ORIGINAL ARTICLE

INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE

ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 01,2026

Journal: https://www.academicpublishers.org/journals/index.php/ijai

THE EFFECTS OF INTERNET, MEDIA, ADVERTISEMENT ON DEVELOPMENT OF LANGUAGES

Akhmedova Sevar Qudratulloyevna
The Teacher of Foreign Language and Social Subjects Department
Asia International University Bukhara, Uzbekistan

Annotation

This article discusses about the impact of technology globalization and media on languages. It explores the benefits of it and it's effective sides for using any kind of language. The author presents arguments supporting benefits of globalization and its impact on language. Additionally, the article acknowledges potential challenges and offers suggestions for overcoming them. Overall, it advocates for the significance of the effect that made technology and media on language.

Globalization is the process of increased interconnectedness and interdependence among countries, societies, and economies. It involves the exchange of goods, services, ideas, information, technologies, and cultures on a global scale. Globalization[1] is driven by advances in communication, transportation, and technology, which have made it easier for people, goods, and capital to move across borders. Key aspects of globalization include:

Economic Globalization: This involves the integration of national economies into the global economy through trade, foreign direct investment, capital flows, and technology transfer. It has led to the creation of global markets and supply chains.

Cultural Globalization: Cultural globalization refers to the exchange of ideas, values, and traditions among different cultures. It is facilitated by the media, the internet, and international travel, leading to the spread of cultural practices worldwide.

Political Globalization: Political globalization involves the increasing interconnection of governments and institutions on a global scale. It includes the growth of international organizations, agreements, and governance structures to address global issues.

Technological Globalization: Technological globalization refers to the rapid spread of information and communication technologies around the world. It has enabled real-time communication, collaboration, and access to knowledge on a global scale.[2]

Environmental Globalization: This aspect focuses on the interconnectedness of environmental issues across borders. Globalization has led to increased awareness of environmental challenges like climate change and biodiversity loss that require international cooperation for solutions.

Overall, globalization has both positive and negative effects. It has the potential to promote economic growth, cultural exchange, and technological advancement, but it can also lead to challenges such as inequality, cultural homogenization, and environmental degradation. Understanding and managing the impacts of globalization are essential for creating a more sustainable and inclusive global community.

Technological globalization is a facet of globalization that refers to the spread and integration of technology across national borders and regions. It involves the rapid dissemination of

[1] Bauman, Z (1998) Globalization: The Human Consequences. Cambridge: Polity Press.
[2] Castells, M (1996) The Rise of the Network Society. Volume I: The Information Age: Economy, Society and Culture. Oxford: Balckwell.

ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 01,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

information and communication technologies (ICTs), such as the internet, mobile phones, social media, and other digital tools, on a global scale. Technological globalization has transformed the way people communicate, conduct business, access information, and interact with the world. Key features of technological globalization include:

Connectivity: Technological advancements have connected people from different parts of the world like never before. The internet and mobile communications allow instant communication and sharing of information across borders.

Access to Information: Technological globalization has democratized access to information. Individuals can now access a wealth of knowledge online, enabling learning, research, and collaboration on a global level.

Economic Impact: Technology has revolutionized global trade and commerce. E-commerce platforms, digital payment systems, and supply chain management tools have made it easier for businesses to operate globally.

Cultural Exchange: Technology facilitates the sharing of ideas, art, music, and other cultural expressions across borders. Social media platforms, streaming services, and online communities connect people with diverse cultural backgrounds.

Innovation: Technological globalization drives innovation by enabling the exchange of ideas and expertise among scientists, researchers, and entrepreneurs worldwide. Collaborative platforms and open-source initiatives have accelerated progress in various fields.

Challenges: Despite its benefits, technological globalization also poses challenges such as digital divide, cybersecurity threats, privacy concerns, and the spread of misinformation. Bridging the gap in access to technology and addressing ethical issues are critical aspects of managing technological globalization.

In essence, technological globalization has reshaped the way society functions, interacts, and evolves in the modern world. Embracing the opportunities while addressing the challenges posed by technological advancements is essential for harnessing the potential benefits of a globally connected digital landscape.

Languages are dynamic and constantly evolving systems that change over time due to various factors.[3] Here are some of the ways in which a language can undergo change:

1. Phonological Changes: Pronunciations of words can shift over time due to factors like regional dialects, language contact, and generational differences. For example, the Great Vowel Shift in English history altered the pronunciation of many words.
2. Semantic Shifts: The meanings of words can change over time through processes like metaphor, metonymy, and semantic drift. Words can acquire new meanings or lose old ones based on societal changes and cultural influences.
3. Lexical Changes: Languages evolve by incorporating new words through borrowing from other languages, coinages, blends, or acronyms. The lexicon of a language is constantly expanding to adapt to technological, social, and cultural developments.
4. Grammatical Changes: Changes in grammar can occur through simplification, regularization, or the adoption of new structures. Grammatical rules may shift over time, leading to alterations in syntax, word order, or morphological patterns.

[3] Habermas, J (1984, 1987) Theory of Communicative Action, vols 1 and 2. Cambridge: Polity Press.

ORIGINAL ARTICLE
INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE
ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 01,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

5. Language Contact: Interaction between different language speakers can result in linguistic changes through processes like code-switching, bilingualism, pidginization, and creolization. Contact between languages often leads to the borrowing of words, sounds, or grammatical features.
6. Social Influences: Social factors such as education, media, technology, and mobility can influence language change. Varieties of a language spoken by different socio-economic groups may diverge or converge based on social prestige and interaction.
7. Standardization: Languages may undergo changes through standardization efforts to establish norms in spelling, grammar, and vocabulary. Standard varieties of languages are often created to facilitate communication and promote linguistic unity within a community or region.
8. Language Policy: Government policies, educational initiatives, and language planning efforts can impact language change. Decisions regarding language use in schools, media, and public discourse can shape the trajectory of a language over time.
In summary, languages are living entities that adapt, evolve, and transform in response to internal and external pressures. Understanding the mechanisms of language change helps linguists and speakers alike appreciate the fluidity and richness of linguistic diversity across the world.[4]

Globalization of technology has a significant impact on languages in several ways:[5]

Language Standardization: With the rise of global technologies, certain languages become more dominant as the primary languages used for technical purposes. English, for example, has become the lingua franca of the tech world. This can lead to the standardization of terminology and technical jargon in that language, sometimes at the expense of others.

Language Evolution: Technology often introduces new terms, phrases, and concepts into languages. As new technologies emerge, languages evolve to accommodate these changes. For example, words like "Google," "tweet," or "emoji" have become part of everyday language due to technological advancements.

Language Homogenization: Globalization can lead to the homogenization of languages as speakers adopt common terms and expressions used in technology. This can sometimes dilute the uniqueness of regional dialects or languages as people gravitate towards standardized forms for ease of communication.

Language Preservation: On the other hand, globalization can also drive efforts to preserve and revitalize minority or endangered languages. Digital technologies can be used to document, promote, and teach languages that are at risk of fading away in the face of dominant global languages.

Language Accessibility: Technology has made it easier for individuals to learn and communicate in different languages. Translation tools, language learning apps, and online resources have become more accessible, allowing people to engage with languages beyond their native tongue more easily.

In conclusion, the globalization of technology can both enrich languages through innovation and accessibility while also posing challenges such as standardization and

[4] Milroy, J & Milroy, L (1999) Authority in Language: Investigating Standard English, 3rd ed., London: Routledge.

[5] Crystal, D (2001) Language and the Internet. Cambridge: Cambridge University Press.

ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 01,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

homogenization. It is crucial to find a balance that fosters linguistic diversity and cultural richness in a technologically interconnected world.

The impact of media on a language is profound and multifaceted. Here are some key ways in which media influences language:

Vocabulary Enrichment: Media introduces new words, phrases, and expressions into a language. Through news, entertainment, and digital platforms, people are exposed to a diverse range of vocabulary that may become integrated into everyday speech.

Language Standardization: Media, particularly in formal contexts like news broadcasting or publishing, tends to promote standardized language use. This can influence linguistic norms and conventions, contributing to the maintenance of a common language standard.

Slang and Informal Language: Media often reflects and promotes slang, colloquial expressions, and informal language used by different social groups. The adoption of slang terms and informal speech patterns from media sources can influence language registers.

Grammar and Syntax: Media can impact grammar and syntax through exposure to linguistic structures in news reports, literature, and other media forms. Language users may unconsciously imitate sentence structures or grammatical patterns they encounter in media content.

Pragmatics and Discourse: Media shapes language use in terms of pragmatics and discourse conventions. Speech acts, conversational strategies, and rhetorical devices portrayed in media influence how individuals communicate in various contexts.

Accent and Pronunciation: Exposure to different accents, dialects, and speech patterns through media can influence the way people speak. Media representations of accents can shape perceptions of regional linguistic variation and impact pronunciation trends.

Language Change: Media plays a role in language change by popularizing new linguistic features, facilitating language contact, or promoting certain language ideologies. Linguistic innovations or shifts in language use can be driven by media representations and trends.

Language Attitudes and Identity: Media representations of language diversity, language varieties, and language ideologies can shape individuals' language attitudes and perceptions of identity. The portrayal of languages in media can influence linguistic behaviors and choices.

In summary, media serves as a powerful agent in shaping language use, dissemination, and evolution in society. Understanding the impact of media on language helps illuminate the dynamic interplay between communication technologies, linguistic practices, and cultural representations in the contemporary world.

REFERENCES:

1. Bauman, Z (1998) Globalization: The Human Consequences. Cambridge: Polity Press.
2. Castells, M (1996) The Rise of the Network Society. Volume I: The Information Age: Economy, Society and Culture. Oxford: Balckwell.
3. Crystal, D (2001) Language and the Internet. Cambridge: Cambridge University Press.
4. Habermas, J (1984, 1987) Theory of Communicative Action, vols 1 and 2. Cambridge: Polity Press.