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GLOBALIZATION OF ENGLISH AS A LINGUISTIC PROBLEM

ГЛОБАЛІЗАЦІЯ АНГЛІЙСЬКОЇ МОВИ ЯК ЛІНГВІСТИЧНА ПРОБЛЕМА

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The internationalization of all the socio-economic processes that causes the language globalization attracts the attention of the scientists to this phenomenon. The qualitatively new level of people's interaction has strengthened the language contacts.

In the current context of the language globalization, it is necessary to identify the mechanisms of the language development. The study of the evolutionary changes in the language in the history makes it possible to predict the prospects for the further transformation of the world languages and, to a certain extent, to characterize the world language situation [3, p. 10].

To solve such a complex issue it is necessary to analyze the language changes comprehensively and to search for adequate solution of the problem of the human and social activity in relation to the language.

On the one hand, there is the language interaction and interpenetration of the national languages. On the other hand, there is an increasing isolation of one language, in our case English, as the language of the international politics, business, research and education, and the language of interethnic communication [5, p. 35].

The globalization does not mean the displacement of some languages by others; it also deals with the global consolidation of the language, the formation of the globalized language [3, p. 19].

The interpenetration of the languages is an active process. It involves the acquisition of the foreign cultures through the contacts with the representatives of the different cultures. It causes the allocation of the language as a means of the interethnic communication [1, p. 569].

The interpenetration has become especially relevant nowadays. The removal of

the border formalities makes it possible to expand the contacts between people. The ease of the movement creates the need for some universal means of communication [2, p. 78].

Nowadays the proficiency in English allows the access to education, well-paid and interesting jobs. In fact, the language becomes a condition for the career advancement and life success strengthening English as an international language:

The formation of the language dominance as a result of the globalization processes has the inverse effect on them, enhancing and accelerating economic, political and cultural integration, promoting the mutual understanding between the individuals [4, p. 17].

The modern information technologies and communication systems are developed on the basis of the English language, and accordingly, all the virtual reality and events occurring are based on English. It creates the objective prerequisites for the true globalization of the information systems and the creation of the World Wide Web of Information.

In the modern language, the globalization is reflected in the various processes.

1. Borrowing of the terms. Foreign words penetrate into the language together with the objects and phenomena of the reality, which they name.

2. Abbreviation as one of the most productive ways of forming words not only in Ukraine, but also in many European languages. Over the last decades, the modern languages have tended to increase the number of newly formed abbreviations and the frequency of their use in speech. It is a way of word formation that meets the pragmatic requirements of the time [2, p. 56].

3. The formation of the language of the Internet, a kind of the international language that is understandable to most users and has a great educational potential.

4. The creation of the language of advertising, which has common features in all the developed languages of the world. These specific peculiarities include: 1) the use of word-forming neologisms as the main means of creating language expressiveness, 2) the use of the original graphic means of forming the figurative characteristics of the object, 3) the formation of the special syntactic constructions (slogans) [3, p. 21].

5. Spelling changes recorded in a number of the developed languages, caused by the influence of the international language and the language of the Internet [5, p. 43].

The language globalization is inevitability, since the person is oriented in the language expression. However, the language globalization is an

endless process: a language has to constantly absorb a multitude of different languages features, while simultaneously disintegrating into these languages [1, p. 579].

Alongside the objective positive manifestations of the language globalization, it is impossible not to pay special attention to its negative consequences. And, of course, it is important to consider these processes in relation to Ukraine.

Technology always has a national coloring, and technological information has its influence on the person of a certain language [2, p. 89]. The main language of scientific and technical information and modern technology, which came to the Ukrainian market together with foreign capital, is English.

At the same time, the entry of the foreign companies also means the appearance of the new goods, which are almost always sold using English names that are often difficult to pronounce and sound unfamiliar in Ukrainian.

It is impossible not to mention such a factor as the English loan words in the Ukrainian language as well as the development of the electronic information systems and means of communication. The Internet as the vast information resource opens up the new opportunities for its users. The English language skills are required to access much of the information, thus creating incentives to learn and use it.

The growing interaction of the education systems, the increasing international exchange of the students and teachers also favors the penetration of the English language into the Ukrainian environment.

Obviously, the process of language globalization cannot be ethically evaluated. It is an objective process and it is pointless to fight it. So we speak about a peculiar reaction of the language to the development in the modern world, which is characterized by a great number of the contacts, increased mobility, and constant integration of the cultures. The process of globalization cannot be rigidly controlled, because online communication is not only the exchange of information it is an attempt for self-fulfillment, and it is useless to try to regulate this striving.

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