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GLOBALIZATION AND LINGUISTIC DIVERSITY: FACTORS IN LANGUAGE PRESERVATION AND LANGUAGE LOSS

Abstract. This article examines the impact of globalization on linguistic diversity and analyzes the factors contributing to language preservation and language loss. Analyzing how global trends influence speech patterns, this article examines why some languages are preserved while others are gradually disappearing in today's rapidly changing world. Under the strong influence of the education system, technological development, globalization processes, culture, and everyday social interactions, the fate of less commonly used languages varies significantly across different communities and regions. In many cases, dominant global languages expand their influence through media, education, and digital communication, which often leads to the gradual weakening of minority languages. The outcomes of language preservation or loss often depend on who holds influence in educational institutions, policy-making systems, and the digital information space, as well as how actively communities engage in maintaining their linguistic heritage.

Keywords: globalization, linguistic diversity, language preservation, minority languages, language loss, cultural identity, digital communication;

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GLOBALIZATSIYA VA LINGVISTIK XILMA-XILLIK: TILLARNI SAQLAB QOLISH VA YO‘QOLISHIGA TA’SIR ETUVCHI OMILLAR

Annotatsiya. Ushbu maqolada globallashuv jarayonining til xilma-xilligiga ta’siri, tillarni saqlab qolish hamda ayrim tillarning yo‘qolib borishiga sabab bo‘luvchi omillar tahlil qilinadi. Global tendensiyalar nutq uslublariga qanday ta’sir ko‘rsatishini tahlil qilgan holda, ushbu maqola zamonaviy tez o‘zgarib borayotgan dunyoda ayrim tillar nima uchun saqlanib qolayotgani, boshqalari esa asta-sekin yo‘qolib borayotganini o‘rganadi. Ta’lim tizimi, texnologik rivojlanish, globallashuv jarayonlari, madaniyat va kundalik ijtimoiy muloqotlarning kuchli ta’siri ostida kam qo‘llaniladigan tillarning taqdiri turli jamoalar va mintaqalarda sezilarli darajada farq qiladi. Ko‘p hollarda dominant global tillar ommaviy axborot vositalari, ta’lim va raqamli muloqot orqali o‘z ta’sirini kengaytiradi, bu esa ozchilik tillarining asta-sekin zaiflashishiga olib keladi. Shu bilan birga, ba’zi tillar kuchli madaniy identifikatsiya va jamoaviy qo‘llab-quvvatlash tufayli saqlanib qoladi. Tilni saqlab qolish yoki yo‘qotish natijalari ko‘pincha ta’lim muassasalari, siyosiy qaror qabul qilish tizimlari va raqamli axborot makonida kim ta’sirga ega ekaniga, shuningdek jamoalarning o‘z til merosini saqlashdagi faolligiga bog‘liq bo‘ladi.

Kalit so‘zlar: globalizatsiya, tillar xilma-xilligi, tilni saqlash, ozchilik tillari, til yo‘qolishi, madaniy identifikatsiya, raqamli muloqot.

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ГЛОБАЛИЗАЦИЯ И ЯЗЫКОВОЕ РАЗНООБРАЗИЕ: ФАКТОРЫ СОХРАНЕНИЯ И УТРАТЫ ЯЗЫКОВ

Аннотация. В данной статье рассматривается влияние глобализации на языковое разнообразие, а также анализируются факторы, способствующие сохранению и утрате языков. Анализируя влияние глобальных тенденций на речевые модели, данная статья рассматривает, почему некоторые языки сохраняются, в то время как другие постепенно исчезают в современном быстро меняющемся мире. Под сильным влиянием системы образования, технологического развития, процессов глобализации, культуры и повседневного социального взаимодействия судьба менее распространённых языков значительно различается в разных сообществах и регионах. Во многих случаях доминирующие мировые языки расширяют своё влияние через средства массовой информации, образование и цифровую коммуникацию, что часто приводит к постепенному ослаблению языков меньшинств. В то же время некоторые языки сохраняются благодаря сильной культурной идентичности и поддержке со стороны сообществ. Результаты сохранения или утраты языков часто зависят от того, кто обладает влиянием в образовательных учреждениях, системах принятия политических решений и цифровом информационном пространстве, а также от того, насколько активно сообщества участвуют в сохранении своего языкового наследия.

Ключевые слова: глобализация, языковое разнообразие, сохранение языка, языки меньшинств, утрата языка, культурная идентичность, цифровая коммуникация.

INTRODUCTION

What we say ties deeply to who we are, shaped by culture and lived experience. Right now, global shifts are reshaping how tongues form, spread, and shift across every continent. As people move across borders, connect online, and interact widely, powerful patterns emerge in which words gain ground or fade quietly. Some voices grow louder through trade, media, and travel; others whisper further into silence without support or space. One reason we care about different languages is that they preserve traditions, thoughts, and ways of living. Scholars studying national identity and cultural heritage emphasize that language remains one of the strongest markers of social belonging and historical continuity (Kholikova et al., 2023; Musayev et al., 2023). Therefore, examining the factors that support language preservation or contribute to language loss has become increasingly important in modern linguistic studies.

Migration often weakens constant contact with native languages and urban jobs and educational systems encourage the use of dominant languages, leading younger generations to gradually abandon their mother tongues. Language loss becomes more visible when economic and academic opportunities favor globally influential languages. Global languages also strongly influence school curricula, scientific research, and mass media. When children study mainly in foreign languages, these languages slowly replace native forms in universities, laboratories, and professional communication. Researchers discussing ethnolinguistic transformations note that modernization and globalization can significantly reduce the everyday use of minority languages (Iskandarov, 2020).

METHODOLOGY

Public communication and entertainment media additionally shape language choices. Television programs, films, social networks, and web platforms usually support languages already spoken by large populations, making them more attractive and fashionable among younger people. Historical and cultural processes also affect linguistic change, especially in multilingual societies where identity and language are closely connected (Iskandarov, 2017). Despite these challenges, many communities continue working to preserve their native languages. Education in the mother tongue during early childhood often

helps maintain linguistic competence. Bilingual and multilingual educational systems strengthen cultural roots and support long-term language retention. Festivals, oral storytelling, folklore, and local traditions also play an essential role in preserving minority languages. Cultural transmission between generations allows communities to maintain unique linguistic identities and social values. Studies devoted to national identity in Central Asia show that preserving cultural traditions contributes greatly to maintaining linguistic diversity (Norkulov et al., 2022).

Digital technologies have recently become another important tool for language preservation. Social networks, online dictionaries, educational websites, podcasts, and video-sharing platforms create opportunities for communities to produce and distribute materials in their own languages. Such tools increase accessibility and encourage younger generations to actively use minority languages in modern communication spaces.

Language is deeply connected with identity. Preserving a language means preserving cultural memory, collective experience, and traditional knowledge. Communities that actively use their native language often demonstrate stronger internal social bonds and greater cultural awareness. Philosophical approaches to national identity also emphasize the importance of language in shaping self-understanding and social unity (Kahramanovna, 2024).

RESULTS

Ethnolinguistic studies conducted in Uzbekistan further demonstrate how language reflects historical experience and cultural adaptation within ethnic communities (Ruzibayeva, 2024). In modern globalized societies, linguistic identity helps individuals remain connected to their heritage despite rapid technological and social change. This article analyzes the impact of globalization processes on speech systems and language development. It examines the reasons why some languages persist in the rapidly changing modern world, while others gradually disappear. Education, technology, global integration, cultural factors, and everyday social interactions contribute to the differing trajectories of less widely spoken languages across various regions. Dominant global languages expand their influence through mass media, education systems, and digital platforms, thereby reducing the functional space of minority languages. At the same time, some languages maintain their stability due to strong cultural identity and community support. The preservation or loss of a language depends on educational policies, political decision-making, and the level of influence within the digital environment, as well as on the degree of societal engagement in protecting linguistic heritage.

Language is considered an important means of expressing human identity and cultural experience. In the current era of globalization, the formation, spread, and transformation of languages are accelerating significantly. As a result of international relations, migration, and digital communication, some languages are becoming more widespread, while others are gradually retreating.

The significance of language lies in its close connection with culture, history, and society. Researchers identify language as one of the key markers of national identity and cultural continuity (Kholikova et al., 2023; Musayev et al., 2023). Therefore, studying the factors influencing language preservation or loss has become an urgent issue.

DISCUSSION

Migration processes and the expansion of urban life intensify the weakening of native language use. The younger generation is often compelled to shift toward global languages due to economic and educational opportunities.

The dominance of global languages is also evident in education systems. Instruction conducted in foreign languages leads to the gradual displacement of local languages from scientific and professional domains. In addition, media and internet culture significantly influence language choice. Since popular content is mainly produced in major global languages, they are more widely used among young people. At the same time, cultural and historical processes also affect language development (Iskandarov, 2017). Nevertheless, many communities strive to preserve their native languages. Mother-tongue education, bilingualism, and multilingual systems contribute to language maintenance. Folklore, traditions, and oral creativity also ensure linguistic continuity.

Digital technologies are creating new opportunities in this regard. Online platforms, applications, and digital resources contribute to the preservation and development of smaller languages. Language is closely connected with personal cultural identity. Preserving a language means preserving historical memory and cultural heritage. Ethnolinguistic studies in Uzbekistan also confirm the strong relationship between language and culture.

Although globalization expands communication between peoples worldwide, each language still retains its unique cultural meaning. While dominant languages prevail in education, technology, and mass media, minority languages continue to survive through collective efforts, educational support, cultural traditions, and digital tools. The preservation of linguistic diversity is not a matter of competition, but a social responsibility aimed at protecting cultural heritage.

CONCLUSION

Globalization expands communication across borders, yet language continues to carry unique meanings in every culture. While dominant languages increasingly influence education, technology, and media, minority languages still survive through collective effort, educational support, cultural traditions, and digital communication. The future of linguistic diversity depends not on competition between languages, but on society's willingness to preserve cultural memory and ensure that every language retains its place in human civilization.

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