

ENGLISH AS A GLOBAL LANGUAGE

Today English serves as an international medium of communication in the fields of science, business, politics and culture. Its global spread is driven by historical and economic factors which raises an important question: is English displacing national languages, endangering linguistic diversity? This question is of both scientific and practical importance as it relates to the preservation of the cultural identity of peoples and the effectiveness of international communication.

The problem of the influence of English on national languages has been the subject of many studies. In particular, David Crystal in his work 'English as a Global Language' emphasises the role of English as a language of global interaction while recognising the risks for smaller languages [2]. Robert Phillipson in his work 'Linguistic Imperialism' considers the process of spreading English as a form of neocolonialism [5]. David Graddol in 'English Next' analyses the future of English and its impact on other languages [4]. In addition, Brauchler and Schneider, in their book 'Language Policy in the Digital Age', explore the role of digital technologies in preserving linguistic diversity [1].

However, the question of the balance between the use of English and the preservation of national languages remains open. In today's context there is a growing need to study the mechanisms of coexistence between the global language and language traditions.

The purpose of the article is to analyse the impact of English on national languages and identify measures to preserve linguistic diversity. The main objectives are: 1) to study the main factors of the spread of English; 2) to identify threats to national languages; 3) to outline the prospects for preserving linguistic identity in a globalised world.

English gained the status of a global language thanks to the colonial expansion of the British Empire and later the economic dominance of the United States. In the twenty-first century its position is being strengthened by information technology and digitalisation, as more than 50% of Internet content is created in English. In addition, international organisations such as the UN, the EU, and the IMF use English as a working language. David Graddol analyses the impact of digital technologies on the spread of English and predicts its growing role in the future [4].

The intensive use of English in science, business, and education is helping to reduce the role of national languages. For example, in many countries universities are introducing English-language instruction which can lead to a decrease in students' motivation to learn their native language. According to UNESCO, almost 40% of the world's languages are in danger of extinction, and globalisation is one of the factors behind this process [5]. Robert Phillipson in his work 'Linguistic Imperialism' emphasises that English is an instrument of cultural hegemony that displaces less developed languages and forces people to adapt to the English-speaking environment [5].

Despite the risks, English provides effective international communication and access to global knowledge. The following measures are necessary to preserve linguistic diversity:

- Legislative regulation of the status of national languages [6].
- Use of technology for digitalisation of native languages [1].

- Educational programmes to support multilingualism [3].

English plays an important role in global communication, but its spread poses a threat to linguistic diversity. It is important to implement strategies that promote the preservation of national languages without rejecting the benefits of global communication. Further research could be aimed at analysing the effectiveness of language policies in different countries and assessing the impact of digital technologies on maintaining linguistic identity.

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