DIGITAL GLOBALIZATION AND THE TRANSFORMATION OF NATIONAL LANGUAGES: THREATS, CHALLENGES, AND PROSPECTS FOR PRESERVATION

Yuldasheva Mamurakhon
Trainee Lecturer, Department of
Russian Language and Literature
Kokand State University

Abstract. The article examines the complex impact of digital globalization on the development and functioning of national languages. It analyzes processes of linguistic unification, the expansion of English as a global means of communication, and the transformation of language norms under the influence of the digital environment. Special attention is paid to the problems of linguistic identity loss, the declining functional status of national languages, and changes in linguistic consciousness. At the same time, modern mechanisms for language preservation, including digital technologies, educational platforms, and state language policies, are explored. The study substantiates the need for a comprehensive approach to preserving linguistic diversity in the context of globalization.

Key words: globalization, digital environment, national language, language policy, linguistic identity, anglicization, media discourse, linguoculture.

ЦИФРОВАЯ ГЛОБАЛИЗАЦИЯ И ТРАНСФОРМАЦИЯ НАЦИОНАЛЬНЫХ ЯЗЫКОВ: УГРОЗЫ, ВЫЗОВЫ И ПЕРСПЕКТИВЫ СОХРАНЕНИЯ

Аннотация. В статье рассматривается комплексное влияние цифровой глобализации на развитие и функционирование национальных языков. Анализируются процессы языковой унификации, экспансии английского языка как глобального коммуникативного средства, а также трансформация языковых норм под воздействием цифровой среды. Особое внимание уделяется проблемам утраты языковой идентичности, снижению функционального статуса национальных языков и изменению языкового сознания носителей. Вместе с тем исследуются современные механизмы сохранения языков, включая цифровые технологии, образовательные платформы и государственную языковую политику. Обосновывается необходимость комплексного подхода к сохранению языкового разнообразия в условиях глобализации.

Ключевые слова*:* глобализация, цифровая среда, национальный язык, языковая политика, языковая идентичность, англицизация, медиадискурс, лингвокультура.

RAQAMLI GLOBALIZATSIYA VA MILLIY TILLARNING TRANSFORMATSIYASI: TAHDIDLAR, MUAMMOLAR VA SAQLAB QOLISH ISTIQBOLLARI

Annotatsiya. Ushbu maqolada raqamli globalizatsiyaning milliy tillarning rivojlanishi va faoliyatiga kompleks ta’siri ko‘rib chiqiladi. Til birxillashuvi jarayonlari, ingliz tilining global kommunikativ vosita sifatidagi ekspansiyasi, shuningdek, raqamli muhit ta’sirida til me’yorlarining transformatsiyasi tahlil qilinadi. Til identifikatsiyasining yo‘qolishi, milliy tillarning funksional maqomining pasayishi va til egalarining lingvistik ongidagi o‘zgarishlar muammolariga alohida e’tibor qaratiladi. Shu bilan birga, tillarni saqlab qolishning zamonaviy mexanizmlari, jumladan, raqamli texnologiyalar, ta’lim platformalari va davlat til siyosati

o‘rganiladi. Globalizatsiya sharoitida til xilma-xilligini saqlab qolish uchun kompleks yondashuv zarurligi asoslab beriladi.

Kalit so‘zlar: globalizatsiya, raqamli muhit, milliy til, til siyosati, til identifikatsiyasi, inglizlashuv, mediadiskurs, lingvokultura.

Globalization, as an objective historical process, is characterized by the strengthening of intercultural, economic, and informational ties between states and peoples. In the 21st century, digital globalization plays a special role in this process, driven by the rapid development of information and communication technologies, the internet, and digital platforms.

Language, as a crucial tool of communication and a bearer of cultural memory, inevitably finds itself at the center of globalization transformations. On the one hand, expanding contacts between languages facilitates their mutual enrichment; on the other, it leads to the increasing dominance of certain languages and the gradual displacement of less common ones.

The relevance of this study stems from the need to understand the contradictory processes occurring in the linguistic sphere and to develop effective strategies for preserving national languages in the global digital space.

Modern linguistic research considers globalization as a factor influencing language dynamics, language policy, and linguistic consciousness. Sociolinguistics and cultural linguistics emphasize that language serves not only as a means of transmitting information but also as a form of representing cultural identity. The concept of "digital globalization" encompasses the spread of digital technologies, the formation of a global media space, and the emergence of new forms of communication. These processes are fostering the emergence of new linguistic practices characterized by hybridity, variability, and a high degree of adaptability.

One of the most noticeable contemporary trends is the growing role of English as a global means of communication. It is actively used in science, business, education, and the digital environment. This leads to the phenomenon of Anglicization—the active infiltration of English words and constructions into national languages. For example, borrowed words such as "content," "startup," "management," and "deadline" are widely used in professional and youth settings.

On the one hand, borrowings enrich the language; on the other, they can lead to the displacement of native lexical units and a change in linguistic norms.

Digital communication (social networks, instant messengers, blogs) is shaping a new type of linguistic behavior. It is characterized by:

- abbreviation of words and simplification of grammatical structures;
- use of emojis and visual elements;
- mixing of languages (code-switching);
- relaxation of spelling and punctuation standards.

This results in the formation of a special type of discourse characterized by high speed, expressiveness, and variability. However, such changes are of concern to researchers, as they may lead to a decline in the level of linguistic culture.

The situation of small and regional languages is particularly problematic. In the context of globalization, they often find themselves on the periphery of the communicative space.

Main threats:

- reduction in the number of speakers;
- limitation of areas of use;
- lack of support in the digital environment;

- decline in the prestige of the language.

The loss of a language leads to the loss of cultural heritage, as language is closely linked to the traditions, worldview, and historical memory of a people.

Despite existing threats, the digital environment offers new opportunities for language preservation:

- creation of electronic dictionaries and text corpora;
- development of mobile applications for language learning;
- language promotion through social networks and media;
- distance learning.

The creation of digital content in national languages is particularly important, as it promotes their relevance and expands their spheres of use.

Effective language preservation is impossible without state support. Language policy should include:

- legislative protection of the language;
- support for education in the native language;
- development of national media;
- stimulation of scientific research.

Education plays a key role in developing linguistic competence and individual linguistic identity.

Thus, digital globalization has a multifaceted impact on national languages. It simultaneously creates threats associated with the unification and loss of linguistic diversity and opens up new prospects for their preservation. The future of national languages largely depends on the ability of society and the state to adapt to new conditions and utilize the potential of digital technologies to maintain linguistic and cultural identity.

References

1. Crystal D. Language and the Internet. - Cambridge: Cambridge University Press, 2006. - 304 p.
2. Fishman J. A. Reversing Language Shift: Theoretical and Empirical Foundations of Assistance to Threatened Languages. — Clevedon: Multilingual Matters, 1991. — 431 p.
3. Phillipson R. Linguistic Imperialism. - Oxford: Oxford University Press, 1992. - 365 p.
4. Graddol D. English Next. - London: British Council, 2006. - 132 p.
5. Krysin L.P. Foreign words in modern Russian. - M.: Nauka, 2008. - 384 p.
6. Karaulov Yu. N. Russian language and linguistic personality. — M