

Language and Globalization

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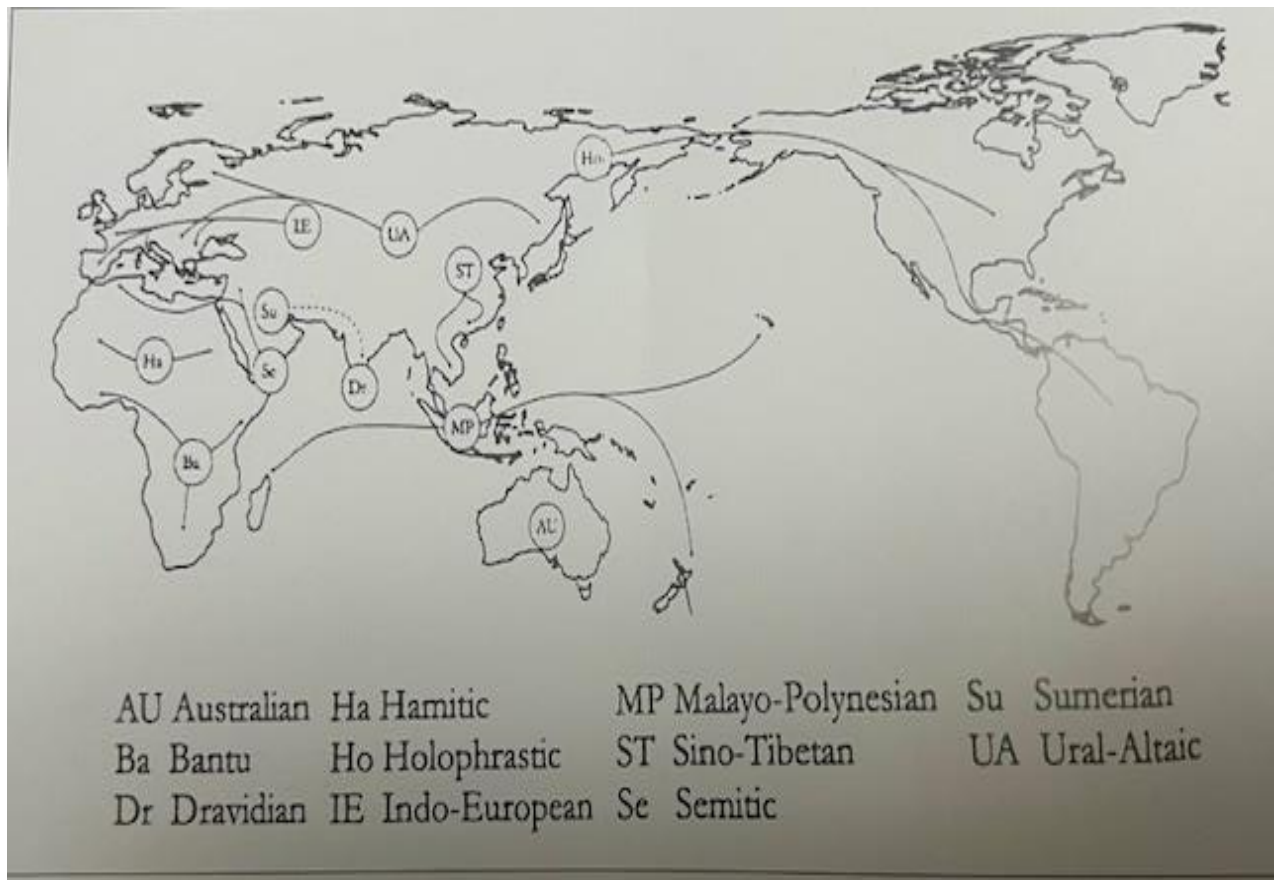
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1-1 Understanding Globalization

Although globalization attempts to eliminate geographical, linguistic, cultural, and social barriers, etc., by breaking down borders and making the world like a small village, it still has a relationship with language.

According to "Arjun Appadurai's" view, Globalization is a multidirectional process that encompasses the production and flow of ideas, ideologies, people, objects, images, messages, techniques, and methods (Appadurai, 2001:1-3). "Steger" in his book titled "Globalization: A Very Short Introduction" states: Globalization consists of the existence of global economic, political, cultural, linguistic, and environmental interconnectedness without the interconnection of borders with each other (Sharma, 2022: 28).

In recent decades, the world has witnessed more interaction and facilitation than ever before, along with the expansion of the global tourism industry, which has become the largest economic sector in the world. The migration movement has also become active among world regions in a way that has never been seen before. In this context, the role of language has become evident to better understand this direction of globalization and the rapprochement of peoples. After tourism and some other activities that were limited in our time, they have now become widespread and general activities. In all these previous examples, the importance of the English language in these developments has become apparent and has become the factor through which culture is transmitted through this language. Some see that globalization is not a new phenomenon, and they see that the advancement of all aspects of life, migration, and the spread of languages are all evidence of the nature of the globalization phenomenon and the adoption of their cultures. This map below shows the spread of cultures through the rapid spread of language families (Muhammad Midhat Jaber and Faten Muhammad Al-Banna, 2011: 45):



1-2 The Relationship Between Language and Globalization

Globalization is fundamentally a process of mixing different languages, global economies, and their cultures, etc. Today it is clear that all humans now connect with each other for their personal and commercial purposes. The impact of globalization can be seen in all fields such as language, learning, technology, production trends, and knowledge. The English language has a great impact on globalization, and as a result, many people have started to learn English as a second language (Sharma, 2022: 28).

The current era has a complete force for development in the fields of: language, literature, art, information technology, communication tools, etc., which cannot ignore the global rapid method. Globalization is also one of those factors that accelerates the method of reception and development (Sharma, 2022: 28).

Globalization has indirectly affected languages, but this effect is not immediately visible, but will appear over a long period. Regarding the dominance of the English language, which has connected most of the global economy with those countries that speak English. To this extent, globalization has affected regional languages, especially mother tongues. This matter has been seen in the case of the Punjabi mother tongue, where the Punjabi language is trying to survive from disappearance as the English language has imposed its hegemony over all regional languages (Sharma, 2022: 28).

Globalization and language have an interconnected relationship, rather language is the lifeblood of globalization. Language is not only a symbol for social and cultural transformation, but it is the last thing that remains and disappears. We must not diminish the importance of knowing regional languages. Although the English language has become very strong and there is no doubt that the global methods of globalization dictate that no one can deny the necessity of knowing English, because it gives people more opportunities, but on the other hand, regional languages confirm that their great concepts increase our capabilities more. In addition to the fact that many tasks are presented only to those who know more than one language (Sharma, 2022: 28-29). Along with the fact that regional languages maintain the identity and cultures of nations.

1-3 Positive and Negative Effects of Globalization on Languages

The consequences of globalization are both positive and negative. The era of globalization repeats that globalization is a blessing for communication to succeed day after day, and young people's support for learning the traditions of their cultures and their disappearing languages has been created. In this field, it is said that communication has an influential power and can play a role in creating a society and the characteristics of that society, such as language and culture. Communication is required to play an enlightening role in this field, through the service of advancing an ideal society where art and life can freely develop (Sharma, 2022: 29).

Globalization has opened new doors for languages for their opportunities. Although people try through the service of self-completion and achieving success, English remains an important factor for achieving these goals as the English language provides people with basic capabilities so they can adapt themselves to the new technological era (Sharma, 2022: 29).

This current technology has made the world a small village. People in developed cities benefit from this globalization, but in backward cities, the effects of globalization on them are negative. Undoubtedly, knowing how to speak English has become a very important tool for the world of globalization, but one must not forget the mother tongue. Technology must be relied upon to improve regional languages (Sharma, 2022: 29).

The spread of religion and commercial exchange has played an important role in cultural globalization, and language was the medium and mover of this culturalization. Media tools and the tourism movement also helped English become a global language without a partner. Especially in advertising and introducing global brands and marks that transfer their cultures and became factors for some of them to dominate. For example, the "McDonald's" food chain, which at the end of the 90s had more than 26,000 branches in 119 countries worldwide, where English was the pillar of its advertising, alongside regional languages, this became a factor with global character (Muhammad Midhat Jaber and Faten Muhammad Al-Banna, 2011: 46).

But there is another view that says: Some see that globalization became a factor for more emphasis on diversity and commitment to ethnicity and attachment to the mother tongue to be done as a reaction to globalization, and among them were efforts to revive small European languages and other ancient Celtic languages such as Welsh, Scottish, Catalan, and Basque. Calls for preserving linguistic and cultural diversity also increased (Muhammad Midhat Jaber and Faten Muhammad Al-Banna, 2011: 46).

Globalization has positive and negative effects on languages, as shown below:

A- Positive Effects of Globalization on Languages: The positive effect of globalization on languages is that it opens new doors for communication and expansion. This is through the expansion of technology, the internet, Artificial Intelligence and Machine Translation, etc., which has made people more familiar with each other, and this communication from one side and the other side, globalization has encouraged societies to adapt their languages with technology and current development in the world.

B- Negative Effects of Globalization on Languages: The negative effect of it on languages is that there is a great danger to not maintaining the diversity of languages and the disappearance of regional languages - if their languages remain behind - because globalization has become a factor for some languages to dominate from one side, and from the other side, by imposing the hegemony of some specific languages. Like the English language, because it is a global language and the language of science and technology.

1-4 The Effect of Language and Globalization on Each Other

It must be clarified that both language and globalization affect each other, as follows:

1. **The Effect of Language on Globalization:** Language spreads globalization because language transmits technology, communication, knowledge, economics, politics, culture, etc. Like the English language now plays this role.
2. **The Effect of Globalization on Language:** Globalization has become a factor for some languages to spread as global languages, like the English language, and globalization has made this language a necessity that all people learn English so they can adapt themselves with technology, the job market, and science.

Sources:

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2. **In English:**
 - Appadurai, Arjun (2001). Globalization. Duke University Press, Durham, NC.
 - Sharma, V. (2022). GLOBALIZATION AND LANGUAGE. GAP BODHI TARU. A GLOBAL JOURNAL OF HUMANITIES. Volume - V Issue I.