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THE IMPACT OF GLOBALIZATION ON NATIONAL LANGUAGES AND STRATEGIES FOR PRESERVING CULTURE AND LANGUAGE

Abdurakhmonova Mubina Abdumannon qizi
Student of Kokand State University, Department of Russian Language and Literature
Rakhmonova Shaxzodakhon Shavkatjon qizi
Trainee Teacher of the Department of Russian Language and Literature,
Kokand State University

Annotation. The article analyzes the impact of globalization on national languages and culture, highlights the role of language as a carrier of identity, examines the effects of linguistic borrowings, and proposes strategies for preserving linguistic and cultural heritage in modern society.

Keywords: globalization, language, culture, identity, borrowings, communication, preservation.

Globalization has a significant impact on national languages and culture and also determines modern approaches to their preservation. In the context of rapid technological development, international cooperation, and the expansion of the information space, this process affects almost all spheres of public life — economy, education, politics, culture, and the linguistic environment.

Language is not only a means of communication between people, but also one of the most important elements of the spiritual and cultural life of a nation. Through language, traditions, historical experience, worldview, and national values are transmitted. Native speech forms a sense of belonging to a particular culture and plays a key role in the development of personality. Every language possesses its own uniqueness, shaped over many generations; therefore, its preservation is an important social task.

The importance of the native language is emphasized by Nelson Mandela's statement: if a person hears information in a language they understand, it reaches the mind, but words spoken in one's native language reach the heart. This statement demonstrates the deep emotional connection between a person and their linguistic environment.

Globalization is a process of strengthening interaction between states and peoples, manifested in economic, political, and cultural integration. The development of the Internet, transportation, and mass media has greatly simplified the exchange of knowledge, information, and cultural values. As a result, people have gained the opportunity to interact actively regardless of territorial borders.

The influence of globalization on the linguistic sphere is dual in nature. On the one hand, the importance of international languages is increasing, with English occupying a leading position. It is widely used in science, business, technology, and international communication, facilitating interaction between representatives of different countries and expanding access to global information resources.

On the other hand, the strengthening of global languages often leads to the weakening of national languages, especially the languages of small ethnic groups. Young people increasingly use foreign words and expressions, perceiving them as indicators of modernity and prestige. Such a tendency gradually reduces the significance of the native language and creates the threat of losing cultural identity.

One of the most noticeable manifestations of globalization is the active penetration of borrowed vocabulary into everyday speech. Modern language widely uses such words as "content," "marketing," "startup," and "management." Such borrowings reflect the new

realities of modern society; however, excessive use of foreign words may negatively affect the purity and uniqueness of the national language.

Globalization also causes serious changes in the cultural sphere. The Internet, film industry, music, and social networks promote active exchange of cultural values and traditions among different peoples. This broadens people's horizons and fosters a tolerant attitude toward other cultures. At the same time, the process of cultural unification intensifies, in which national characteristics are gradually displaced by mass culture spread through global media.

Particular concern is caused by the dominance of Western culture, which often leads to the loss of unique national traditions and characteristics. A unified lifestyle, similar values, and behavioral models are gradually forming, which can weaken national identity and reduce cultural diversity.

Despite the existing risks, globalization also creates new opportunities for preserving languages and cultures. Modern digital technologies make it possible to develop electronic dictionaries, educational platforms, online courses, and archives in native languages. Social networks are becoming an effective means of promoting national culture, especially among young people.

An integrated approach is necessary for the effective preservation of national languages and cultures. An important role is played by state policy aimed at supporting the native language through the development of national education, legal protection, support for cultural projects, and mass media.

The activities of educational institutions are equally important. Schools and universities should not only teach the language, but also foster respect for the cultural heritage of the people. The study of literature, history, and folklore contributes to the development of national pride and responsibility for preserving culture among young people.

The family also plays a major role, since it is within the family environment that a child first becomes acquainted with native speech, traditions, and values. The use of the native language in everyday life contributes to its transmission to future generations and strengthens cultural continuity.

Various cultural events also contribute to the preservation of cultural heritage: festivals, exhibitions, competitions, and theatrical performances. They maintain interest in national traditions and involve young people in the cultural life of society. In addition, translation activities play an important role by ensuring interaction between different cultures and introducing the world community to national literature.

Thus, globalization is an objective and inevitable process of modernity. It opens broad prospects for international cooperation and social development, but at the same time creates serious challenges for national languages and cultures. Under these conditions, it is especially important to maintain a balance between openness to the global community and careful preservation of one's own cultural heritage.

Conclusion. In conclusion, it should be noted that globalization is an inevitable and objective process. It opens new opportunities for the development of humanity, but at the same time creates serious challenges for national languages and cultures. Under these conditions, it is especially important to preserve a balance between openness to the world and careful attitude toward cultural heritage. Only through a conscious and responsible approach is it possible to preserve linguistic and cultural diversity as one of the greatest values of humanity.

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