

ТІЛАРАЛЫҚ ИНТЕГРАЦИЯ, ЛИНГВИСТИКАЛЫҚ ЖӘНЕ ЛИНГВОДИДАКТИКАЛЫҚ ЗЕРТТЕУЛЕРДІҢ МӘСЕЛЕЛЕРІ
ХАЛЫҚАРАЛЫҚ ҒЫЛЫМИ КОНФЕРЕНЦИЯ ЖИНАҒЫ

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**ТІЛАРАЛЫҚ ИНТЕГРАЦИЯ, ЛИНГВИСТИКАЛЫҚ
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- 同種目は初採用の東京五輪に続き、来夏のパリ五輪でも実施される。(Dō shumoku ha hatsu saiyō no Tōkyō gorin ni tsudzuki, raika no Pari gorin demo jisshi sareru) Вслед за Олимпийскими играми в Токио, которые были приняты впервые, такое же мероприятие будет проведено на Олимпийских играх в Париже следующим летом.

- 宮崎県が15日、発表した。(Miyazaki ken ga 15-nichi, happyō shita) Префектура Миядзаки объявила 15-го числа.

В ходе лексико-стилистического анализа текстов спортивного дискурса были выявлены следующие характеристики: наличие взаимозаменяемых синонимов; большое количество аббревиатур на латинице; активное использование заимствованных слов «гайрайго», а также 混種語 (konshugo), состоящих из слов разных пластов лексики; терминология неяпонских видов спорта состоит из заимствованных слов, исключением является бейсбол; числительные записываются арабскими цифрами; незначительное использование молодежного сленга и ономотопеи; употребление троп и стилистических фигур в умеренном количестве для придания большей выразительности тексту; преобладание информационного стиля над нейтрально-вежливым стилем.

Таким образом, мы выявили характеристики, которые отображают современное состояние японского языка на материале текстов спортивного дискурса. Каждая из использованных лексических и стилистических особенностей раскрывает текст, благодаря чему читателю легче воспринять информацию. Цели и задачи нашего исследования были достигнуты.

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FORMATION OF LINGUISTIC IDENTITY IN THE CONTEXT OF GLOBALIZATION

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Түйіндемe: Бұл мақалада жаһандану жағдайында тілдік тұлғаның қалыптасуы қарастырылады. Identity – тұлға, мәдени ерекшеліктер және әлеуметтік орта контекстінде өзінің өзіндік санасын қамтитын күрделі және көп қырлы ұғым. Мәдениеттердің өзара байланысының күшеюі және жаһандық тіл ретінде ағылшын тілінің үстемдігі жағдайында адамдар өздерінің тілдік ерекшелігін сақтау және сонымен бірге жаһандану әлемінің талаптарына бейімделу мәселесіне тап болады. Мақалада тілдік тұлғаның қалыптасуына әсер ететін түрлі факторлар, соның ішінде тіл саясаты, білім беру жүйесі және мәдени ықпалдар қарастырылады.

Аннотация: В данной статье рассматривается формирование языковой личности в условиях глобализации. Идентичность – сложное и многогранное понятие, охватывающее осознание собственного “Я” в контексте личности, культурных особенностей и социального окружения. В условиях растущей взаимосвязи культур и доминирования английского языка как глобального языка люди сталкиваются с проблемой сохранения своей языковой идентичности и одновременной адаптации к требованиям глобализованного мира. В статье рассматриваются различные факторы, влияющие на формирование языковой личности, в том числе языковая политика, системы образования и культурные влияния.

Abstract: This article examines the formation of a linguistic personality in the context of globalization. Identity is a complex and multifaceted concept that encompasses awareness of one’s own Self in the context of personality, cultural characteristics and social environment. In the context of the growing interconnection of cultures and the dominance of English as a global language, people are faced with the problem of maintaining their linguistic identity and at the same

time adapting to the demands of a globalized world. The article examines various factors influencing the formation of a linguistic personality, including language policies, educational systems and cultural influences.

Keywords: *identity, linguistic identity, globalization*

Түйін сөздер: *тұлға, тілдік тұлға, глобализация*

Ключевые слова: *идентичность, языковая идентичность, глобализация*

Introduction

The concept of identity which emerged in the beginning of XX century, became a topic for discussion in different fields of studies, such as psychology, sociology, ethnology, social anthropology, linguistics and etc. One of the first to become interested in the concept of identity was psychologist Erik Erikson. In his work on the theory of psychological development, Erikson introduced the idea of ego identity, which is often called the “self” identity. He argued that ego identity is the awareness of the fact that there is a self-sameness and continuity, which means a person's personal sense of continuity [1]. A relatively recent statement about identity comes from Joseph E. John, who believes that there are two main aspects of a person's identity. The first aspect is the person's name, which serves primarily to distinguish him from other people, and then there is that deeper, elusive something that makes up who the person really is, and we do not have an exact word [2]. This makes sense, because the name is our identity, but at the same time there is something that distinguishes us from the crowd of people with the same names as ours. Thus, it is clear that a person's identity consists of various characteristics that people use to categorize and define themselves. Identity is a complex and multifaceted concept that covers various aspects of the human personality. One such aspect is linguistic identity, which involves the use of language to form and express one's individuality. This article examines the main aspects of constructing identity through language. The influence of globalization on the process of formation of a linguistic personality is also shown.

Linguistic identity

Over time, the topic of “Linguistic identity construction” is becoming more and more relevant and studied in science. Researchers are currently focusing on the relationship between language and identity, and how people use language to construct and express their linguistic identities.

Linguistic identity is one of the aspects of cultural and social identity associated with the use of a particular language in communication. It is formed as a result of interaction with the linguistic community, where a person acquires not only language skills, but also cultural characteristics. Language means can be an indicator of where a person is from, what he does, what social class he belongs to, and etc. There are three components of linguistic identity - idiolect, dialect and linguistic agency. An idiolect is a person's unique use of language, which means that each person has a unique use of vocabulary, grammar, and pronunciation. While dialect shows information about linguistic community, in other words, social identity. Last, but not least: language agency, that is, how idiolect and dialect combine to form a single epistemic agency within his or her linguistic community. E.N.Molodychenko considers two cases demonstrating that language plays a dual role in the formation and expression of forms of identity: on the one hand, linguistic signs are means of stylization (the totality of which forms the linguistic “fraction” of style), and on the other, linguistic signs. on the other hand, language is used in its representative function as a tool that facilitates the recognition of social typification and the formulation of various kinds of meanings, attitudes, beliefs, and ideologies that correlate with them [3]. In the course of her article, E.N.Molodychenko turns to the work of E.S.Kara-Murza, who in turn worked on an article from the Cosmopolitan magazine. The article consisted of several segments written in sociolect, clearly showing what social cultures they belong to: rock fans, hippies, intellectuals, etc. She believes that the source text and its analysis provided by E.S.Kara-Murza illustrate the fact that social typifications [4], relatively easily individualized and recognizable (thanks to the skill of the author source text on the use of stylistic resources and, of course, the use of typing labels, such as “brothers”, “Mitka”, etc.), are characterized by different “scales” and reasons for their allocation (for example, socio-economic class, age or musical preferences) [3, p. 21].

Despite the fact that every day a person is influenced by a wide range of different sources of variation, such as life experiences, language meetings, the jobs they had, and their parents, friends and teachers,

difficult to say that the idiolect is stable in its integrity. However, some elements may persist throughout a person's life, others may go out of fashion, and new patterns, preferences and features may be acquired over time. While, accent and pronunciation may indicate a person's affiliation with a particular group or region. For example, speakers of English with a British accent may identify with the United Kingdom, while speakers of English with an American accent may identify with the United States. Accent and pronunciation can have cultural and social implications and highlight our membership in a particular group or community. Since, every language has its own unique words and expressions that can indicate that we belong to a particular group or community. For instance, the use of certain slang expressions may indicate membership in a youth subculture or professional group. The use of certain vocabulary items and phrases can create a sense of belonging and belonging to a particular culture or community.

Today, creating one's own identity is one of the most common activities, be it work or self-presentation in society. Although people cannot change the fact of who they are, through language people have the ability to create their own identity and leave an impression of themselves on others. O. Shkamarda considered the lexical, grammatical and stylistic means of presenting an English-speaking personality in the communicative situation of an Internet blog as one of the ways of self-identification. Thus, he believes that to articulate their position, people skillfully use linguistic resources (lexical, grammatical, and stylistic) [5].

The work of N.Bondar and K.Dubovskaya discusses the linguistic strategy of self-presentation, which corresponds to the motivational level and characterizes self-presentation as a separate activity. They consider the technique of self-presentation as a way of presenting information about oneself, depending on the goal that a person pursues. [6] This idea has also been developed and used to analyze the linguistic aspects of personality studies in example of literary biography W. Isaacson "Steve Jobs: Biography". "The motive of image creation is implemented through the linguistic strategy of self-presentation. Self-presentation is the desire of a linguistic personality to create an image for others that corresponds to his / her goals. The linguistic tactics of self-presentation in the literary biography "Steve Jobs: Biography" include tactics of self-praise, appealing to authorities, exculpatory self-defense, criticism, positioning himself as an example to follow, etc." [7]. In this example, a study of the personality of Steve Jobs, it is shown that the process of identification correlates with a number of philosophical concepts (self-identification, self-esteem), the main means of implementation of which at the verbal level is the language strategy and self-presentation.

Ultimately, the construction of a linguistic identity is a complex process that includes the choice of language, accent and pronunciation, as well as the use of specific lexical items and phrases, which in their own way indicate membership in a particular social and cultural environment. However, in the context of globalization, linguistic identity may undergo changes, but retains its importance in the formation of personality and interaction between people.

Globalization and its impact on linguistic identity

The modern world trend of globalization, which leads to increased interaction and mixing of different cultures and languages. This affects language identity as people face difficulties in choosing between maintaining their traditional language identity and adapting to new language trends. Globalization also contributes to the emergence of new forms of linguistic identity, for example through the use of international languages or the creation of mixed language varieties, which leads to language shift. Language shift usually results in linguistic convergence, in which native speakers adopt features of the dominant language. This convergence can lead to language contact phenomena such as code switching and language mixing, where native speakers move between their native language and, for example, English [8].

Linguistic identity is a combination of language skills, habits and characteristics that develop in each person in the process of his language development. The impact of globalization on linguistic personality is significant. One of the main influences of globalization on the linguistic personality is the spread of English as an international language of communication. English is becoming increasingly common and is used in various areas of life such as business, science, technology and entertainment. This results in many people incorporating elements of the English language into their

linguistic personality, including English words, phrases and expressions. In addition, globalization promotes migration and the movement of people around the world. This leads to a mixture of different linguistic and cultural groups. People can adapt and incorporate into their linguistic personality elements of other languages and cultures with which they interact. For example, they may borrow words, phrases, or grammatical structures from other languages to express certain ideas or concepts. One of the factors which accelerating globalization is Internet communications. With the development of Internet communications, the boundaries between countries and cultures are becoming increasingly blurred, and people are able to communicate and exchange information internationally. This has both positive and negative consequences for linguistic identity. On the one hand, globalization and Internet communications create opportunities for people from different countries and cultures to learn from each other and learn different languages. A variety of online resources, such as language courses, translators, and social networks, allow people to learn and practice foreign languages without having to travel or live in another country. This contributes to the development of multilingualism and increased linguistic literacy in general, increasing the linguistic competence of the individual. On the other hand, globalization can also have a negative impact on linguistic identity. The development of the Internet and social networks makes more and more people perceive English as the dominant language of communication. This leads to the gradual displacement of local languages and cultural traditions. The younger generation increasingly prefers to use English in everyday life and in online communication, which can lead to the loss of unique linguistic features and identity. However, the influence of globalization on a linguistic identity is not always one-sided process. Through interaction and intercultural exchange, people can also preserve and protect their linguistic and cultural identity. They can retain their linguistic characteristics and preferences by using them in everyday communication and cultural practices.

Conclusion

Linguistic identity is an important aspect of the formation and expression of individuality and membership in certain groups or communities. Language plays a role not only as a means of communication, but also reflects the cultural, social and ethnic characteristics of an individual. Globalization is a process as a result of which the world becomes more connected and interdependent, including in the field of language. With the development of technology and communications, people increasingly interact with representatives of other cultures and language groups. This leads to the influence and adaptation of various linguistic elements. In the context of globalization, linguistic personality may be subject to change, but retains its significance in the formation of personality and interaction between people.

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