

**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ҒЫЛЫМ ЖӘНЕ ЖОҒАРЫ БІЛІМ МИНИСТРЛІГІ**

**«Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ» КЕАҚ**

**Студенттер мен жас ғалымдардың  
«GYLYM JÁNE BILIM - 2024»  
XIX Халықаралық ғылыми конференциясының  
БАЯНДАМАЛАР ЖИНАҒЫ**

**СБОРНИК МАТЕРИАЛОВ  
XIX Международной научной конференции  
студентов и молодых ученых  
«GYLYM JÁNE BILIM - 2024»**

**PROCEEDINGS  
of the XIX International Scientific Conference  
for students and young scholars  
«GYLYM JÁNE BILIM - 2024»**

**2024  
Астана**

**УДК 001**

**ББК 72**

**G99**

**«ǴYLYM JÁNE BILIM – 2024» студенттер мен жас ғалымдардың XIX Халықаралық ғылыми конференциясы = XIX Международная научная конференция студентов и молодых ученых «ǴYLYM JÁNE BILIM – 2024» = The XIX International Scientific Conference for students and young scholars «ǴYLYM JÁNE BILIM – 2024». – Астана: – 7478 б. - қазақша, орысша, ағылшынша.**

**ISBN 978-601-7697-07-5**

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

**УДК 001**

**ББК 72**

**G99**

**ISBN 978-601-7697-07-5**

**©Л.Н. Гумилев атындағы Еуразия  
ұлттық университеті, 2024**

### Қолданылған әдебиеттер тізімі

1. Марғұлан Ә. Ежелгі жыр, аңыздар. – Алматы: Жазушы, 1985. - 135 б.
2. Баширова Г. И. Место военно-лексических единиц в эпосе «Китаби деде Коркут» // «Журнал научных публикаций», С 9-11.
3. О.Жанайдаров. Ежелгі Қазақстан аңыздары: Алматы, 2007. – 200 б.
4. Н. Келімбетов. Ежелгі дәуір әдебиеті. – Алматы: Атамұра, 2005. – 433 б.

## ПОДСЕКЦИЯ 5.5 ИНОСТРАННЫЕ ЯЗЫКИ В КОНТЕКСТЕ ДИАЛОГА КУЛЬТУР

UDC 32:81'246.3

### THE ROLE OF ENGLISH LANGAGE WITHIN GLOBAL CULTURAL DYNAMICS

**Askhatkyzy Meruert**

[merukashing@mail.ru](mailto:merukashing@mail.ru)

Student, L.N. Gumilyov Eurasian National University, Astana, Kazakhstan

Supervisor – A.B. Kaliyeva

Culture, with its myriad interpretations, can be simplified as a human construct born from consciousness, experience, and abstract thought, molding elements provided by nature. For instance, through imitation, humans have developed the ability to articulate sounds, demonstrating cultural evolution.

Regarding language, it stands as a vital component of global culture. Each language holds significance within world culture, offering a means to interpret reality. Language, viewed as the foremost element of culture, serves as a direct reflection of reality.

In the realm of linguistics, experts estimate there to be over 7000 languages globally, excluding dialects.

English has attained a global status due to objective factors, particularly its internal structure and grammar, enabling precise expression of reality across scientific and practical domains. With over 1.5 billion speakers worldwide, English boasts unparalleled reach among the world's 8 billion inhabitants. No other language enjoys such widespread usage.

Culture encompasses human achievements and forms the bedrock of societal interaction, with language serving as a primary medium for communication. The emergence of language has catalyzed humanity's advancement, fostering further development across various realms.

Language serves to elucidate, convey, and proliferate cultural ideologies, interconnecting these notions with societal values and norms, thereby cementing one's belonging to a particular social stratum. The evolution of global culture is intricately tied to the predominance of English as a universal medium for communication and interaction, channeling the perspectives and ethos of English-speaking nations into the cultural tapestry.

With the advent of mass communication and digital technologies in the late 20th and early 21st centuries, a unified information landscape emerged, necessitating a singular lingua franca. Presently, English exerts a significant influence on global culture, predominantly through mass media channels, shaping perceptions and disseminating ideas across borders.

Presently, the sway of the English language and its associated culture on global media is immense. The sheer quantity of media content in English distributed daily vastly surpasses that in other languages, and the proliferation of English-based mass culture is evident in the domestic media of nearly all nations.

The impact of Anglo-American media is evident in the adoption of English vocabulary into the Russian language. Modern Russian is replete with terms of English origin that have permeated various aspects of daily life. One can readily encounter such lexical entities as management, business, sponsor, trader, speechwriter, killer, speaker, drive, DJ, showman, promotion, file, and more within newspapers.

Given its status as a global lingua franca, English exerts influence across diverse domains of human existence, including education, science, art, music, tourism, politics, and beyond.

Presently, the impact of English on global media is immense. Not only is it prevalent in newspapers and television, but it also holds a significant position in contemporary music. A considerable portion of popular songs, including timeless classics, are either composed in English or heavily influenced by it. Given that the epicenter of the music industry lies in America and Europe, where English often serves as the primary language, it's no surprise that English dominates in songwriting. Its simplicity for crafting rhymes and its inherent melodiousness make it a preferred choice even for artists from regions like Kazakhstan.

Moreover, in the last fifty years, the English language teaching industry has experienced unprecedented growth, emerging as one of the fastest-expanding sectors globally. The demand for English language instruction continues to surge, with a steady rise in the establishment of language schools aimed at catering to this need.

As more individuals gain familiarity with diverse local cultures, a unified global culture emerges—a phenomenon widely discussed across various aspects of modern society. This global linguistic and cross-cultural integration represents the ultimate goal of language acquisition. Achieving this entails recognizing global issues and contributing to them in locally relevant ways, aligning with the post-modernist principle of "think globally, act locally."

Understanding this concept may pose challenges for many learners, particularly as it involves the paradox of embracing local perspectives to foster a global mindset. This complexity underscores the nuanced nature of language in today's world, particularly for learners of dominant languages like English, who must navigate the integration of local context into their language acquisition process. Given the intricacies involved, tertiary-level English learners should receive instruction at a comprehensive level to effectively navigate this integration.

Barfield and Uzarski offer an intriguing perspective on language integration, suggesting that even if indigenous languages face extinction—a trend seen worldwide—the essence of those cultures can be preserved by integrating them into another language like English. Despite the potential loss of indigenous languages, learning another language, such as English, can serve as a means to retain the cultural "roots" embedded within them.

Furthermore, when discussing English's impact on global culture, one cannot overlook its role in tourism and travel. The motives for international travel are multifaceted, ranging from business trips to leisure vacations, religious pilgrimages, or sports events. Regardless of the purpose, every journey carries linguistic implications, necessitating language learning and interpretation.

Over time, the phenomenon of travel has evolved into a substantial influencer. Particularly noteworthy is English's pervasive influence in this domain, fueled by the ongoing trend of globalization.

As tourists come from diverse backgrounds, it's crucial to ensure they have a seamless experience, particularly for English-speaking travelers. Hence, many tourist destinations prioritize English, with signs and restaurant menus commonly available in this language. Additionally, individuals in need, often found in tourist spots, proficiently speak English to facilitate transactions like selling souvenirs or seeking assistance.

English also plays a pivotal role in regulating transportation and accommodation, with safety instructions on flights and emergency information in hotels frequently provided in English. This widespread usage of English is a significant driver of globalization, highlighting the need for enhanced language education and effective learning methodologies.

The emergence of English as a universal language is attributed to its adaptability and the desire for international unity, fostering global communication and cultural exchange. With over 300 million native speakers and 400 to 800 million foreign users, modern English reflects a rich tapestry of linguistic influences, contributing to its widespread adoption and global significance.

English serves as the official language in air transport and shipping, holds a leading position in fields such as science, technology, computers, and commerce, and serves as the primary medium for education, publications, and international negotiations. Consequently, it is often referred to by scientists as the "World English Language." While it's challenging to precisely forecast the future demand for English, its necessity remains unquestionable. As our nation increasingly embraces international collaboration, proficiency in English becomes imperative. Utilizing English allows us to tap into global knowledge and engage with individuals from diverse cultural backgrounds, facilitating mutual understanding and self-expression.

The pervasive influence of English directly shapes world culture, imbuing it with the concepts and values of English-speaking nations. English has emerged as the paramount language for global communication, cementing its status as an international language of unparalleled significance.

### **Literature**

1. Grushevitskaya T.G., Popkov V.D., Sadokhin A.P. Fundamentals of intercultural communication: textbook for universities p.108
2. <https://school-science.ru/12/3/48433> Kolomoets P.A. "English as a global language of communication" p.45-48
3. Ikonnikova S.N., Bolshakov V.P. Theory of culture: textbook. P.18  
St. Petersburg: St. Petersburg, 2008. 592 p.
4. I. E. Alekberova. "English in the context of globalization" *Lingua mobilis* № 4 (37), 2012 104p.
5. Barfield, S. C., and Uzarski, J. (2009). Integrating Indigenous Cultures into English Language.

UDC 81-22

## **THE IMPACT OF GLOBALIZATION ON THE CULTURE OF KAZAKHSTAN**

**Akhmetbekova Kamila**

*ahmetbekovak@gmail.com*

Student, L.N. Gumilyov Eurasian National University, Astana, Kazakhstan

Supervisor – D.O. Saliyeva

Arguments concerning the advantages and disadvantages of globalization, including prominent politicians, scientists, and public personalities from many backgrounds, have long transcended economic and societal barriers. The public is become increasingly unconcerned just the financial benefits of open borders, such as the export-import ratio, taxes and quotas, the global division of labor, and absolute and relative advantages Smith and Ricardo claim that because of the actions of multinational firms and technological transfer, society is becoming more and more interested in the social and cultural aspects of the problem. And this is understandable given that many sociologists and fervent opponents of globalization always remind us that the processes associated with it are frequently permanent and have unfavorable effects. Meanwhile, it is certain that the process of globalization has a good impact on the social, cultural, and economic aspects of every state, in addition to its negative effects.

Globalization is the process of global economic, political, and cultural integration. Its primary features include the expansion of capitalism worldwide, the division of labor globally, and the movement of money around the planet, personnel and manufacturing resources, standardizing technology and