

LANGUAGE GLOBALIZATION AND THE RUSSIAN LANGUAGE: IMPACT AND TRENDS

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Abstract

The article examines the impact of the process of linguistic globalization on the Russian language, and analyzes current trends in its development. Globalization, as a phenomenon, changes the languages of the world, and the Russian language is no exception. The author explores how global technologies, mass media and the Internet are making changes to the vocabulary, grammar and phraseology of the Russian language. The article discusses the processes of borrowing and adapting foreign words and expressions in the Russian language under the influence of global communications and intercultural exchange. The author reveals how these changes affect the linguistic identity of Russian speakers and the cultural aspects of the language. The article examines the challenges faced by the Russian language in the context of globalization and discusses the issues of preserving Russian linguistic identity and cultural heritage. The author emphasizes the importance of preserving and developing the Russian language in the modern world, despite the changes caused by globalization. The article presents an overview analysis of the impact of linguistic globalization on the Russian language and serves as the basis for further research in this area.

Key words: Language Globalization, Influence, Universalization, unification, interpenetration, global communications.

Introduction

In the contemporary world, shaped by globalization, numerous profound changes are taking place, one of which is the globalization of language. As global connectivity expands, information technology proliferates, and diverse cultural groups merge, the linguistic landscape across the globe is also evolving. Languages, as a key tool of communication and cultural expression, are exposed to a variety of factors related to globalization.

Relevance and expediency of the topic of the article

The study of the problem of the influence of linguistic globalization on the Russian language is relevant and appropriate in the modern world. This is due to sociocultural changes, economic impact, changes in education, the need for adaptation, issues of cultural understanding, technological changes, political significance and preservation of cultural heritage. Examining these aspects can provide a deeper insight into the changes occurring worldwide and aid in the development of strategies to effectively address these changes, particularly in relation to the Russian language.

This article aims to analyze the effects of globalization on the Russian language, explore socio-cultural transformations, assess the economic significance of language, examine its influence on education, identify emerging trends and future prospects, offer recommendations, gather data, and utilize information resources, the formation of a comprehensive understanding of the problem, and the determination of the practical steps.

The purpose of the article is to study the impact of linguistic globalization on the Russian language in order to understand the changes, assess the impact on the socio-cultural sphere, analyze the impact on education, understand current trends and formulate recommendations to support the sustainability of the Russian language in the context of global linguistic transformations.

The appearance of the term "globalization" and its introduction into scientific and public vocabulary do not have a clearly defined time frame. The term is

most often associated with the name of the Anglo-American sociologist R. Robertson [8]. In 1983, he used the term "globality" in the title of one of his articles, in 1985 he provided a detailed definition of the concept of "globalization", and in 1992 he presented the basics of his

concept in the book,, "Globalization. Social Theory and Global Culture" [10] . However, some scientists believe that for the first time the word "globalization" came into active use in the scientific works of French and American authors in the 60s of the XX century. "winged words are figurative, apt expressions, sayings that have come into common use." [11]

In any case, the term is widely known today. It describes "the process of the ever-increasing impact of various factors of international importance (for example, close economic and political ties, cultural and information exchange) on the social reality in certain countries." [8].

The famous Russian philosopher S. Panarin defined globalization as "the process of weakening of traditional territorial, socio-cultural and state-political barriers that once isolated nations from each other, but at the same time protected them from disintegrated external influences, and the formation of a new (non-protectionist) system of international connectivity and interdependence"[5]

Globalization, as a phenomenon, is usually associated with the modern society and its impact in various fields such as economics, politics, culture and language. Nevertheless, the history shows some similar processes in the life of societies of different eras. For example, in the era of Hellenism, that inherited the conquest of Alexander the Great, the Greek culture and language united almost the entire civilized part of the world. Greek has become a universal language in culture, science and international communication in a vast area from the Mediterranean to India. Some Greek terms and concepts have become a part of other European languages, and some have become an integral part of these languages.

Similar processes can be observed during the Roman Empire, where Latin became the language of culture and science. Even after the division of the Roman Empire, Latin continued to be the language of the Christian Church and was used in scientific terms, medical prescriptions and other contexts. These linguistic traditions influence modern languages and fields of knowledge.

The British colonial era dominated the creation of similar situations related to the influence of the English language. Even after the collapse of Britain's colonial empire, English remained the most important means of international communication. Despite the diversity of languages and cultures in the world, English has become the language of communication for many people. Linguist L. Cirlina says that "the language becomes global not because of its structure or lexical richness, but due to the political influence of its speakers [9].

According to the study of the famous English linguist D. Kristall, more than a billion people in the world speak English, and only a quarter of them have it as their native language. Most people use English as a second language for everyday communication or for business purposes. Similar processes can be observed in relation to the Russian language, which evolved into a universal tool for various aspects of culture, science, and interethnic communication within the Russian Empire and the USSR. Such "common" languages will continue to appear in the world, and this should be seen as a natural process. If we view language globalization as a methodical process rather than a coincidental result of time, we might be able to identify a certain pattern in this phenomenon. We believe that the main characteristics of linguistic globalization are as follows: 1) interpenetration, when a single language (or one of its constituents) is crucial, 2) universalization, and 3) unification. Let's take a closer look at each of these components.

4. The main characteristics of language internationalisation

Universalization implies the development of a common, worldwide system of widely accepted and understood linguistic elements. One example of this universalization is the growing push to standardise terminology throughout the sciences and other fields of knowledge. "There is a long-standing need to unify knowledge and standardize terminology, even within the same scientific fields. Solving these problems can radically change the process of scientific research, the view on the nature of knowledge and contribute to the development of systems that will facilitate scientific research. This, in turn, can improve mutual understanding between specialists in different, narrow fields of knowledge and, without a doubt, lead to new discoveries." [2] We view the universalization of language and science as an integral part of a broader global process. This perspective aligns us with authors who, while recognizing the natural flow of this global movement, also consider the potential influence of various international institutions in shaping its course.

In other words, the universalization within globalization is both a consequence and an outcome of complex interethnic and intercultural dynamics. When one of the ethnic groups dominates, universalization presupposes the equality of all participants in the communication process. "from the perspective of this understanding of universalist thinking, specific global problems can be solved". [4]

Universalization, on the other hand, encompasses a broader and more spontaneous process in which various elements of culture and language naturally penetrate into other languages and cultures without special conscious intervention.

Unification, unlike universalization, is often associated with a volitional decision and is carried out as a result of political actions or

agreements. Examples of unification are the establishment of common customs clearance rules to simplify international trade and the establishment of common standards for rails in railway transport industry in Europe.

In the language, unification can manifest itself, for example, through the use of diplomatic languages for the execution of contracts and documents, for an instant, French in diplomacy. Also, Unification in language can involve the standardization of official document texts in accordance with state regulations and educational materials, resulting in the use of consistent phrases, terms and other standardized elements in an official business style.

The official business style can also serve as an example of unification in the language. "The unification of the texts of official documents is carried out on the basis of state standards and other instructional materials" [3]. Unification requires the use of the textual formulas - stable patterns, phrases, sentence models, terms, accepted abbreviations, symbols of units of measurement, etc.

The unification process covers all aspects of the language, including vocabulary, morphology, syntax and text structure. The unification of language and scientific terminology is a part of the overall process of globalization, which includes a complicated interaction between different cultures and languages.

The interpenetration of languages is an active process that includes the study of other cultures through contacts with their representatives. Modern mass media and the Internet make cultural phenomena accessible to users around the world.

However, it should be noted that globalization also has its negative aspects, as it can lead to the loss of national cultural characteristics and languages. An example is the dominance of American culture and the English language, which can lead to the loss of uniqueness of some national cultures and languages. Some followers of anti-globalization fear that such a process will lead to the destruction or change of national cultures and linguistic traditions.

One of the early anti-globalist movements in Russia can be seen in the Slavophiles. They called for a return to historical roots, traditions and Slavic ideals, which contributed to the revival of national identity. Slavophiles also actively collected and preserved the Russian cultural and linguistic heritage, for example, P.V. Kireevsky created "Collection of folk

Songs", and V.I. Dahl developed "Dictionary of the living Great Russian language." [6]. Kireevsky emphasized "that everything that hinders the proper development of Orthodoxy also hinders the development of the Russian people." The study of ancient languages, such as ancient Greek and Latin, in classical gymnasiums in the late 19th and early 20th centuries left traces in the modern processes of globalization. In the context of language learning and teaching, globalization means spreading elements of a language, such as vocabulary and structural models, beyond its original use.

Globalization in modern language manifests itself in the following processes:

1-The process of borrowing terms and concepts from foreign languages is due to the dominant position of English-speaking countries in world affairs. This leads to the "spread of English as a "status" and "professional" language, and as a result, the globalization of English affects almost all other languages." [1]. Contacts. The implementation of English words into other languages is considered a natural process, but recently the border between moderate and excessive borrowing of words has become blurred.

2-Using abbreviations is a productive way to create new words in Different European languages, including Russian, feature abbreviations— words created from shortened bases or a combination of shortened and full bases, known as complex abbreviations. The prevalence of abbreviations is rising, along with their increased usage in everyday speech. This is because abbreviations better meet the pragmatic needs of modern society. This trend is a part of globalization and is a convenient and multifunctional means of communication.

3- Unification is a process where one element of a two-word expression evolves into an independent word. This results in the creation of new terms that function as standalone expressions alongside the original two-word phrases. This phenomenon is a key aspect of globalization and is present not only in the Russian language but also in many other languages. These new words can be used both in spoken language and in printed texts and fiction. The use of unification allows the speaker to save effort when speaking by reducing complex nominative expressions.

4-The structure of the Internet metalanguage is clear and includes three main lexical groups: 1.general Internet vocabulary, 2.slang and 3.original expressions. These groups attract the attention of specialists from various fields, including linguists, psychologists, educators, mathematicians and literary critics.

Internet-wide vocabulary often contains specialized terms and Anglicisms related to computers and the Internet. Here you can observe both English spellings and transliteration. For example, on sites with advertisements related to work and services, you can find a variety of structures that include words in English and their Russian-language counterparts, as well as composite words that include English elements and are used in Russian. This multilevel language implies the use of both Cyrillic and Latin alphabets.

Computer slang is also saturated with Anglicisms, many of which are borrowed from English computer jargon. Words such as "геймер" and "думер" come from the English words "gamer" and "doomer", respectively, and create a specific lexical foundation. When the Russian language borrows some words from other languages, it is often accompanied by a change in their forms in accordance with Russian grammar. For example, the word "zip" (archiving program) turns into "зиповать," "зазипованный," and "зиповский," and "user" (user) becomes "юзер" and "юзерский."

5-Creating an advertising language that reveals similarities in the developed languages of the world. This advertising language is characterized by the following features:

- a. The use of the new word formations to create expressiveness in the language.
- b. The use of the original graphic means to form images of goods.
- c. The conscious creation of unique syntactic constructions (slogans) capable of conveying the idea of a product briefly and accurately.

In different historical periods, advertising slogans have changed depending on economic and social conditions. During the planned economy in the USSR, slogans were of a general nature, such as "Soviet means excellent," and there was no special emphasis on the brand promotion. However, with the advent of the competition in the economy, new technologies and techniques, slogans have become an integral part of advertising in different areas of our lives.

All developed languages follow the same principles when creating advertising slogans, using similar lexical and grammatical models. This is due to the desire for psychological identification and easy recognition of the product. For example, wordplay and the use of stable expressions in advertising contribute to the rapid popularization of the slogan, as in the case of "Inblinoveritas" (an advertisement of pancake stalls "Teaspoon" in St. Petersburg) or "Real Russian fastfood" (an advertisement of the bistro chain "Pancake Donalts" in St. Petersburg).

The use of numeric elements in advertising slogans improves their recognition and memorability. For example, in the slogan "36.6 - 366 days a year" for the magazine "Family Doctor" or "XXI 100% desires" for the magazine "Men's magazine XXL," numbers play an important role in attracting attention.

"New words used in slogans often contain meaning that promotes persuasion and the formation of positive associations with the product. These new words should evoke the desired associations and be associated with the positive emotions," [7]. For example, the inclusion of verbs in the imperative mood and new verbs-neologisms in slogans such as "Don't slow down!" and "Have a Snickers!" is aimed at attracting attention and creating a positive perception. Visual and sound effects are also used to enhance the impact of the slogan. For example, slogans accompanied by audiovisual effects may be more attractive and easier to remember.

6. With the growth of the Internet, more and more people—including individuals who had never written before—have begun to actively participate in online spaces such as blogs, chat rooms, and social networks. Although this has made writing more accessible to a larger range of demographics, it might also lead to the decline of long-standing spelling and punctuation conventions.

7. Internet language effect causes spelling changes in advanced languages. One example of this is the "Albanian language," an online style that intentionally departs from Russian spelling rules while maintaining phonetic coherence. Around the turn of the twenty-first century, this style became popular in Runet and is frequently used in blog comments, chat rooms, and forums. A similar phenomenon exists on the English-speaking Internet, known as LOLspeak.

8. Internet communication, which is not limited by censorship, can lead to the formation of a non-literary writing style due to a variety of social, geographical and educational factors. As a result, it is possible to observe the spread of grammatical errors of various kinds in written and oral speech. These errors may be related to the verb control, the use of comparative forms of adjectives and adverbs, numerals, prepositions and other linguistic constructions. In addition, some traditional grammatical constructions may fall out of use, including constructions with participles, adverbs and secondary prepositions.

Globalization and changes in the world, such as political reorganization and the development of Internet communications, contribute

to global language changes. They bring people of different cultures together and allow them to share information, which stimulates changes in languages and communication styles. It is important to evaluate these changes from the standpoint that they are the inevitable results of the growth of the contemporary world, more mobility, and cross-cultural interactions.

The process of globalisation cannot be tightly regulated and shouldn't be restricted. Nonetheless, it is feasible to establish specific "rules for online interaction," as has been done in certain cases, to control the use of abusive language, improper quotations, anti-spam policies, and other infractions of a similar nature. However, in most cases this is ineffective, as users will write in a way that is convenient for them, otherwise virtual communication will lose its value. Online communication is not limited to the transmission of information; it also serves as a means of self-realization, and attempts to strictly regulate this process will be useless.

The main conclusions:

1. Globalization is an integral part of the modern world, and it has a significant impact on the Russian language.

2. The spread of English and Anglicisms in the Russian language indicates the dominant role of the English language in world communication.

3. Globalization is also accompanied by phonetic changes, changes in the syntax and grammar of the Russian language, which is a consequence of the influence of other languages and cultures.

4. Socio-cultural aspects of globalization include the strengthening of cultural exchange through language and the influence of global trends on Russian society.

5. In the modern world, the Internet and media play an important role in the processes of globalization, strengthening the influence of the world culture on the Russian language and consciousness.

6. The study of globalization in the language is important for better understanding changes in language dynamics and socio-cultural processes. It helps linguists, cultural scientists and social scientists to understand the modern world more deeply.

7. The research in this area should be continued in order to study in more detail the impact of globalization on the Russian language and culture.

Conclusion

In conclusion, globalization has a significant impact on the Russian language and society. The processes of universalization, unification and

interpenetration with other languages are becoming increasingly relevant. Anglicisms and phraseological phrases are becoming an integral part of the modern Russian speech, which indicates the dominant role of the English language in the world communication. The socio-cultural aspects of globalization in the Russian language include both positive and negative aspects. Global exchange through language contributes to a deeper understanding of other cultures and wider access to world information. However, there are concerns about the loss of linguistic and cultural identity. Modern phenomena such as the Internet and media complement the processes of globalization, strengthening the influence of the world culture on the Russian language and consciousness. These changes highlight the importance of studying globalization in the language and society. In the world where communication is becoming more global, understanding the impact of globalization on the Russian language will help us preserve the richness and diversity of the language, despite all the changes. In order to achieve it further research and discussions in this area are required in order to better understand and adapt the language to modern challenges and opportunities.

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