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Modern problems of linguistics in the context of globalization

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Annotatsiya. The article discusses the current problems of modern linguistics in the context of globalization, digitalization and intensive intercultural interaction. The issues of linguistic change, multilingualism, the impact of technology on language, the preservation of linguistic diversity, as well as the role of linguistics in modern society are analyzed. Special attention is paid to the applied aspects of linguistics and the prospects for its further development..

Keywords: linguistics, modern language, globalization, linguistic problems, multilingualism, digital technologies.

Language is the most important means of communication, thinking and transmission of cultural experience. Linguistics as a science of language plays a key role in understanding the patterns of development of society, culture and human consciousness. Modern society is characterized by rapid social changes that are directly reflected in language. New forms of communication are emerging, the norms of literary language are changing, and the influence of foreign languages is increasing. In these conditions, linguistics faces new scientific and practical challenges.

Globalization has a significant impact on language processes. The expansion of international contacts leads to the active borrowing of vocabulary, the spread of languages of international communication and the formation of a global information space. English currently performs the function of a world language, which, on the one hand, facilitates international communication, and on the other hand, poses a threat to small and national languages. Linguistics studies these processes and develops approaches to preserving linguistic diversity.

The language is constantly evolving and changing. Modern linguists note the acceleration of linguistic changes, especially in vocabulary and syntax. New words, neologisms, slang, and borrowings are actively entering everyday speech. One of the problems is the ratio of norm and usage. Changes in spoken language are often perceived as a threat to the literary language. However, from the point of view of linguistics, such processes are natural and natural.

Digitalization has radically changed the ways of communication. The Internet, social networks and messengers are forming new genres of speech and new linguistic norms. Abbreviations, emojis, and hybrid forms of written and spoken speech are appearing. Modern linguistics is actively studying Internet discourse, computer linguistics and automatic text processing. These areas open up new opportunities for language analysis, but at the same time raise questions about the preservation of linguistic culture.

Language is an essential element of cultural and national identity. The loss of language often leads to the loss of cultural heritage. Therefore, one of the urgent problems of modern linguistics is the preservation and revival of endangered



languages. Ethnolinguistics and cultural linguistics study the relationship between language and culture, contributing to awareness of the value of linguistic diversity in the modern world.

Applied linguistics is aimed at solving practical problems related to language teaching, translation, speech communication and linguistic expertise. In the context of globalization, the need for high-quality translation and intercultural communication is increasing. Linguistics is of particular importance in the field of education, where modern methods of teaching native and foreign languages are being developed, taking into account cognitive and socio-cultural factors.

Modern linguistics develops in close cooperation with other sciences — psychology, sociology, computer science and neuroscience. The interdisciplinary approach allows for a deeper understanding of the nature of language and the mechanisms of its functioning. In the future, further development of computational linguistics, artificial intelligence and corpus research is expected, which will expand the possibilities of analyzing linguistic data.

Thus, modern linguistics faces a number of complex and multifaceted problems related to globalization, technological development and social changes. Learning a language in modern conditions has not only theoretical, but also practical significance. The role of linguistics in modern society is to ensure effective communication, preserve cultural heritage and develop language education. Solving current problems of linguistics contributes to the harmonious development of society and the strengthening of intercultural understanding.

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