

THE STUDY OF LANGUAGE AND CULTURE IN A GLOBALIZED WORLD

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Annotation. This article discusses the study of language and culture in a globalized world. This article examines the significance of the English language in the current process of globalization, where languages and cultures increasingly influence each other. It explores how modern technologies, the internet, and the growing interactions between nations contribute to this phenomenon. Representatives of different nations become familiar with each other's values, lifestyles, and cultures. Today, English is becoming an international means of communication and plays a crucial role in enhancing friendly dialogue and relations between countries.

Key words: Language, culture, globalization, intercultural communication, linguistic diversity, cultural identity, language learning, cultural exchange, cultural adaptation, translation and interpretation, language policy, cross-cultural understanding.

Introduction: Globalization is the process of developing political, economic, cultural, and technological relations among all countries. The English language is widely used as an international means of communication. Knowing a language not only allows people to communicate but also provides an opportunity to learn about the customs and culture of the people who speak it. Language serves as the main tool in developing international relations and cooperation between countries, strengthening friendships and social interactions. However, it is no secret that some local languages and cultures are at risk of disappearing due to globalization. Moreover, language plays a crucial role in addressing global issues affecting the entire world. Learning more languages not only helps reduce differences between nations and promotes interethnic tolerance, but also increases mutual respect for traditions and cultures while broadening people's worldview.

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culture of the people who speak it. Language serves as the main tool in developing international relations and cooperation between countries, strengthening friendships and social interactions. However, it is no secret that some local languages and cultures are at risk of disappearing due to globalization. Moreover, language plays a crucial role in addressing global issues affecting the entire world. Learning more languages not only helps reduce differences between nations and promotes interethnic tolerance, but also increases mutual respect for traditions and cultures while broadening people's worldview.

In today's modern life, competence holds great significance, as it is a crucial factor in communication for professionals such as business partners, teachers, and politicians. In this process, merely learning a language is not sufficient; it is also essential to study its culture and ethical norms. Only then can communication proceed without difficulties or misunderstandings. As we know, each nation values its own traditions, as cultural identity plays a key role in representing a country. For a balanced and effective interaction—just like the two sides of a scale—both aspects must be studied equally. One of the main reasons for emphasizing culture is that, in Western countries, direct communication is valued, whereas in Asian and Eastern countries, communication is often more indirect and focused on concepts such as respect and honor. In the fields of medicine and business, cultural awareness is crucial for establishing long-term relationships and ensuring that international negotiations lead to reliable and lasting partnerships without difficulties.

In addition, mastering languages perfectly is not enough when translating various works and information into another language, because there are national proverbs and terms commonly used among people. To translate them fully and accurately, it is essential to have knowledge of the culture. At the same time, when literature and speeches are translated, their emotional and sentimental aspects must be preserved. This is especially important in political discussions, where interpreters need to understand not only the words but also the speaker's intentions and emotions.

On the other hand, artificial intelligence provides word-for-word translation but struggles with idioms and cultural adaptation. This is why human translators remain essential. In particular, translation plays a key role in international organizations such as the UN, where translators work under high pressure. A single mistranslated word can influence entire political decisions and business agreements. Sometimes, translators are even forced to create new words and phrases. Every aspect of life is connected through communication and the exchange of ideas.

Conclusion: All things considered, In today's rapidly developing world, learning a language alongside its culture creates vast opportunities. It opens many doors to success in various fields and accelerates the process of globalization. It strengthens international friendship and unity while fostering better communication. The saying "One who knows a language knows a nation" is not without reason. As information exchange opportunities expand, progress becomes significantly more evident.

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