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THE INFLUENCE OF GLOBALIZATION ON THE TRANSFORMATION OF UZBEK LINGUISTIC CULTURE

Ergashboyeva Mahliyo Nodirjon qizi
Student of the Uzbekistan State World Language University

Zulxumor Xatamovna Bannopova
Scientific Adviser, Senior Teacher of State World Language University

Abstract

In the era of globalization, cross-border contact has had a significant impact on the evolution of languages all over the world. Due to the expansion of international communication channels, the Uzbek language, which has strong historical and cultural roots, is also changing. This article examines the ways in which migration, digital technology, worldwide media, and cross-cultural communication have influenced the development of the Uzbek language. Language deterioration and cultural homogeneity are problems associated with this kind of exposure, even while it provides access to global knowledge and innovation. This study offers insights on preserving linguistic identity in a world that is changing quickly while highlighting the advantages and disadvantages of international communication.

Keywords: Linguistic identity, communication, uzbek language, globalization, cultural roots, global languages, anthropology, methodology, idiom, social identity.

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Introduction:

The way individuals communicate, learn, and exchange knowledge has been profoundly altered by globalization. Linguistic and cultural barriers have become more hazy due to the growth of global communication networks, especially through the internet, social media, foreign travel, and education. This has resulted in more interaction with major global languages like English and Russian for many national languages, including Uzbek. Through exposure to Arabic, Persian, Russian, and now English, the Uzbek language has changed over history. Due to global interconnection, this process has increased in the modern period. Uzbek is undergoing substantial lexical, syntactic, and phonological changes as a result. Globalization promotes access to new vocabulary and contemporary phrases, but it also questions established conventions and poses a danger to the language's originality and purity.

Methods:

As an interdisciplinary study, linguoculturology uses a range of techniques and strategies to investigate the relationships between language and culture. These approaches provide a thorough comprehension of how language components represent cultural meanings and social behaviors in the context of Uzbek linguistics. Idioms, proverbs, and metaphors are examples of language importance and meanings. This approach aids in determining how certain utterances represent social norms and cultural values. Scholars can identify distinctive cultural characteristics and common linguistic elements by contrasting the Uzbek language with other languages (such as Russian and Tajik). This method emphasizes how historical and social elements have an impact on language development. Researchers can examine substantial samples of real-world language use by using language corpora. This approach is very helpful for finding linguistic patterns that correspond with cultural customs and beliefs. Researchers can collect qualitative information on how language is utilized in

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diverse cultural situations using ethnographic methods like participant observations and interviews. This approach sheds light on Uzbek speakers' daily linguistic habits. Anthropology, sociology, history, and psychology are among the disciplines that linguocultural studies frequently touch. By combining many viewpoints on language and culture, this interdisciplinary method enhances the study. A solid framework for comprehending the intricate interactions between language and culture is provided by the approaches and learning levels used in linguoculturological research in Uzbek linguistics. Researchers can discover the rich cultural connotations ingrained in the Uzbek language by combining qualitative and quantitative research methodologies.

Research Results:

The study of linguoculturology in Uzbek linguistics has produced important new understandings of the complex interrelationship between language and culture. The results of several studies conducted in this field are summed up in the following important findings:

Language Contact: A comparison of Uzbek with other languages, including Persian and Russian, revealed that substantial lexical borrowing and structural impacts had resulted from past exchanges. The Uzbek vocabulary has been enhanced by this language interaction, which has also introduced new cultural ideas.

Idiomatic phrases: A thorough examination of idioms showed that a large number of Uzbek phrases had strong roots in social norms, historical occurrences, and cultural customs. For example, agricultural idioms stress the significance of farming in the Uzbek people's cultural identity and represent their rural lifestyle.

Language and Social Identity: The study emphasized how language use differs across various social groups, with certain dialects and registers indicating group affiliation, identity, and status. The significance of language as a social identity marker is shown by this variance.

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The findings of linguoculturological research in Uzbek linguistics highlight how language and culture interact dynamically. Researchers have gained significant insights into the identities, values, and beliefs of the Uzbek people by analyzing different language components via a cultural lens. In a world growing more interconnected by the day, these discoveries not only advance linguistics but also deepen our comprehension of Uzbekistan's diverse cultural fabric. These relationships should be further investigated in future studies, especially in view of the continuous social and technical developments.

Conclusion:

The article highlights how linguistic research in Uzbek linguistics has greatly improved our comprehension of the complex interrelationship between language and culture in the setting of Uzbekistan. The study demonstrates how language components—such as proverbs, idiomatic phrases, and narrative structures—act as essential channels for communicating social identities, cultural values, and historical experiences. The results show that language is a reflection of the Uzbek people's collective consciousness rather than just a means of communication. The current language landscape has been molded by historical settings, such as times of linguistic interaction and the legacy of the Soviet era, which have presented both possibilities and obstacles for cultural expression. In summary, linguoculturological study in Uzbek linguistics is essential for promoting speakers' cultural awareness and sense of self in addition to adding to scholarly debate. Maintaining Uzbekistan's linguistic legacy while negotiating the challenges of a world that is changing quickly requires ongoing research in this area.

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