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## LANGUAGE AS NATIONAL CULTURAL IDENTITY: A REFLECTION OF HISTORY, VALUES, AND GLOBALIZATION

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**ABSTRACT:** This article examines the pivotal role of language in shaping national cultural identity, preserving cultural values, and maintaining societal heritage. The purpose of the research is to explore how language acts as a reflection of national identity, transmits societal values, and preserves traditions, especially in the face of globalization. Research methods include a combination of linguistic theory, cultural anthropology, and sociolinguistics to understand the deep interconnection between language and identity. The study reveals that language not only facilitates communication but also serves as a vessel for cultural continuity, especially in multilingual societies.

**KEYWORDS:** language, cultural identity, values, globalization, communication, explore, linguistic diversity, cultural values

## TIL MILLIY MADANIY O‘ZLIK SIFATIDA: TARIX, QADRIYATLAR VA GLOBALIZATSIYANING AKS-SADOSI

**ANNOTATSIYA:** Ushbu maqola tilning milliy madaniy o‘zlikni shakllantirishda, qadriyatlarni saqlashda va jamiyat merosini himoya qilishda muhim o‘rni haqida so‘z yuritadi. Tadqiqotning maqsadi globalizatsiya sharoitida tilning milliy o‘zlikni ifodalashdagi, jamiyat qadriyatlarini uzatishdagi va an‘analarni saqlashdagi rolini o‘rganishdir. Tadqiqot metodlari sifatida lingvistik nazariya, madaniy antropologiya va sotsiolingvistika birlashtirilgan bo‘lib, til va identitet o‘rtasidagi chuqur bog‘liqlikni aniqlashga qaratilgan.

**KALIT SO‘ZLAR:** til, madaniy o‘ziga xoslik, qadriyatlar, globallashtirish, aloqa, kashfiyot, til xilma-xilligi, madaniy qadriyatlar

## ЯЗЫК КАК НАЦИОНАЛЬНАЯ КУЛЬТУРНАЯ ИДЕНТИЧНОСТЬ: ОТРАЖЕНИЕ ИСТОРИИ, ЦЕННОСТЕЙ И ГЛОБАЛИЗАЦИИ

**АННОТАЦИЯ:** Эта статья исследует важную роль языка в формировании национальной культурной идентичности, сохранении культурных ценностей и поддержании общественного наследия. Цель исследования заключается в изучении того, как язык является отражением национальной идентичности, передает общественные ценности и сохраняет традиции, особенно в условиях глобализации. Для исследования использованы методы лингвистической теории, культурной антропологии и социолингвистики, чтобы понять глубокую взаимосвязь между языком и идентичностью.

**КЛЮЧЕВЫЕ СЛОВА:** язык, культурная идентичность, ценности, глобализация, коммуникация, исследование, языковое разнообразие, культурные ценности

**INTRODUCTION.** Language is not merely a communication tool but a powerful reflection of national identity, preserving and transmitting a society's history, culture, and collective consciousness. It encapsulates the traditions, values, and worldview of a nation, providing a vital means of cultural continuity across generations. In multilingual societies, language plays a critical role in uniting social groups while also marking distinctions that define group identities. This study examines how language functions as a marker of national identity, as a vehicle for cultural transmission, and as a platform for navigating the challenges of globalization. Specifically, it explores the relationship between language, identity, and values, as well as the threats posed by globalization to linguistic diversity.

**MATERIALS AND METHODS.** This paper adopts a theoretical and interdisciplinary approach, drawing upon linguistic theory, cultural anthropology, and sociolinguistics to explore the multifaceted role of language in shaping national identity. A review of key texts and case studies provides insights into the dynamics of language and identity in multilingual societies. Data was gathered from both qualitative research, including proverbs and idiomatic expressions from various languages, and academic sources concerning language, culture, and globalization. These sources are used to analyze how language reflects cultural values and social structures and how globalization influences local languages and cultural practices.

**RESULTS.** Language as a Reflection of National Identity. Language serves as an integral marker of national identity, preserving collective memory and embodying a nation's worldview. The linguistic structure of a language often reflects the cultural values of its speakers. For instance, Chinese proverbs like "A journey of a thousand miles begins with a single step" (千里之行，始于足下) reflect values of perseverance, while Russian expressions like "Without effort, you cannot even pull a fish out of the pond" (Без труда не вытащишь и рыбку из пруда) emphasize hard work. Such expressions are embedded in daily communication and ensure the transmission of societal values and historical continuity [3, p. 342-344].

In multilingual societies, language helps maintain both unity and distinction. For example, in France, the French language has been central to national identity, helping unify diverse regional groups while distinguishing the French nation from external influences [1, p. 87-90].

Likewise, the revitalization of the Māori language in New Zealand has allowed the Māori people to assert cultural autonomy and resist cultural erasure [4, p. 431]. In these cases, language is not only a reflection of identity but also a powerful agent in the shaping of national culture.

#### Language and the Transmission of Cultural Values

Language serves as a critical tool for transmitting cultural values, beliefs, and social structures. The structure of language—including its grammar, vocabulary, and use of idiomatic expressions—can reveal much about a society’s values. In languages like Japanese and Korean, the distinction between formal and informal pronouns underscores the cultural importance of hierarchy and respect for elders [3, p. 342-344]. The use of keigo (polite language) in Japanese, for example, reflects the societal emphasis on group harmony and respect for authority. In contrast, the English language often emphasizes individualism, with its vocabulary and syntax reinforcing personal freedom and autonomy [6, p. 134-163].

Beyond social norms, language also plays a crucial role in transmitting spiritual and religious values. Arabic, as the language of the Quran, not only serves as a medium of communication but is also considered sacred, reinforcing the connection between language, faith, and identity [5, p. 398-402]. Similarly, Hebrew has preserved Jewish cultural and religious practices, linking generations through its sacred language.

#### The Role of Language in Cultural Transmission

Language is vital in ensuring the survival and continuity of cultural knowledge, including practical knowledge (agriculture, craftsmanship, etc.) and intangible aspects such as folklore, rituals, and ethical values. Indigenous languages play a critical role in preserving these aspects. For example, Native American tribes have used their native languages to pass down oral traditions and ancestral wisdom. The loss of a language often leads to the erosion of these practices and cultural knowledge [5, p. 398-402]. In educational systems, the language of instruction plays a pivotal role in shaping national consciousness and preserving cultural narratives, particularly in post-colonial contexts. The emphasis on teaching in local languages, as in South Korea, has strengthened national identity, while the dominance of European languages in many African nations poses challenges to the preservation of indigenous languages [2, p. 151-154].

#### Globalization and the Changing Role of Language

Globalization has fundamentally altered the role of language. The widespread use of English as a global lingua franca has facilitated access to global markets, education, and communication. However, it has also contributed to the marginalization of indigenous languages and posed significant challenges to linguistic diversity. As Phillipson (2016) suggests, the spread of English has led to the dominance of European languages at the expense of local languages, particularly in post-colonial contexts.

On the other hand, globalization has fostered new forms of linguistic hybridity. Examples like Spanglish (a mix of Spanish and English) and Hinglish (a blend of Hindi and English) reflect the complex interplay between local languages and global influences, leading to the

emergence of hybrid identities [7, p. 288]. These hybrid languages reflect a fusion of cultures, allowing individuals to negotiate their identity in a globalized world. However, this fusion raises concerns about the preservation of traditional languages and the potential for cultural assimilation.

**DISCUSSION.** The relationship between language and national identity is complex and multifaceted. Language acts as a living reflection of national identity, both preserving historical experiences and adapting to contemporary cultural changes. In multilingual societies, language plays a dual role, facilitating unity while simultaneously marking distinctions. As globalization continues to influence linguistic landscapes, the dominance of global languages such as English poses a threat to the vitality of local languages and cultural practices. However, the emergence of linguistic hybridization and the revitalization of indigenous languages offer hope for the preservation of cultural diversity in a globalized world.

**CONCLUSION.** Language is an essential component of national cultural identity. It reflects the history, values, and collective consciousness of a nation, while also serving as a vehicle for transmitting cultural knowledge and societal norms. The forces of globalization present both challenges and opportunities for the preservation of linguistic diversity. While the spread of global languages such as English may threaten the survival of indigenous languages, the emergence of hybrid linguistic forms and efforts to revitalize endangered languages offer pathways to preserve cultural heritage in a globalized world. It is crucial to protect and promote linguistic diversity to safeguard the cultural identities of future generations.

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