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## LANGUAGE GLOBALIZATION: PECULIARITIES AND PERSPECTIVES

## МОВНА ГЛОБАЛІЗАЦІЯ: ОСОБЛИВОСТІ ТА ПЕРСПЕКТИВИ

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The article is devoted to the problem of the language globalization, which has covered the public space at the beginning of the 21st century. The relevance of the topic is due to the fact that the globalization processes manifest themselves in different ways in the languages and require the research at different language levels. This problem as a linguistic and social phenomenon is associated with the transformations that have affected the various fields of social life, as well as the intensity of intercultural communication processes. It is known that language responds to all the social changes and reflects the human relations. The globalization processes and the status of English in the world have led to the innovations in different languages. Firstly, the language globalization is primarily represented through the processes of borrowing from English in many languages. The system of the recipient language is replenished not only with lexical items. This process covers all the language levels. For example, the analytical nature of English can be observed in synthetic languages. The analytical constructions and phrases have entered the Ukrainian language system. Secondly, the phenomenon of global bilingualism is also related to the globalization of language because of the number of the loanwords in the language and the growing need to learn English. This type of bilingualism is inherent in speakers of many languages due to the growing role of English in the world and the need to introduce the latest technologies. The constant use of the English loanwords has led to the fact that specific words of the Ukrainian language are replaced by the English loanwords ones even when there is no necessity for this. Thus, we can observe a trend where English is becoming more popular in the world and strengthening its status as a global language. Also we identify another reason for the internationalization of the English language, which is related to the fact of economy of language means as a law of development of any language. The consequences of such language globalization can be different. The development of the intercultural communication creates the conditions for the creation of a single language space, which will improve the social interaction. On the other hand, it can lead to a loss of language identification. This issue remains open and requires further research.

**Key words:** globalization, language globalization, intercultural communication, loanword, global bilingualism.

Стаття присвячена проблемі мовної глобалізації, що охопила суспільний простір на початку XXI століття. Актуальність теми пов'язана з тим, що глобалізаційні процеси по-різному проявляються у мовах та потребують дослідження на різних мовних рівнях. Глобалізація як лінгвістичне та суспільне явище пов'язана з трансформаціями, що охопили різні сфери життя, а також з інтенсивністю процесів міжкультурної комунікації. Мова реагує на суспільні зміни та відображає усі соціальні відносини. Глобалізаційні процеси та статус англійської мови у світовому просторі призвели до інновацій у різних мовах. По-перше, мовна глобалізація, передусім, спостерігається через процеси запозичення з англійської мови у багатьох мовах світу. Система мови-реципієнта поповнюється не лише лексичними одиницями. Процес запозичення охоплює усі мовні рівні. Наприклад, прояви аналітизму англійської мови спостерігаються в синтетичних мовах. Аналітичні конструкції-словосполучення увійшли в систему української мови. По-друге, з глобалізацією мови пов'язано явище глобального білінгвізму через насиченість мови іншомовними словами та необхідність вивчення англійської мови. Цей тип білінгвізму притаманний носіям багатьох

мов через зростання ролі англійської мови у світі та необхідністю впровадження новітніх технологій. Постійне використання англійських запозичень призводить до того, що питомі слова української мови замінюються запозиченими навіть тоді, коли в цьому немає потреби. Отже, ми спостерігаємо тенденцію популярності англійської мови у світі та впровадження її статусу як світової. Також можна виявити ще одну причину інтернаціоналізації англійської мови, що пов'язана з фактом економії мовних засобів як закону розвитку будь-якої мови. Наслідки такої мовної глобалізації можуть бути різними. Розвиток міжкультурної комунікації створює умови для створення єдиного мовного простору, що покращить суспільну взаємодію. З іншого боку, це може призвести до втрати мовної ідентифікації. Це питання залишається відкритим та потребує подальшого дослідження.

**Ключові слова:** глобалізація, мовна глобалізація, міжкультурна комунікація, запозичення, глобальний білінгвізм.

**Statement and substantiation of the problem relevance.** Integration and globalization processes have covered the various fields of the society life. The development of the contacts between countries has led to the phenomenon of language globalization, with English playing a leading role in it. On the one hand, this gives impetus to the intercultural communication, and on the other hand, the language unification leads to the decline of identity. The use of English has caused the emergence of global bilingualism, where borrowed language elements have become the part of the system of the native language. Thus, the research of the language globalization is relevant and needs to be studied in order to find out the possible consequences of this process.

Throughout the history of mankind, there have been the contacts between different nations. The language changed under the pressure of borrowing. And it was a constant process [1, p. 112]. Today's globalization is connected with the development of the international relations and integration processes in the world [2, p. 557].

Some languages gain a leading position and begin to influence other language systems. Such languages were French, German, and English. But at the beginning of the 21<sup>st</sup> century, English became the language of the international communication [3, p. 251].

Language as a social phenomenon reflects all the social changes. And this has become the decisive factor that has spurred the language globalization based on the intercultural communication [4, p. 56]. Some linguists argue that this trend may cause some languages to lose their role and identity [5, p. 217].

The language globalization has become an integral part of human relations and is leading to English becoming the dominant language in the world [6, p. 123]. The development of a single language space creates the conditions for the spread of the language bilingualism and even polylingualism [7, p. 98].

**Analysis of recent research and publications.** The globalization inevitably leads to cultural information, becoming a powerful tool for influencing national languages and cultures [8, p. 203]. The idea of globalization is inextricably linked to the notion of a single language uniting the world's population [9, p. 116]. At present, such unifying role is played by English, being confidently considered as a lingua franca as a means of inter-ethnic communication (Johnson, 2009; Crystal, 2003; Koay, 2016; Moran 2018). Most of the works of the famous British linguist David Crystal (Crystal, 2003, 2010) are devoted to the description of English as a global language, which has many important communicative functions as the language spread in the institutions of power, legal system, advertising, mass media, and education [10, p. 267].

Many scholars argue that the language globalization is caused by the language contacts that have led to the emergence of global bilingualism through the processes of interlanguage interference (Sridhar, 1992; Crystal, 2003). This phenomenon is comprehensively described in the works of many linguists (Weinreich, 1953; Crawford, 1992; Fabbro, 2013). The interference refers to the cases of deviation from the norms of any of the languages that occur as a result of the possession of two or more languages due to language contact (Weinreich, 1953).

The priority position of English as a lingua franca and the associated strengthening of the processes of language contacts and the mass spread of bilingualism and multilingualism have become the subject of close attention of linguists 21<sup>st</sup> century. The relevance of the study is explained by the fact that in the conditions of globalization, the intercultural contacts lead, on the one hand, to the search for a common language of communication, to the increasing role of languages of international communication, and, on the other hand, to the strengthening of national-language identity.

Many linguists talk about the language dynamism that causes changes in language. This phenomenon is caused by linguistic and extra-linguistic factors and occurs at all the language levels [11, p. 408].

There is also the phenomenon of language interference, which is the interaction of different languages in the speech of bilinguals. Usually, in this process, there is a dominant language [12, p. 145]. The result of the interaction of contacting language systems can be both negative and positive.

The first phase of the language inequality is borrowing. The units of any language enter the monolingual environment at different language levels. They are assimilated into the recipient language and become part of it [13, p. 67]. The global bilingualism occurs when the words from another language are no longer considered foreign, they are a part of the own language. The more a language is filled with the loanwords, the more intense the process of borrowing becomes [14, p. 87]. The English language has penetrated into various languages and become their common language. The borrowings are perceived as natural, especially by the global bilinguals.

The founder of the theory of language contacts U. Weinreich distinguished different types of bilingualism – coordinate, compound and subordinate [15, p. 54]. Today, we are talking about a specific type of bilingualism – global bilingualism – which arises naturally and forces people to use foreign language elements, especially English, in their native speech.

When analysing bilingualism as a phenomenon, we should also separately highlight the concept of diglossia, considered to be the use by speakers of two or more varieties of one language (Sridhar, 1992). Parallel to bilingualism and diglossia, an important notion of code-switching is also noted (Blom, Gumperz, 1972), which characterises the situation of using several languages or subcodes by one social subject (Tönsing & Soto, 2020).

**The purpose of the article.** The purpose of the article is to consider the aspects of language globalization in the process of intercultural communication.

The purpose involves solving the following tasks:

- to determine the vectors of research on the problem of language globalization;
- to study the peculiarities of English-language role in the world society;
- to identify the tendency of the global bilingualism .

**The main material of the study.** English is becoming an international language in science, business, diplomacy and is actively used in all the types of media and mass media. In the field of computer technology and the Internet use, it is already a universal means of communication [16, p. 244]. English has become the language of diplomacy, business, media, not to mention social media. Learning English has become a necessity. It as the first or second foreign language is used in countries where it is not the native language [8].

Obtaining the international certificates in English has become a requirement for many people to get a prestigious job.

The language should ensure communication in all the fields of life. It should be diverse and reflect modern trends in society [18, p. 112].

Of course, the development of the latest technologies and international contacts have influenced the changes in different languages. These processes are more active than ever. We should call new gadgets by the word from which country they originate [19, p. 285]. This is a natural process.

However, the globalization is not just about replacing one language with another. It is the expansion of the language's capabilities, its transformation into a global and inclusive language. Such a language gets a huge variety of language tools.

The language globalization occurs when different language systems begin to transform into one single, common language. Such a language system has many advantages, it is multifunctional. It can serve even more areas of social life. In this way, the language attracts more and more speakers because of its convenience [20, p. 78].

The globalization blurs the boundaries between languages. It assimilates new elements into the language and integrates them into the language system [21, p. 67]. First, there is the expansion of the language, which is becoming global in the world [22]. This is followed by a change in cultural indicators and language integration [23, p. 143].

The English language in the era of globalization demonstrates the phenomenon of language variation due to territorial and social factors. In this way we observe how the contacts between countries contribute to the creation of a multicultural society [24, p. 193]. This results in the emergence of hybrid languages with their specific features [1, p. 112].

The constant change in the language system is a linguistic universal. This phenomenon is caused by the fact that innovations in social fields lead to language evolution [21, p. 45]. The pace of economic development and globalization processes cause not always justified replacement of the native Ukrainian words with the words of other languages, for example, with English terms (*івент – подія, лук – образ, фідбек – відгук, зворотній зв'язок, бекграунд – досвід, бекстейдж – залаштушки, кріейтор – творець, кежуал – повсякденний, левел – рівень, юзер – користувач, андейт – оновлення, лінк – посилання, булінг – цькування, селебріті – знаменитість, таргет – ціль*).

A characteristic feature of the grammatical system of the English languages is the possibility of joining two nouns without a grammatical element linking them, that is, the phenomenon of language analyticism. In English such forms are usually written separately or with a hyphen (*bacon sandwich, tea-break*). This method of word formation seems to have certain advantages in terms of the language flexibility and economy, so forms based on this pattern began to appear in the Ukrainian. The examples of this phenomenon, which are almost always written with a hyphen, are interesting because they are not homogeneous: they can be divided into three categories. The first includes the loanwords which represent the whole expressions (*website – веб-сайт, coffee break – кофе-брейк, flash drive – флеш-драйв* etc.). The source of such forms is English. The second group consists of the words forms according to the English variant (*Президент-отель, конференц-зала, поп-зірка*). In the examples belonging to the third category, the first element of the construction has the ability to combine with an indefinite number of nouns of both Ukrainian and foreign origin. In such combinations, the first element actually fulfils the function of an adjective (*бізнес-ідея, бізнес-освіта; веб-дизайнер, веб-камера; онлайн-урок, онлайн-опитування; піар-агенція, піар-проект; шоу-бізнес, шоу-програма* etc.).

There is the group where the first element consists of an English abbreviation that can be written in Latin letters (*SMS-повідомлення; VIP-обслуговування* etc.).

In some cases, there can be the declined adjectives: *онлайн – онлайн-овий, бізнес – бізнес-овий*.

The language contacts contribute not only to convergence but also to differentiation. The loanwords, which have become full-fledged elements of the Ukrainian language, undergo the same processes as the rest of the lexicon. For example, the meaning of the new words no longer depends on the meaning of the corresponding words in the donor language. The meaning of the word *коттедж* differ from English cottage. Moreover the loanwords are included in the system of the Ukrainian word-formation: *піарщик, відпіарити* are formed from *піар*; *френдитись* is from *френд*.

At the beginning of the 21st century, the assimilation of the loanwords in the recipient language is not complete. The new words do not always correspond to the system of the language that borrowed them, they have foreign characteristics. This applies primarily to the English loanwords [26].



One of the linguistic consequences of this process is the fact that the English loanwords are perceived in the recipient language no longer as foreign but as own – not as barbarisms, exotisms, but as the words to be borrowed and assimilated [27, p. 56]. The influence of English on Ukrainian continues to increase dramatically in recent years, and the activity of the process of borrowing becomes extremely high.

On the one hand, the English words are convenient because they are often shorter and can even replace phrases. In addition, analytical English constructions follow the law of language economy. On the other hand, there is no need to translate them and look for a equivalent in the native language, as this may not always be appropriate [6, p. 110].

In the modern society, there is a tendency to expand the language abilities and bring the language to an intercultural level, which has caused the need for the intercultural communication [13, p. 211]. That is why in the period of the language globalization and bilingualism become particularly relevant.

The Ukrainian society is experiencing a huge craving among young people to learn foreign languages, not only English, but also Chinese, Korean, French and others. The language bilingualism is spreading very rapidly due to the development of tourism and strengthening of the intercultural relations in the 21<sup>st</sup> century. The era of globalization is also characterized by the continuous language contacts and exchanges of experience. In recent years it has become noticeably more active.

The spread of English in Ukrainian contributes to a more effective entry of the Ukrainians into the world cultural space. It is known that the global bilingualism is becoming a natural, rapidly spreading phenomenon of the intercultural communication in modern society, which is impossible to resist and the consequences of which are still difficult to foresee.

The global bilingualism is of interest to scholars as a higher level of interlanguage communication. And now there is an urgent need to learn English in order to realize the communication skills [13, p. 68].

The language globalization is also connected with the language phenomena of code switching. The code-switching is a spontaneous process that does not require different degrees of assimilation as borrowing. It involves the use of elements from different languages together [9]. The phenomena of code-switching and code-mixing are situational and speech-specific, but they can become the basis for subsequent loanwords. Such code-switching is characteristic of global bilingualism.

As it is known, language is a social phenomenon which has to fulfill people's need for communication. If this communication involves people from different countries, there should be a way of transmitting and receiving the information that satisfies everyone [19, p. 286]. It is connected with the social nature of language, its social functions, the mechanism of influence of social factors on language and the role that language plays in the life of society. The social nature of language implies that various social factors influence it and that it is subject to them. The intense exchange of information taking place at the beginning of the 21<sup>st</sup> century – particularly due to the development of technology, the Internet, and social media – requires the further advancement of global processes of interlanguage interaction and the promotion of bilingualism and multilingualism [25, p. 42]. The global bilingualism responds to society's need to create a unified intercultural and interlanguage space without communication barriers. However, achieving this requires the development of language competencies at a global level [3, p. 242].

**Conclusions.** Language globalization is an irreversible process caused by the interlanguage communication and integration. This phenomenon has affected many languages around the world. As a result, the changes in the language system are noticed in the development of borrowing from English, the manifestation of analyticism even in synthetic languages, the spread of global language bilingualism and the internationalization of English as the world language.

On the one hand, every society has the areas where the use of loanwords and foreign terms is necessary – for example, tourism, IT technologies, business, and science. On the other hand, there are still domains that are less involved in the processes of interlanguage globalization, such as politics.

However, the gradual integration processes in the world are increasingly drawing languages into the global space.

The language globalization is the result of extralinguistic factors that demand language to be understandable to everyone. It is a necessity driven by social, political, and economic processes. However, the end result of this process is unlikely to ever be seen by humanity, since the language globalization is an endless process. The dominant language constantly penetrates other language systems, gradually integrating with them. It should be noted that this process depends solely on whether society continues to pursue a global policy or chooses a different path. The future development of the language globalization and the role of the English language in the world will depend on it.

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