GLOBALIZATION INFLUENCE ON LINGUISTIC AND CULTURAL STATE DUE TO THE LANGUAGE CONTACTS’ INTERACTION

DOI: https://doi.org/10.24115/S2446-622020206Extra-A579p.190-197

ABSTRACT
The article deals with the peculiarities of linguistic and cultural changes of language structure influenced by globalization process within the language contacts’ interaction. The analysis of various aspects in the modern society proves the dominance of the English language in the formation of the world collaboration. According to the research, English hybrid languages or new Engishes, based on the Standard English norms, are forced to adapt to the local linguistic and cultural needs. These hybrid languages perform the mixture of indigenous languages’ structure and Standard English rules, thought in many cases English dominates and replaces phonetic, lexical, syntactic elements of indigenous languages. Much attention in the work is paid to the peculiarities of such hybrid language as Nigerian English, which presents the local language variant, functioning in Nigeria. Owing to language contacts’ cooperation, Nigerian English combines the language features of Standard English rules and Nigerian local languages’ peculiarities.

Keywords: Hybrid languages. Nigerian English. Phonetic changes. Lexical and syntactic changes.

INFLUENCIA DA GLOBALIZAÇÃO NO ESTADO LINGÜÍSTICO E CULTURAL DEVIDO A A INTERAÇÃO DOS CONTATOS DE IDIOMA

INFLUENCIA DE LA GLOBALIZACIÓN EN EL ESTADO LINGÜÍSTICO Y CULTURAL DEBIDO A LA INTERACCIÓN DE LOS CONTACTOS DEL LENGUAJE

RESUMO
O artigo trata das peculiaridades das mudanças linguísticas e culturais da estrutura da linguagem influenciadas pelo processo de globalização na interação dos contatos de linguagem. A análise de vários aspectos da sociedade moderna comprova o domínio da língua inglesa na formação da colaboração mundial. De acordo com a pesquisa, os idiomas híbridos de inglês ou novos ingleses, baseados nas normas do inglês padrão, são forçados a se adaptar às necessidades linguísticas e culturais locais. Essas línguas híbridas realizam a mistura da estrutura das línguas indígenas e regras do inglês padrão, pensadas em muitos casos, o inglês domina e substitui elementos fonéticos, lexicais e sintáticos das línguas indígenas. Muita atenção no trabalho é dada às peculiaridades de uma linguagem híbrida como o inglês nigeriano, que apresenta a variante de língua local, funcionando na Nigéria. Devido à cooperação dos contatos de idiomas, o inglês nigeriano combina as características do idioma das regras do inglês padrão e as peculiaridades dos idiomas locais nigerianos.


RESUMEN
El artículo trata sobre las peculiaridades de los cambios lingüísticos y culturales de la estructura del lenguaje influenciados por el proceso de globalización dentro de la interacción de los contactos del lenguaje. El análisis de varios aspectos de la sociedad moderna demuestra el dominio del idioma inglés en la formación de la colaboración mundial. Según la investigación, los idiomas híbridos en inglés o los nuevos ingleses, basados en las normas del inglés estándar, se ven obligados a adaptarse a las necesidades lingüísticas y culturales locales. Estos idiomas híbridos realizan la mezcla de la estructura de los idiomas indígenas y las reglas del inglés estándar, aunque en muchos casos el inglés domina y reemplaza los elementos fonéticos, léxicos y sintácticos de las idiomas indígenas. En el trabajo se presta mucha atención a las peculiaridades de un idioma híbrido como el inglés nigeriano, que presenta la variante del idioma local que funciona en Nigeria. Gracias a la cooperación de los contactos lingüísticos, el inglés nigeriano combina las características lingüísticas de las reglas del inglés estándar y las peculiaridades de los idiomas locales nigerianos.

INTRODUCTION

In the modern society, much attention is paid to the factor of language and culture cooperation and development of cross countries interaction process due to the need to allocate universal language mean that will be able to act as a connecting component in the process of global communication. A common language is necessary for countries to unite people who speak several languages, to form language policy at various social, economic, and political levels on a global scale.

The society in the modern world depends on policy choices of multi-cultural and multi-lingua peculiarities, as well as the correct placement forces that can influence the development of certain national interests in the field of language policy in the world. In the sphere of linguistic factors that can influence world politics, the role of the English language is particularly noteworthy, as it could become the leader in political, economic, educational spheres internationally. English in modern linguistics is understood as a linguistic, geographical, social, political and institutional space in which state and non-governmental actors operate and coexist.

The concept of English dominance is concretized in two aspects: as the entire world dominance of the one language, uniting various countries and peoples, and as organizations that have the ability to coordinate, regulate and defend the interests of states and peoples in the world community. In our work, we analyze the peculiarities of English dominance due to its key role on the world stage in the period of globalization.

METHODS

This article is based on the systemic approach to the interdisciplinary analysis. Due to the cognitive cross-disciplinary approach we take into consideration the anthropocentric factor, linguistic and non-linguistic information, intercultural analysis.

RESULTS AND DISCUSSION

The development of the vocabulary of any language is directly dependent on the elaboration of the society. In the process of evolution, new realities, concepts appear regularly. Modern language changes are directly related to social, political and economic trends, this fact gives the chance to discuss innovations in language not only using linguistic terms (APPARURAI, 1996, p.85).

The elimination of information barriers and the strengthening of migration movements contribute to the interaction of languages and cultures. The most noticeable consequence of this interaction is the enrichment of vocabulary through borrowings, most of which are currently borrowings from the English language.

In language theory, the category of language changes as a whole is not clearly defined, but this vagueness does not prevent linguists from stating language variability. In our research, the concept of language consequences is aimed at identifying language changes caused by the processes of Globalization (FALOLA, 2009, p.109).

Among the works of Russian scientists, special attention is paid to the research analyzing the influence of the English language in the era of Globalization in the field of political science and Philosophy. One of the leading Russian experts in the field of international economic integration, Yu.V. Shishkov, in his work “Integration processes on the threshold of the XXI century”, takes into consideration the problems of the world economy, regional integration and international production cooperation (SHISHKOV, 2001, p.98).

Researchers V.S. Yagya and N.V. Blinova pay special attention to the aspect of the global influence of the English language on the course of world politics (YAGYA, BLINNOVA, 2007, p.104). According to the researchers, the countries, that are the original native speakers of the language, are implementing programs to involve more and more people from different countries in their linguistic phonetic circle. As a result, English is now widely used as an instrument of foreign policy of states, the world economy, internationally cultural exchanges in scientific and educational spheres.

In the research the authors while studying the impact of the linguistic factor on world politics, highlight the role of Linguophony. The authors use the term “Linguophone”, speaking about “Hispanophone” in the context of Globalization. Linguophony is understood by them as “a linguistic, geographical, humanitarian, social, political and institutional space that is affected by state and non-governmental factors” (YAGYA, BLINNOVA, 2007, p.105).

Within the framework of Russian research, the definition of Linguophony is specified in two aspects:

- **as the entire world that speaks a given language, uniting various countries and peoples**,
In the works of foreign researchers, when analyzing the spread of the English language and culture in the course of cooperation between English-speaking countries, we have the term “Anglophenia”. In English-language sources we find the following definition of this concept: “the community of English-speaking people in a specific country or internationally” (IGBOANUSI, 2010, p.109). The people involved in the analyzed process are defined as “Anglophones”.

*Anglophone is an English speaking person, especially one in a country where two or more languages are spoken* (FRIDAH, 2001, p.67).

So, in our research work we define *Anglophone* as a person who speaks English, especially in a country where two or more languages are official.

The philologist D. Crystall pays attention to the problem of the emergence and development of the Global English language. In this regard, the author talks about three aspects of the Globalization of the English language: economic, political and cultural.

Together with the economic aspect of Globalization, the author considers the trend of increasing interaction between different states, resulting in the integration of regional economic unions with institutions of national management structures.

The political aspect of Globalization implies the political consolidation of various facts and international laws. These two aspects imply that there is a universal means of communication between different states, and the English language does an excellent job in this role.

When analyzing the possible ways of developing the Globalization aspects of the modern society, it is impossible not to mention the third aspect—the cultural component of Globalization.

It should be noted that the cultural traditions of peoples are based on their historical spiritual and religious experience, and ideology can be considered as one of the manifestations of culture, that is, the ideological and cultural content of the Globalization process is no less important than its first two aspects (CRYSTAL, 2003, p.109). The historical and geographical review in the field of cultural aspect analysis helps to see how this process took place in historical perspective (HOFSTEDE, ’93, p.67).

R. Phillipson considers the global role of the English language in terms of language imperialism. The choice of the language, according to the author, is determined by a complex system of factors, such as demographic changes, urbanization, new forms of communication, the international division of labor. Currently, all of them are undergoing significant changes that will certainly affect the status of global English (PHILLIPSON, 1992, p.34).

All these works consider one should pay much attention to the process of influence of Anglophenia in the spheres of political, economic, and philosophical research. In our work, we use the term Anglophenia within the framework of linguistic, social, and cultural characteristics of the influence of the English language on other countries.

In the works of modern researchers, there is a significant variation of the English language in the modern world. As a starting point basis, we take the well-known model proposed in the mid-1980s by B. Kachru. This model presents three circles of English distribution worldwide:

1) an inner circle that includes countries where English is the first language (most often official) or dominant language: Wales, Ireland, Scotland, USA, UK, Canada, Australia and New Zealand;

2) an external circle that includes countries where the English language, due to certain historical, political, and economic factors, has for a long time performed institutional functions and now plays an important role in education, public administration, and culture: India, Nigeria, Pakistan, Singapore, South Africa;

3) an expanding circle, which includes countries where English has never been an official language, but performs certain functions, focusing mainly on foreign relations, and is studied as a foreign language: Russia, China, Indonesia, Iran, Japan, Korea, Nepal. (Kachru, 2006, p.129).

Today, there are fewer native English speakers on the territory of the United Kingdom and the United States, due
to an increase in the number of immigrants for whom English remains the second language, i.e. these users are not the ones who set the language norm (AJAVI, 2003, p.72).

In the countries of the external circle, these are the countries of the former British colonies where English has historically served and continues to serve as the second official language (India, Singapore, the Philippines, Tanzania), changes in languages’ structures are also taking place. If 30-40 years ago in these countries, the middle class people were almost bilingual, today this position is largely lost. But in the countries of the third circle, which is an expanding circle, the process of studying English is shockingly fast.

One must mention, there is a whole industry of teaching English process, which is a kind of passport to the world of business, science, innovative technologies, and politics (NSIBAMBI, 1992, p.29).

D. Crystal notes that for the first time in the history, the number of non-native speakers among people who speak a single language three times increases the number of native speakers. In this regard, many teachers and even linguists believe that there is no need to force students to imitate speech patterns of native speakers, if you can do with an approximation that does not lead to a violation of the act of communication (CRYSTAL, 2003, p.67).

Moreover, there are such varieties of English (New Englishes) today like Hinglish (Hindi + English) in India, Japlish (Japanese + English) in Japan, Singlish and Chinglish (Chinese + Malay and Chinese + English) in China, Englog (Tagalog + English) in the Philippines, Spanglish (Spanish + English) in Mexico, Puerto Rico and the United States.

In South Africa, a certain part of the population with a high educational level and social status usually speaks English with the inclusion of elements of such indigenous language as the Hausa language. This is taken as a manifestation of patriotism and anti-apartheid culture: pure English is the language of colonizers, and Hausa is one of the contact languages of the southern part of the African continent (PRAH, 1996, p.28). It is important to stress, New Englishes are not just Pidgins, but native languages for several generations, grown up in a peculiar linguistically and culturally hybrid environment.

The impact of Globalization on the linguistic state of a particular language is manifested in the use of a universal means of communication by the country's residents, which is currently English. In our research work we consider the impact of Globalization on the linguistic state of such a language of a West African country as Nigeria.

Nigeria is a multi-ethnic state in which English has an official status along with the main languages of interethnic communication, which are Hausa, Igbo Yoruba. The multi-ethnic nature of the state has determined the conduct of the language policy of Nigeria, the key point of which is the emphasis on the use of English in all areas of life of Nigerians. English language proficiency is essential in obtaining secondary and higher education, acquiring prestigious jobs for Nigerians, and understanding the language of the media, from radio and television to reading newspapers and magazines. The English language is used by politicians in political election campaigns and speeches in the Parliament.

The influence of the phenomenon of Globalization on the linguistic state of the territorial version of the English language of Nigeria can be traced at the phonetic, lexical, syntactic levels. The official language of Nigeria, English, is based on the foundation of Standard English rules, however, the multi-ethnic nature of Nigeria has left an imprint on the linguistic state of Nigerian English.

Thus, the territorial version of Nigerian English is a hybrid formation that is based on the rules and norms of Standard English and the linguistic base of the indigenous peoples of Nigeria – Igbo, Hausa, Yoruba.

The influence of Standard English rules on the Nigerian English has lead to phonetic system changes. Nigerian English phonetics is characterized by such specific features as:

1. *monophthongization of diphthongs*, for example:
   - transition of monophthong /æt/ to diphthong /eːt/: gate /gæt/ (Standard English) - gate /gɛt/ (Nigerian English),
   - transition of monophthong /æʊt/ to diphthong /ʊət/: boat /bəʊt/ (Standard English) - /baʊt/ (Nigerian English) (BAGHANA, VOLOSHINA, KOTCH, RODINA, RADOVICHI, 2018, p.1075).

2. *the replacement of some consonants*:
   - the sound /ʃ/ in Standard English goes to /ʃ/ in Nigerian English, for example: measure
/meʃa/ - / meʃa/;

3. replacing the dental fricative sounds /θ/ and with /t/ and /d/, for example:
   • thank /θæŋk/ (Standard English) - /tanʃ/ (Nigerian English);

4. replacing the sound /d/ with /r/, for example:
   • better /betər/ (Standard English) - /berə/ (Nigerian English).

However, during the period of Globalization in modern Nigeria, there is a tendency for media to broadcast in English on the territories of all Nigerian states. The language of Nigerian mass media is based on the phonetic structure of Standard English norms, aimed at reaching an international audience.

The syntactic structure of Nigerian English has the following specifics:

1. pluralization of nouns in Nigerian English, for which in Standard English the norm is only the use of the singular noun, for example:
   • damage - damages, evidence - evidences, advise - advises, garbage - garbages, equipment - equipments, luggage - luggages (IGBOANUSI, 2010, p.220);

2. the omission of the definite article, for example:
   • I am going to the market - Standard English [Webster’s Dictionary];
   • I am going to market – Nigerian English (IGBOANUSI, 2010, p.116);

3. preference for using the modal verb could in the present tense, while in Standard English this form is used to present an action in the past tense or to give the action a hint of the possibility of the origin of an event, for example:
   • I could remember that he was here last week – Nigerian English (IGBOANUSI, 2010, p.145);
   • I can remember that he was here last week – Standard English [Webster’s Dictionary];

4. the specific order of words in a sentence, for example:
   • Blue Colour – Standard English (Webster’s Dictionary),
   • Colour Blue – Nigerian English (IGBOANUSI, 2010, p.127);

After analyzing some characteristics of the syntactic system of Nigerian English, we concluded, that in the period of Globalization, it has the ability to vary and adapt the properties of Standard English norms to the linguistic structure of indigenous languages of Nigeria.

The lexical composition of Nigerian English is more affected by the phenomenon of Globalization due to the needs of modern Nigerians to conform to the norms of modern society.

The lexical structure of modern Nigerian English is characterized by the following language features: semantic shift, semantic expansion of meaning, and wide use of abbreviations.

Semantic shift involves changing the meaning of a word when redefining its characteristics within a single semantic field, with its central idea becomes restricted, for example:

- machine - motor cycle,

Semantic expansion of the meaning of words in Nigerian English leads to an increase in the volume of concepts, resulting in new definitions and a new meaning of the word, for example:

- account - money,
- auntie - an older woman who may not be a close relative),
- cup - glass, tumbler,
- customer - both the buyer and the seller,
- English - any European,
- Father - maybe addressed to any elder man (IGBOANUSI, 2002, p.129).

As the most productive ways of word formation system of Nigerian English, such methods as suffixation and prefixation are used, this fact fully corresponds to the system of Standard English rules, for example:
- invite - invitee,
- arrange - rearrange,

For Nigerian English a distinctive feature is the use of abbreviations, which are abbreviated by shortening a group of words that have a morphological meaning.

Abbreviations are very productive language units for Nigerian English, the emergence of which was facilitated by such a phenomenon as Globalization.

The examples of abbreviations in Nigerian English are:

ASUU – Academic Staff Union of Universities,
SCIA – Supreme Council for Islamic Affairs,
SCID – State Criminal Investigation Department,
SMC – Supreme Military Council,
SAP – Structural Adjustment Programme,

At the present stage of the development of Nigerian English, there is a tendency to give preference to the use of lexical units of Standard English in the daily life of Nigerians, especially in such thematic groups as “clothing”, “shoes”, “education”, “modern technologies”.

The examples of “clothing” and “shoes” theme group representation in Nigerian English are:
- already-made – clothes which is already made,
- second-hand – second-hand clothes,
- khaki – khaki clothes,

The examples of the “education” theme group representation in Nigerian English are:
- project, professor, lecture, education (IGBOANUSI, 2002, p.45-51).

The examples of the “modern technology” theme group representation in Nigerian English are:
- computer, Internet, gadgets, mobile, keyboard (IGBOANUSI, 2002, p.28).

So, after analyzing the features of Nigerian English, we concluded that its lexical composition is more influenced by the phenomenon of Globalization, which is associated with the changing lifestyle of Nigerians and their need to use English as a means of communication in their daily life. Although Globalization has positive, innovative, dynamic aspects, one must stress it also has negative, destructive and marginalizing aspects, which can lead to the extinction of indigenous languages.
CONCLUSIONS
On this basis, we can conclude, the phenomenon of Globalization must be considered as a dual process, which has both advantages and disadvantages. Among the positive aspects of the impact of Globalization are: firstly, the abilities to expand borders, resulting in the progression of information and communication technologies, which, in turn, leads to easier interaction between countries and peoples; secondly, the impact of Globalization influences on the state of linguistic and culture of any language at all levels: phonetic, syntactic, lexical. During the global influence of one language to another, the elements of the dominant language appear in the language system of the subordinate language.

In our research work we analyzed the linguistic and cultural features of Nigerian English peculiarities, which was greatly influenced by the phenomenon of Globalization. The dominant influence of English has its impact at the phonetic, syntactic, and lexical levels of Nigerian English structure. The phonetic level of Nigerian English has undergone the least changes in the course of Globalization due to the absence of certain sounds in indigenous languages. The syntactic level of Nigerian English combines some features of Standard English and linguistic characteristics of the languages of inter-ethnic communication in Nigeria, they are Igbo, Hausa, Yoruba. The lexical composition of the Nigerian English language, in comparison with phonetic and syntactic substructures, is more susceptible to the phenomenon of Globalization, which is caused by the demand of the modern society. The phenomenon of Globalization is so firmly embedded in the daily life of Nigerians that the vast majority of young people use English as a means of communication. Due to the Globalization belittling the role of indigenous languages has a negative impact on the state of modern linguistic culture. Young people in Nigeria stop using indigenous languages, which can lead to their extinction and, consequently, to the loss of the country's cultural heritage of Nigeria.

ACKNOWLEDGEMENTS
This work was supported by Belgorod State University to support the social and humanitarian grants, project № 826 – OD

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Received: 20 Oct.2020
Approved: 01 Dec.2020