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THE IMPACT OF GLOBALIZATION ON THE SPEECH OF THE YOUTH (IN THE EXAMPLE OF UZBEK CULTURE)

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ABSTRACT

The following article focuses on the influence of globalization on the speech of different age groups main attention being paid to the youth. Paragraphs provide information about the advantages and disadvantages of this trend. Family traditions, rituals signify young generations' love for motherland, respect for their culture and nationality. In current globalized period, to change the youngsters' attitude towards their native language is supposed to be the main task facing their parents and instructors. This is causing them to refuse anything stable, simple or tedious in their daily life, in turns it brings about somewhat misunderstandings or problems among different age groups in the society. Nowadays in Uzbekistan the competence level of foreign language learning is rising considerably and the local people are frequently using the economic, scientific and other different types of data in foreign languages as well as in Uzbek.

KEYWORDS: *Globalization, Cultural and Racial Identities, Linguistic Culture, Socioeconomic Location, Jargons, Argots, Neologisms.*

INTRODUCTION

It is common knowledge that any person cannot imagine their life without interaction with the surroundings, they need to consult, share ideas or feelings with others. Speech is considered to be the beginning of any interaction among people. The main way of satisfying person's need for communicating is speech. From the early childhood every young should be stimulated and motivated to speak in their mother tongue, gain new knowledge. In this case it is believed to be the paramount step to shape youngster's speech culture in primary school and further education sectors.

If the term globalization is used to refer to phenomena that involve sweeping and comprehensive changes across the world, then, needless to say, globalization is not a new concept. The whole worlds and human beings have been experiencing globalization since ancient times. Human history can be perceived as the process of globalization from its inception. Modernization and industrialization based on the industrial revolution have clearly been globalization processes, although they have not yet reached every part of the world. Throughout history, many cultures and races have been destroyed or forced to change by other cultures and races. Until recently, however, many other countries and races have been able to maintain their cultural and racial identities, more or less protected by borders [1].

In the globalized world, awareness and mastery of a country's cultural norms, including linguistic culture, provides a person with access to services, ceremonies, traditions, and an unlimited number of other cultural dimensions that would be otherwise unavailable. The beliefs groups of people have about how they use and interpret language defines linguistic culture (Schiffman 2012).

The impact of globalization processes on language is an emergent field in sociolinguistics. The cultural contexts of Asia, specifically the Sinic, Hindu and Islamic civilizations give the process of globalization and language a unique dimension[2].

In Uzbek culture, family plays an important role in rearing children as an individual. Family traditions, rituals signify young generations' love for motherland, respect for their culture and nationality. In current globalized period, to change the youngsters' attitude towards their native language is supposed to be the main task facing their parents and instructors. It is pivotal to increase teenagers' interest for literature, explain them the meanings of some historical words and expressions, giving them more information about the history of the country, city, neighbourhood and so on.

Language criteria have not been invented by philologists; they demonstrate the development of whole population's literary language. Language criteria are not permitted to be adopted or abolished by any order or decree; it is forbidden to reform them in an administrative way. Inattention towards pronunciation norms and the rules of word usage, employment of jargons and vulgarisms, using foreign words groundlessly and recklessly undermine the speech, make the literary language disappear and eventually , as philologists claim, cause the end of the nation.

In Uzbekistan the problems related to the declining speech culture, the spreading tendency of jargons and argots is seen to be vitally important and particular attention is being paid to this issue because the speech culture has social value. The problem related to shaping the communicative speech culture is conveyed differently in different age groups and primarily intertwined with the teenage school pupils. Hence, in all educational institutions instructors' main duty is considered to shape the oral communication culture based on the literary language and create comfortable atmosphere for its development.

When speaking with people from varying generations, it became clear that younger adults have different perspectives on the concept of linguistic culture than older adults. In acknowledging this, it had to be determined what differentiates an older adult from a younger adult. According to the World Health Organization (2015), the term older adult is defined differently based on socioeconomic location. Countries considered to be part of the global north, such as the United

States, classify people who are over the age of 65 to be in the older adult category, while countries considered to be part of the global south, like Senegal, classify an older adult as someone who can no longer actively contribute to society. In general, age identity is highly dependent on the context which surrounds older adults [3].

Nowadays, a number of significant changes related to the perfection of the Uzbek language have been taking place and one of the weighty problems is continuously increasing usage of foreign words in the speech. Particularly jargons are commonly used and becoming even more popular especially among the younger section of the society. From the certain age people tend to use “street” language more frequently than ever and this case is triggering a number of problems, mainly youngsters are losing their interest more or less towards the native language learning. This is causing them to refuse anything stable, simple or tedious in their daily life, in turns it brings about somewhat misunderstandings or problems among different age groups in the society. Unfortunately, even the elderly in more cases are keeping on being dependant on jargons.

Modern form of the speech requires paying particularly close attention to the rate of the speech culture of the youth. However, in recent years there have been significantly manifest modifications in terms of youth speech and general culture, codes of manners have also been left inattentively and the following case is likely to cause social degradation. It is worth to mention that, the competence in native language and interest for the literature among the younger generation is considerably declining due to a number of abovementioned situations. Most of the juveniles and some adults nowadays have an inclination to read everything online and they tend to spare very small amount of their time to read paper versions.

Currently the new generation of the community is on the verge of being isolated from the Uzbek literary language which was once the main language of a range of renowned and outstanding poets and writers such as AlisherNavoi, GafurGulom, Bobur, Nodirabegim and so forth. As a result of this negative phenomenon carelessness towards the literary language is becoming a common and usual case among the language users. This is undoubtedly getting frequent in the mass media and cinema industry as well. Even worse thing is that minority of school leavers posses high-quality communicative speech culture.

In contemporary usage we hear and read frequent references to ‘[information and] communication technologies (ICTs)’ and ‘[mass] communications media’, both of which, of course, are implicated in the processes of globalization. Many countries throughout the world are beginning to see English as a basic educational requirement for all rather than simply as a desirable accomplishment for some (Maurais, Morris, 2003).

Linguistic abilities were of all-time greatest importance nearly a half century ago. As can be guessed, literacy skills were one of the substantial factors in the job market. However, coming to the current era communication and IT skills are among the basic requirements for employability. Hence, such kind of indispensable skills are considered to be first and foremost ones to acquire in order to move with the times.

As we mentioned above, the effect of globalization on the national language is becoming one of the disturbing issues facing not only the government but also the population. With the interference of the globalization in the language two kinds of implications can be identified such

as positive and negative. As a positive one, it can serve as an interaction bridge among the speakers of different countries whose native languages are totally different from each others, looking at the other side of the coin there is a risk of national language's disappearance due to the excessive use of foreign words, neologisms, borrowed words in the speech because with the increasing usage of such expressions speakers tend to use their native language relatively less. Here, it is acceptable to note that, internationally recognized languages have an impact on the national languages in two ways: firstly, communicating with other continents, countries and nations in an international languages (in the form of formal visits, meetings, different types of merged programs, projects and wide variety of parties), secondly, in the usage of scientific, cultural, economic, political information in the international languages mainly in current digitalized world. Nonetheless, the problems related to the national language are not only linked with the influence of the international languages, but also the translation has a significant impact on it. As in this technologically accelerating period of life, the rate of translating different types of literature in various languages into national languages has been increasing than ever.

Nowadays in Uzbekistan the competence level of foreign language learning is rising considerably and the local people are frequently using the economic, scientific and other different types of data in foreign languages as well as in Uzbek. This trend is triggering the rise in the rate of translating sources in Uzbek language into various foreign languages. In turns, this case is not only leading to the wide introduction of Uzbek culture into the whole world, but also the people are getting acquainted with other nations closely and easily than ever. That is the reason why the measures focused on teaching foreign languages in higher education effectively play an important role.

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