

GLOBALIZATION OF ENGLISH LANGUAGE AND INFLUENCE ON KAZAKH LANGUAGE

Sultanova Aigerim Zhenisovna

aigerims007@mail.ru

Student of the faculty of Journalism and Political Science

L. N. Gumilyov Eurasian national university, Nur-Sultan, Kazakhstan

Research supervisor - Kussainova R.E.

The globalization is the process which participates in every sphere of our lives. From clothes we wear to food we eat all come from international trade. The main thing in this global trade is the use of language that will connect many countries because without knowledge of the language this process would not exist in our rapidly developing world. Over the past 100 years it's globalization – accelerated by new technology that has had the best impact on nation language. English could be a world language now, the dominant language of science, computing and academia generally. In this case humanity defined English language as the first language that should be prevalent among countries where people accept Globalization. Currently, the majority of people in Kazakhstan speak English and it was always vitally important thing for personal success because variety of programs, scholarships, and workplaces require knowledge of English. The domain of English is, today a basic need for any professional in any major area. The internationalization of manpower made nations adopts English because the official language of the planet, as said before and therefore the learning of the language open doors for private, professional and cultural development [1]. When people begin to understand that the English language plays a very important role in everything that moves society, they prioritize the study of this language, which is favorable for their future. In many countries for people English is vital to learn. All these things connected to the fact that the USA and Great Britain now powerful states. Most of the biggest companies, organizations are located there that is why for improvement of education and economy we need English and many other languages [2]. Of course, this can be essential, but when we try to learn new language we sometimes start to mix absolutely different languages. This may be a factor in the loss of the native language and the peculiarities of the nation as a whole. The main goal is to investigate the spread of English, the importance of knowledge of the language, its position in Kazakh society and the most essential things how English affect Kazakh language. The hypothesis of our research is the assumption that the globalization of the English language in modern society is an effective way of intercultural communication for Kazakhstan, but it can have adverse effects. The relevance of the chosen topic is indicated by the actual fact that currently English has acquired the status of interlanguage – the language of international communication of individuals for whom it's not their language.

English is everywhere. It seems to work almost in all spheres of life. In some ways, this can be already happening in that English is becoming the universal language of this global era. Tourists traveling to different countries, business conferences across the Atlantic Ocean, and advertisers trying to reach the utmost consumer base all use English people language to communicate with others on common terms [3]. An obvious positive results of the globalization process is that the opportunity to communicate with representatives of various cultures, which quickly became a well-known reality for several countries and peoples. This fact gave rise initially to an interest in intercultural communication, and so to the need to study it. The importance of cross-cultural communication research is increasing thanks to the processes of globalization, including increasingly intensive migration. On the one hand English helps people around the world to unite, but on the opposite side, it is an exceedingly way influencing them to think in western cultural point of view, where their original culture is derailed. Each language has its own emotions and perspective attached thereto, so when a language dies the emotion and perspective dies too. The utilization of language is more commercial and commodity based so it loses its significance in its cultural aspect. When we have diversity of languages we don't just learn it, meanwhile we take

information about nations for whom this language is mother tongue [4]. The term 'Globalization of English' is often interpreted in a minimum of 3 ways; it can have as advantages, also adverse effects. It can talk over with the increasing intrusion of English language into the lives of dwellers everywhere the planet. This can be a worrying phenomenon. Not only does it threaten to contaminate or wipe out local languages and cultures, but it also skews the socio-economic order in favor of these who are proficient in English.

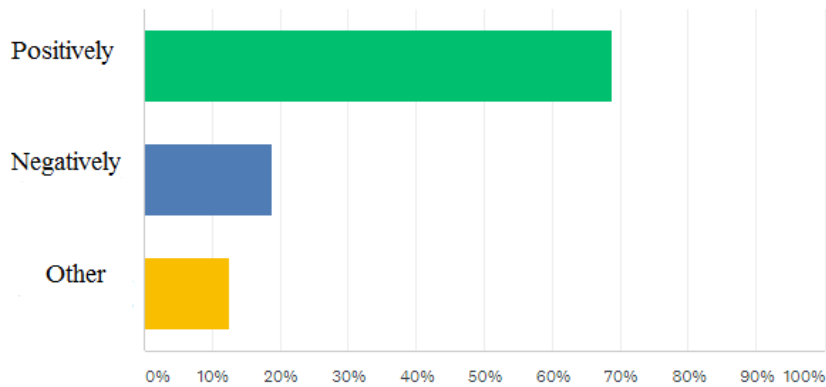
Since gaining independence, Kazakhstan has been actively integrating into world society. Kazakhstan is multinational center where residents of country use three main languages. There is a state language: Kazakh, official language is Russian and International communication language is English. These all languages provide us with economic, social, cultural and political development. Not so many countries' residents know more than one or two languages. Knowledge of three languages increases our prestige among other countries. However, this also has negative aspects which can destroy our native language. Why is it so? Because modern adolescents who were born in an environment where people began to understand that the English language is the future, started to learn it and subsequently began to add jargons, English words to their everyday speech not realizing that this way they deform their native language. Kazakh language is a language that is difficult to learn, it has its own culture and sound differences. Therefore, many teenagers think that talking in Kazakh language is not cool and they change it to modern style. When English became popular people who already don't know their native language started to learn English, but what is the value of it? Moreover, the influence of the English language is manifested, first of all, in the vocabulary, as the area most susceptible to foreign language borrowings. The use of borrowed words does not greatly harm the Kazakh language, but if you use them too much it can be harmful to the language. For instance: mango, popcorn, jeans, image and other words do not have negative effects. Another reason for borrowing Anglicism is the tendency to replace the Kazakh descriptive phrase with a single word, such as, second-hand which replaces the term "used clothing", and the inauguration is the ceremony of assuming of the President of the country. However, many people who are not educated or do it just for fun change beautiful Kazakh words with English words which is also used not appropriately to the meaning. People tend to do it because they think that it is cool, because of the fact that in the USA the living conditions are higher, that they have developed technologies. That is why some people want to be like Americans. In this way teenagers think that they are coming close to the USA, but it is not like that. America catches attention and influence not only language, but also to culture.

There is also a huge problem connected to the fact that the majority of people in Kazakhstan do not speak Kazakh, they may speak other languages. Some of them know language and the other part from the childhood did not know. This problem is urgent in Kazakhstan because it is a national code and feature. Globalization of English language had not only advantages for citizens of Kazakhstan, but also adverse effects. The idea is that the study of any language should be in the middle of the study of the culture of native speakers of this language. during this regard, it'd be legitimate to speak about poly-linguistic and cultural education, the results of which should be a multilingual society of citizens. The components of this multilingualism should be the linguistic communication, which strengthens the notice of belonging to one's own grouping, the Kazakh language because the state language, the possession of which contributes to successful civil integration, the Russian language as a source of scientific and technical information, foreign and other non-native languages that develop human abilities within the world community [5].

In this topic it was really important to use sociological types of research because due to them we can obtain more information and opinions of others. There used two types of research, first is gaining information from the internet and the second one is survey. Respondents of survey were 32 students of Journalism and Political sciences faculty L.N. Gumilyov Eurasian National University. In the question where they were asked about definition of Anglicism 50% answers right that it is a word or phrase borrowed from English. The next question asked about how often they use slangs. The same result for "often" and "seldom" 43.75% and "never" 12.50%. The next question which is connected to previous is "Do you think that using slang you are distorting the meaning?" There is

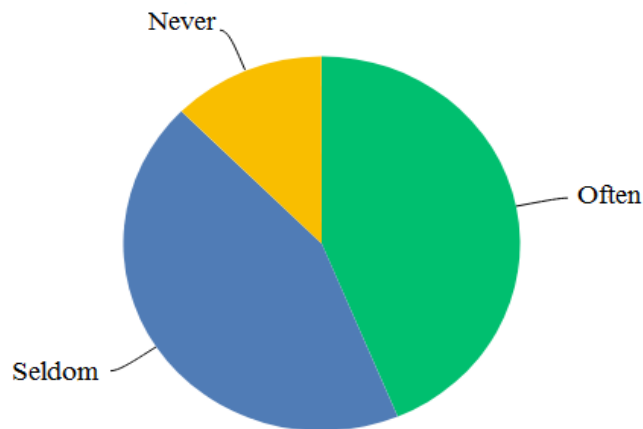
no big difference between answers. In this case, 43.75% of people answered “yes” and 56.25% answered “no”. There are two quite similar questions asking “How do borrowing words from English affect the Kazakh language?” And “How did the globalization of English affect the Kazakh language?” The majority of students think that it had positive outcome. From the explanation it is the fact that knowledge of English language opened many doors and opportunities for people to develop themselves in different spheres. For instance, nowadays many people can travel; integrate with people from different ethnical groups due to globalization of English language.

How did the globalization of English language affect Kazakh language?



ANSWER CHOICES	RESPONSES
Positively	68.75%
Negatively	18.75%
Other	Responses 12.50%

Do you use slang in everyday life?



ANSWER CHOICES	RESPONSES
Often	43.75%
Seldom	43.75%
Never	12.50%

The main problem of Kazakh language can be solved by our new projects and new alphabet. Nowadays Kazakhstan's government tries to embed new Latin alphabet gradually, but it will be really long process because many older part of our society don't know this alphabet and have difficulties, but it is the most effective way to save our language. Also, many projects like "100 Kazakh songs", "100 books" that work in many schools have a huge influence on our teenagers. Therefore, not only government should change situation, but whole Kazakh people should make attempts. All people should understand the importance of mother tongue. Despite the globalization process we should save our Kazakh language. One more way out is for teenagers, they should try to use less slangs or Anglicism when they speak Kazakh language. In our modern world it is essential to be literate in any language that is why to motivate other adolescents or older part of our society we can organize linguistic groups, where we will discuss with common problems and difficulties in three languages that people have. This group will not be like every other speaking club. Here, we can divide activists or guests into different teams by their level and everyone will explain topics that start from easy one to difficult. Every day language will change from Kazakh to Russian or English. People who have desire to improve their level will come and work. The second idea is organizing meetings with pupils and students. In this case speaker will give explanation of importance of learning languages and saving our mother tongue. These meetings will not be as usual, boring meetings. They should be creative that will motivate and inspire them to work hard and learn languages. We know that nowadays teenagers do not understand the value of Kazakh language and organizing meetings where we will talk about different global importance of language will change their attitude for this topic.

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ЯЗЫКОВАЯ ПОЛИТИКА РЕСПУБЛИКИ КАЗАХСТАН И ШВЕЙЦАРСКОЙ КОНФЕДЕРАЦИИ КАК ОСНОВА ВНУТРЕННЕЙ ПОЛИТИКИ

Агубаева Анель Мураткызы

Anel_99_27@mail.ru

Студентка факультета международных отношений ЕНУ им. Л.Н. Гумилева,

Нур-Султан, Казахстан

Научный руководитель – Л. Смолина

В данной работе я хочу провести параллель между языковыми политиками Республики Казахстан и Швейцарской Конфедерации. Показать основные аспекты работы в данном направлении внутренней политики и выявить сходства и различия между странами разных материков. Язык является не только средством коммуникаций, он способствует объединению и сплочению наций, является средством воспитания и опорой, связывающей взаимоотношения людей.