



## **HOW GLOBALIZATION AND TECHNOLOGY SHAPE LANGUAGE IN THE 21ST CENTURY**

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### **Abstract:**

This article talks about how globalization, technological progress, and language change are all connected and changing all the time in the 21st century. It focuses on language borrowing and innovation. Languages around the world have added new words and phrases to fit modern ideas and tools. This process has been sped up by cultural exchange, economic dependency, and fast digital communication. As the most common language in the world, English is a major source of loanwords that affect languages like Spanish, Uzbek, and Japanese. The study talks about some of the main things that cause people to take languages, such as media exposure, global cultural integration, and new technologies. It also looks at how technology encourages the use of neologisms and hybrid languages. The effects of these changes are talked about, weighing the pros and cons of better global contact with worries about the loss of cultural identity and linguistic heritage. To make sure that language stays both a way for people around the world to communicate and a place where cultural heritage is kept, it is important to find a balance between progress and preservation.

**Keywords:** Globalization, linguistic borrowing, language evolution, technology, neologisms, hybrid language, cultural exchange, digital communication, language preservation, linguistic identity.

### **Introduction**

Language is always changing, just like how people interact, society, and technology are always getting more complicated. Globalization, technological progress, and culture exchange have sped up this change in the 21st century, leading to a lot of borrowing and new ways of doing things in languages around the world. These



tendencies are the primary focus of this article, along with the ways in which borrowing and creative language use influence one another, the influence of technology on language usage in the modern world, and the implications of these developments for both language and society.

Borrowing words and sentences from different languages is nothing new. But because of more connections, the speed and size of this trend have grown dramatically in the last few decades. "Contact-induced language change has always been a powerful force in linguistic evolution," Thomason and Kaufman wrote. "But global economic and cultural integration has made its impact stronger. (Thomason and Kaufman, 1988)"

As the main world language, English is a major source of loanwords in the 21st century. Words like "internet," "smartphone," and "startup" are used all the time and are used without any problems in languages as different as Japanese, French, and Uzbek. For example, the words kompyuter (computer) and dizayn (design) in Uzbek come from other languages and are used to talk about current tools and ideas. Crystal says, "The rise of English as a global language has cemented its role as the principal donor language, particularly in domains such as science, technology, and popular culture." (Crystal, 2003)

The following list describes various reasons for the rapid introduction of borrowed terms in languages:

## **METHODS AND MATERIALS**

Linguistic exchange has intensified due to the integration of cultures and economies. We need new words to describe modern concepts, tools, and ways of life. For example, the Japanese word sushi has crept into various languages to represent a cultural delicacy alien to many other regions of the planet. Likewise, terms related to technology, such as chatbot and algorithm, are more prominent.

1. Language, in Sapir's view, is "an instrument that grows in complexity alongside human culture. (Sapir, 1921)" Common language tools are in more and more demand as globalization of economies proceeds.

2. Foreign movies, music, social media, and global streaming services expose people to foreign lexicon and idioms that then find their way into daily language. Kachru emphasizes the media's function in establishing "a global communicative network, (Kachru, 1996)" wherein language components are disseminated swiftly.



For instance, words like "tapas" (Spanish) and "pasta" (Italian) have become common in everyday speech around the world because of cultural exchange.

3. There is a need for fresh vocabulary due to the fast-paced nature of technological advancement. Many of these terms have their roots in the languages of the first people to use new technologies, most commonly English. According to Fishman, "The vocabulary of science and technology is rarely self-contained; instead, it proliferates across languages, leaving an indelible mark. (Fishman, 2000)"

This pattern demonstrates how different languages are evolving to fit the digital age. Technological and cultural changes produce neologisms, or newly invented language. The terms "selfie," "vlog," and "cryptocurrency" all speak to recently occurring new phenomena limited to the last few decades. The quick spread of these words across languages was influenced in great part by digital communication.

Technological developments have introduced new vocabulary entries to the dictionary, therefore changing the transmission, use, and preservation of languages. Among the digital communication tools supporting linguistic creativity are social media, online forums, and messaging apps.

Shortened words and neologisms: Some abbreviations, like DM (direct message) and LOL (laughing out loud), have transcended linguistic bounds.

Hybrid language use: It's now typical to transition between languages in digital contexts. Uzbek speakers might, for example, incorporate English phrases into their speech (e.g., Yangi startup ochdim, which means "I launched a new startup").

These patterns are exacerbated by technology, which serves as a catalyst and a channel for linguistic change. Because social media sites like Twitter and TikTok promote creativity and brevity, they have given rise to emoticons, memes, and acronyms that cut over linguistic boundaries. For instance, acronyms like "LOL" (laugh out loud) and the hashtag (#) have evolved into universal representations of online communication.

Crystal says that "the internet has catalyzed a form of linguistic democratization, where language evolves from grassroots creativity rather than institutional regulation. (Crystal, 2011)"

Using borrowed language could either unite people or push them away. One advantage is that it encourages a shared linguistic repertoire, therefore facilitating



worldwide communication. However, there are concerns about too much borrowing erasing of language and cultural identity.

For instance, debates on the frequency of foreign vocabulary in Uzbekistan compared to their conventional counterparts start to surface. While some worry this may harm the validity of the language, others see this as a step toward modernization and progress. Haugen, 1950 said, "The acceptance of loanwords is often accompanied by a struggle for cultural self-definition. (Haugen, 1950)"

## **CONCLUSION**

Globalization, cultural interchange, and rapid technical advancement have driven an incredible rise in linguistic borrowing and invention in the twenty-first century. English is the most used language worldwide, hence it is still very important in this process; terms like kompyuter and dizayn in Uzbek shows its influence. This occurrence goes beyond English since other world languages including Mandarin, Spanish, and French also offer loanwords in many fields, hence improving linguistic diversity and intercultural communication.

Technological developments make it possible, borrowed language is now more widely used and absorbed. Language innovation is driven in great part by the internet, social media, and digital communication tools, which let words almost instantly cross language boundaries. The democratization of language evolution promotes innovation while also prompting significant inquiries over linguistic and cultural identity.

Borrowed words exemplify the dynamic and adaptive characteristics of language, however they also pose obstacles. Overdependence on foreign terminology can undermine traditional lexicon and diminish cultural legacy, as seen by discussions in nations such as Uzbekistan. One must strike balance between the preservation of cultural identity and language modernizing efforts.

"Language is a cultural artifact; it evolves with society progress," said Sapir (1921). In the modern era, this development presents both possibilities and challenges. Understanding and evaluating the elements affecting language evolution can help civilizations to innovate while preserving the richness of their linguistic and cultural legacy. Going forward, cooperation among linguists, educators, and policymakers will be crucial in addressing this intricate linguistic environment,



guaranteeing that language remains a conduit for global communication and a repository for cultural identity.

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