloqot, ko'p tillilik, tilga oid o'ziga xoslik, global til sifatida ingliz tili, tilga o'zlashma so'zlarning kirib kelishi, raqamli muloqot.

Аннотация: Процесс глобализации оказал существенное влияние на развитие современных языков и речевой культуры. Стремительное расширение масштабов международного общения, развитие цифровых технологий, миграционные процессы, изменения в сфере образования, роль средств массовой информации и социальных сетей сформировали новые формы языкового взаимодействия между людьми, принадлежащими к различным культурным и языковым средам. В этих условиях язык выступает не только как средство коммуникации, но и как важный инструмент выражения культурной идентичности, социальных ценностей, национальных традиций и индивидуального мировоззрения. Глобализация способствовала распространению языков международного общения — прежде всего английского, — одновременно создав новые вызовы для сохранения языкового разнообразия и национальных языковых традиций. В данной статье рассматриваются ключевые характеристики языка и речевой культуры в эпоху глобализации; особое внимание уделяется языковым изменениям, многоязычию, межкультурной коммуникации, влиянию английского языка, цифровой коммуникации, языковым заимствованиям и сохранению национальной языковой идентичности.

Ключевые слова: глобализация, языковая культура, речевая культура, языковые изменения, межкультурная коммуникация, многоязычие, языковая

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идентичность, английский язык как глобальный, языковые заимствования, цифровая коммуникация.

Abstract: The process of globalization has significantly influenced the development of modern languages and speech culture. The rapid expansion of international communication, digital technologies, migration, education, mass media, and social networks has created new forms of linguistic interaction between people from different cultural and linguistic backgrounds. In this context, language is not only a means of communication but also an important instrument for expressing cultural identity, social values, national traditions, and individual worldview. Globalization has contributed to the spread of international languages, particularly English, while simultaneously creating new challenges for the preservation of linguistic diversity and national language traditions. The present article examines the major features of language and speech culture in the era of globalization, focusing on linguistic change, multilingualism, intercultural communication, the influence of English, digital communication, language borrowing, and the preservation of national linguistic identity.

Keywords: globalization, language culture, speech culture, linguistic change, intercultural communication, multilingualism, linguistic identity, English as a global language, language borrowing, digital communication.

Introduction

Language is one of the most important elements of human society and culture. It performs not only a communicative function but also reflects the historical experience, social values, traditions, mentality, and worldview of a particular community. Every language contains culturally significant concepts and forms of expression that distinguish one linguistic community from another. Therefore, changes in society inevitably influence language and speech culture.

In the modern world, globalization has become one of the major factors affecting linguistic development. Economic integration, international education, migration, tourism, scientific cooperation, mass media, and digital technologies have considerably increased communication between people who speak different languages. As a result, languages are increasingly interacting with one another, and speakers are constantly exposed to foreign lexical, grammatical, stylistic, and pragmatic patterns. One of the most visible consequences of globalization is the increasing international role of English. David Crystal explains the global position of English through historical and socio-cultural factors, emphasizing that its worldwide spread is connected with political history as well as its role in international communication, science, technology, business, and other domains.

In this regard, the study of language and speech culture in the era of globalization is particularly important. Modern speakers need not only grammatical and lexical competence but also the ability to communicate appropriately with people from different cultural backgrounds. Consequently, contemporary speech culture increasingly includes such concepts as intercultural competence, linguistic tolerance, communicative appropriateness, digital literacy, and respect for linguistic diversity. The aim of this article is to examine the main features of language and speech culture

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in the era of globalization and to identify the major linguistic and cultural transformations caused by increasing international communication.

Globalization as a factor of linguistic change

Globalization has accelerated contacts between languages and cultures. In previous historical periods, linguistic changes were often linked with geographical proximity, migration, political expansion, or trade. Today, however, digital communication allows speakers from geographically distant societies to communicate almost immediately.

International communication has become an important part of education, science, business, tourism, diplomacy, and everyday life. This has resulted in the appearance of new words, expressions, communicative patterns, and forms of interaction. Languages continuously adapt to new social realities. One of the most visible areas of change is vocabulary. New concepts associated with information technology, social media, international business, digital education, artificial intelligence, and global culture require new linguistic expressions. Many languages borrow terminology from other languages, especially from English. For example, words such as internet, online, smartphone, marketing, startup, blog, podcast, business, and digital have become common in many languages. Some borrowed words become completely integrated into the receiving language, while others retain their original form.

Language borrowing is not necessarily a negative phenomenon. Throughout history, languages have developed through contact with other languages. Borrowing can enrich vocabulary and provide efficient ways of describing new concepts. However, excessive or inappropriate borrowing may create difficulties when native equivalents already exist and are widely understandable.

Therefore, modern language policy and speech culture should seek a balance between linguistic development and preservation of national linguistic resources.

The influence of English on contemporary speech culture

The international position of English is one of the most significant linguistic consequences of globalization. English is widely used in international science, business, higher education, tourism, technology, popular culture, and online communication. Crystal notes that the global spread of English has historical and socio-cultural foundations and that the language has developed into multiple varieties as a result of its international use. The global role of English has produced both opportunities and challenges. On the positive side, knowledge of English gives individuals access to international academic literature, professional communication, educational resources, and global information. It also facilitates communication between people who do not share the same native language.

However, the increasing dominance of English may also influence the vocabulary, pronunciation, communication styles, and cultural references of other languages. Young people who frequently consume English-language media may introduce English expressions into everyday speech. Social networks and online platforms intensify this process.

For instance, speakers may use English words in conversations conducted primarily in another language. Such practices can be observed in professional, educational, technological, and youth communication.

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The phenomenon demonstrates that globalization does not simply replace one language with another. Instead, it produces complex forms of linguistic interaction in which speakers combine linguistic resources according to context and communicative purpose.

Language borrowing and code-switching

Another important feature of contemporary speech culture is code-switching. Code-switching occurs when speakers alternate between two or more languages or linguistic varieties during communication. In multilingual societies, code-switching can serve different communicative functions. Speakers may use another language because a particular word is more convenient, because the interlocutor understands both languages, because a foreign expression carries a particular cultural meaning, or because the speaker wants to create a specific social or stylistic effect.

For example, a speaker may use an English technological term while communicating in Uzbek or Russian. This is particularly common among young people, students, professionals, and users of social networks.

From the perspective of speech culture, code-switching should be considered in relation to the communicative situation. In informal communication, the use of foreign words may be natural. In formal academic, governmental, or professional communication, however, greater attention should be paid to linguistic accuracy, clarity, and established terminology.

Thus, speech culture is not simply the ability to avoid foreign words. Rather, it involves understanding when a particular linguistic form is appropriate and when a native or standardized equivalent should be preferred

Conclusion

Globalization has significantly transformed language and speech culture. The development of international communication, digital technologies, migration, education, mass media, and economic cooperation has increased interaction between languages and cultures. As a result, contemporary languages are continuously changing through borrowing, code-switching, new terminology, and new forms of digital communication.

The concept of speech culture is consequently becoming broader. It includes not only grammatical correctness and appropriate vocabulary but also intercultural competence, linguistic tolerance, communicative flexibility, digital literacy, and awareness of cultural differences.

An important challenge of the globalized world is therefore to achieve a balance between international communication and preservation of linguistic diversity. Learning international languages can provide access to global knowledge and opportunities, while maintaining the native language contributes to cultural continuity and identity.

In conclusion, effective speech culture in the era of globalization should be based on three interconnected principles: communicative effectiveness, intercultural respect, and preservation of linguistic diversity. Such an approach can help individuals participate successfully in global communication without losing their linguistic and cultural identity.

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