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The Influence of Globalization on Youth Identity and Language sive English Classrooms

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Abstract. This article examines the influence of globalization on youth identity and language. It discusses how modern communication, media, and technology have created new opportunities for young people to form hybrid identities that blend local and global cultures. The paper highlights the benefits of globalization, such as intercultural understanding and multilingualism, as well as its drawbacks, including language loss and cultural homogenization. It emphasizes the importance of maintaining a balance between global awareness and the preservation of native traditions.

Keywords: Globalization; youth identity; language change; multilingualism; cultural diversity; media influence; English as a global language.

Introduction

In the modern era, globalization acts as a major driving force that connects nations through economic, cultural, and social exchange. It is often understood as the process of intensified worldwide interactions made possible by trade, migration, and advanced communication systems. Among all social groups, the youth are the most susceptible to these global transformations. Their identities and linguistic habits are shaped by global cultural influences more than ever before.

Language is a crucial part of how people express who they are. For young individuals, the way they speak reflects not only their communication style but also their sense of belonging. However, the continuous spread of global culture through media and education changes traditional notions of identity. This paper aims to explore the effects of globalization on how young people perceive themselves and how they use language in a global context.

Globalization and Youth Identity

Globalization has led to the emergence of a more complex, blended youth identity. Thanks to digital platforms like TikTok, YouTube, and Instagram, young people across different continents are exposed to similar cultural content and lifestyles. This constant connection has given rise to a global youth culture that often transcends national boundaries. However, the global integration of cultures can also generate inner conflicts. Many young people struggle to balance their native traditions with the values





of global modernity. The influence of Western-style fashion, entertainment, and moral ideas often puts pressure on traditional norms. Some researchers argue that such trends may result in cultural uniformity, diminishing diversity across societies.

Yet, other scholars see this process as an opportunity for creative identity formation. Homi Bhabha's idea of the "third space" suggests that people actively combine local and global influences to form new identities. From this perspective, globalization does not simply erase cultural differences but encourages young people to reconstruct their identities in innovative and hybrid ways.

Language Transformation in a Globalized World

Language stands at the center of globalization's influence. The widespread use of English as an international language has significantly reshaped how people communicate. For youth in non-English-speaking regions, English has become a symbol of global participation — it is used in education, online spaces, and entertainment.

The dominance of English brings both benefits and drawbacks. On the one hand, mastering English enables young people to access international education, employment, and cultural opportunities. It helps them connect with peers from around the world. On the other hand, it can threaten linguistic diversity and marginalize native or minority languages. This linguistic imbalance can create gaps between urban and rural youth, as well as between those with different levels of education.

A common phenomenon among globalized youth is code-switching — alternating between languages during communication. This flexible use of language mirrors their dual identity as members of both local and global communities. It also demonstrates the adaptability and creativity of young speakers in constructing new linguistic norms.

The Impact of Media and Digital Technology

Media and technology have become powerful tools in shaping youth identity and language patterns. Global entertainment such as movies, music videos, and online games expose young people to diverse cultural models and linguistic expressions. For instance, the international popularity of K-pop and Western pop culture has affected youth behavior, language, and fashion worldwide.

Social networking platforms like Telegram, X (Twitter), and WhatsApp encourage fast, informal communication, resulting in new linguistic features — emojis, abbreviations, and slang. These modern forms of expression highlight how digital communication reshapes not just vocabulary but also the emotional and social dimensions of language.

Conclusion. Globalization exerts a deep and complex influence on how young people perceive themselves and how they use language. It fosters





global awareness, multilingualism, and innovation, but it also poses risks to linguistic and cultural diversity. Modern youth often live between two worlds — the global and the local — continuously negotiating their sense of self. To preserve this balance, educational institutions and policymakers must encourage bilingual or multilingual education, intercultural competence, and appreciation for both global and native values. Only through this approach can societies maintain diversity while benefiting from global interconnectedness.

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