

LANGUAGE POLICY AND GLOBALIZATION

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The process of globalization demands comprehensive transformations of societies, its impact is evident as we look at interaction of language and culture. Language borrowings are an evidence of linguistic dominance of one language over others. The article observes examples of English loan words into Russian, Spanish and Finnish vocabulary.

Key words: borrowing, culture, globalization, language, loan word.

The modern linguistic paradigm has shifted its core scientific goals to the study of the influence humans are making on language. Without a doubt, the connection of language and culture represents one of the main directions of the modern linguistic research.

The study of interaction and interdependence of language and culture helps linguists reveal the key points of their reciprocal influence upon the ethnic, cultural and social group an individual belongs to. This approach is of special attention in the modern age of rapid development of science and technology and universal globalizing processes [Левицкий (1) 2010, 82].

The Oxford Online Dictionary defines globalization as "the process by which businesses or other organizations develop international influence or start operating on an international scale" [Oxford Dictionaries Online]. Thus, globalization is first of all defined as the integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, the spread of technology, and military presence [Bhagwati, 2004]. However, as the process of globalization involves drastic transformations of economies and societies as a whole, its impact on culture and language must not be underestimated as it can be traced in every facet of life.

The question should be answered: To what extent are languages involved in the process of globalization? And on the other hand: If cultural identity is linked to language, what effect does this have on the culture? As Ricento points out, "Can (and should) countries protect their national linguistic resources, or should they "open their markets" and promote languages such as English in order to enhance access to technology, trade, and the like?" [Ricento 2010, 125].

People have always tended to belong to a group, and one of the main characteristics of such belonging is the ability to share a common language. Speaking the same language helps distinguish cultural groups as well as define an individual's cultural selfhood. Languages are understood as sets of speech norms of a particular community and people using them signal their cultural identity. Thus a language becomes a part of a culture and differentiates it from others.

In the modern world of the increasing mobility of people, goods, and information, we are moving towards cultural unification and extinction of some local languages. Culture and language are intrinsically linked, therefore losing a language undoubtedly leads to losing a part of people's cultural identity. On the other hand, languages used by young people, businesses and governments acquire widespread popularity.

Needless to say that globalization is not a new concept to the history of the world. The world has been experiencing globalization since ancient times. Human history can be

perceived as the process of globalization from its inception. The Roman Empire globalized its values within its own world. 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. Ironically, the cold war situation prevented the world from joining together, although in both the communist and capitalist camps, the globalization process was proceeding. The end of the cold war era coincided with the collapse of the Soviet Union and opened the floodgates of globalization; the demand for a global economy has accelerated the process [Ota (2)].

The wide spread of mass communication, world trade and tourism led the way to globalization and the IT made it possible to access information from anywhere in the world. As the world economy has been integrating actively, a common tongue is now important to promote international commerce. Over the past two or three decades, English has come to occupy a significant position among languages – previously one of the several dominant European languages, it is a world language today, the language people use when they want to communicate both internationally and within their own communities.

"Internationalism" has been widely supported by societies and for many nations, globalization equals North Americanization [Левицкий (2) 2010, 165]. According to Ota [Ota (1) 1995, 119], English style communication strategies seem to overshadow some of the traditional national strategies. The following are given as salient characteristics of the English language: aggressive, argumentative, assertive, challenging, competitive, confrontational, direct, egalitarian, non-apologetic, provocative, self-righteous.

English has evolved as a global language over time, despite the attempts of various people to create artificial languages such as Esperanto, as global languages. Today, English is widespread largely due to the fact that it is used so heavily in television, film and music; besides, Hollywood's global spread has contributed strongly to the international popularity of English. It is also the predominant language on the internet – pages in other languages tend to have an English translation. The British Empire and the dominant nature of American popular culture have contributed overall to the spread of English across the planet.

Languages are dynamic and thus changing constantly. They come in contact especially in fields or disciplines where the influence of a language in which the new advances take place is observed in the linguistic system of languages consuming new information or knowledge. This linguistic contact enriches languages' lexical, morphological, syntactic or phonological systems by borrowing terms from a donor (here: English) language to refer to new concepts, situations, actions or objects.

Borrowing has been defined as the introduction of phonological, morphological, lexical, and syntactic items from one language or variety into another. Borrowings occur when two languages are in contact. Although language contact is said to happen between two speech communities close to each other geographically, nowadays, such contact does not require geographic proximity to occur. Our society is media-based; thus language change due to the influence from other linguistic system makes use of virtual space affect the way language speakers use foreign terms in their speech or writing [Crystal 1992, 35].

For many years now we have been referring to English as a global language – as the language of communication, technology, and business. Language borrowings are a clear evidence of linguistic dominance of one language over others; to track the stated tendency, we can consider some examples of English loan words into Russian, (Latin American) Spanish and Finnish vocabulary in business- and IT-related fields, e.g.:

- business-related vocabulary (the Russian language): *бизнес* (Eng. *business*), *бизнесмен* (Eng. *businessman*), *брокер* (Eng. *broker*), *дефолт* (Eng. *default*), *дилер* (Eng. *dealer*), *дистрибьютер* (Eng. *distributor*), *доллар* (Eng. *dollar*), *копирайтер* (Eng. *copywriter*), *нейминг* (Eng. *naming*), *пиар* (Eng. *PR* (public relation)), *прайс-лист* (Eng. *pricelist*), *промоушн* (Eng. *promotion*), *пресс-релиз* (Eng. *press-release*), *стартап* (Eng. *startup*), *офис* (Eng. *office*), *холдинг* (Eng. *holding*), etc.;

- IT-related vocabulary (the Russian language): *апгрейд* (Eng. *upgrade*), *ассемблер* (Eng. *assembler*), *байт* (Eng. *byte*), *блог* (Eng. *blog*, from "web log"), *блоггер* (Eng. *blogger*), *бэклэш* (Eng. *backslash*), *веб* (Eng. *web*, from "world wide web"), *дорвей* (Eng. *doorway page*), *инкремент* (Eng. *increment*), *интернет сервис провайдер* (Eng. *internet service provider*), *киберсквотер* (Eng. *cybersquatter*), *киберсквотинг* (Eng. *cybersquatting*), *клик* (Eng. *click*), *лэптоп* (лентон) *ноутбук* (Eng. *laptop*), *логин* (Eng. *login*), *плагин* (Eng. *plugin*), *постинг* (Eng. *posting*), *свопинг* (Eng. *swapping*), *трафик* (Eng. *traffic*), *файервол* (Eng. *firewall*), *хакер* (Eng. *hacker*), *хай-тек* (Eng. *hi-tech*, *high technologies*), *хостинг* (Eng. *hosting*), etc.

Spanish speakers are using loan words frequently instead of the Spanish equivalents proposed by the specialized associations. In some cases, the Spanish language shows borrowed words without changes, still in others, words are spelled as they are pronounced or used as translations from English [Tello 1995]:

- business-related vocabulary: *boicot*, *bonus* / *bono*, *business*, *cash*, *check* / *cheque*, *coaching*, *commercial*, *corporation*, *deficit*, *dólar*, *e-commerce*, *empowerment*, *eslógan*, *esterlina libra*, *flyer*, *líder*, *management*, *marketing*, *mitin*, *muña* (Eng. *money*), *networking*, *retail*, *target*, *telemarketing*, *tormenta creativa* (Eng. *brainstorm*), *trabajador freelance*, *voucher*, etc.;

- IT-related vocabulary: *bit*, *browser*, *cd*, *cd-rom*, *chatear* (Eng. *to chat*), *chip*, *cliquear* (Eng. *to click* (mouse)), *display*, *dominio*, *email* / *correo-e*, *escáner*, *fax*, *hacker*, *hardware*, *interfaz*, *internet*, *intranet*, *modem*, *multimedia*, *on-line*, *PC*, *portal*, *printer*, *protocolo*, *ram*, *site*, *sofúear* / *software*, *web*, etc.

In recent years Finland, like the other Nordic countries, has experienced an explosion in the use of English in various domains of public and private life. With increasing internationalisation, English has become an essential part of the professional life of a steadily growing number of Finns in various fields, be it politics and government, science and education, business, communication and media, transportation, tourism, sports, culture or entertainment [Pahta, Taavitsainen 2004, 167].

English loan words into Finnish are mainly represented by direct loans in adapted or nationalized forms, e.g.: *bisnes*, *blogi*, *internet*, *kaanami* (Eng. *economy*), *manageri* (Eng. *manager*), *markkinointi* (Eng. *marketing*), *markkinointistrategia* (Eng. *marketing strategy*), *PC*, *shekki* / *sekki* / *šekki* (Eng. *cheque*), *soseissöni* (Eng. *association*), etc.

The Finnish vocabulary also presents a number of borrowings that function alongside with the national words though the former ones are used more often nowadays e.g.:

agenda (Finn. *asialista*), *briefing* (Finn. *selonteko*), *chat* (Finn. *keskustelu*), *desktop* (Finn. *työpöytä*), *happening* (Finn. *tapahtuma*). Although the English words have been given equivalents in Finnish, these seem to be ignored by Finnish speakers. This behavior appears to be reinforced by the media: television, press, radio, and internet make ample use of English borrowings and contribute to the widespread of the items.

This trend to cultural dominance is tremendous. When the world loses cultural diversity and perspectives, it bears less cultural resources. Alternatively, having one dominating language may provide for better communication and understanding among nations. The process of globalization refers to the phenomena involving some sweeping changes that are taking place world-wide based on commonly accepted values, beliefs, political movement, trends and views. According to Ota [Ota (2)], globalization phenomena will continue to stride into the future; it is our urgent task to examine the checks and balances of the globalization process, and find a way to promote both regional cultures and global values.

Процес глобалізації є причиною значних змін у суспільстві, його вплив є очевидним, якщо розглядати взаємодію мови та культури. Мовні запозичення є свідченням лінгвістичного домінування однієї мови над іншими. В статті розглядаються англійські запозичення у російській, іспанській, фінській лексичних системах.

Ключові слова: глобалізація, запозичення, культура, мова.

Процесс глобализации влечет за собой значительные перемены в обществе; его влияние очевидно, если рассматривать взаимодействие языка и культуры. Языковые заимствования свидетельствуют о лингвистическом доминировании одного языка над другими. В статье рассматриваются английские заимствования в русской, испанской и финской лексических системах.

Ключевые слова: глобализация, заимствование, культура, язык.

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