ETHIOPIAN INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

eISSN: 2349-5715 pISSN: 2349-5707

Volume: 12, Issue 01, January-2025 SJIF 2019: 4.702 2020: 4.737 2021: 5.071 2022: 4.919 2023: 6.980 2024: 7,662

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THE RUSSIAN LANGUAGE IN THE AGE OF GLOBALIZATION

Abstract: The article analyzes the state and role of the Russian language in the context of globalization. It examines both the challenges and opportunities facing the Russian language in a world increasingly influenced by international communications, technology, and cultural exchanges. Special attention is given to preserving linguistic identity, developing Russian-speaking communities, and adapting the Russian language to the global information space.

Keywords:Russian language, globalization, cultural identity, language policy, information technology.

Globalization, affecting all aspects of human life, significantly impacts the world's linguistic diversity. Languages serve not only as a means of communication but also as an important tool for preserving the cultural identity of peoples. In this context, Russian, one of the world's major languages, faces numerous challenges and opportunities in the era of globalization. The spread of globalization promotes the dominance of English as the language of international communication, posing a threat to many languages, including Russian, especially in technology, science, and business.

Globalization affects both cultural and linguistic practices. The acceleration of information exchange, the growth of international trade, and the development of the internet and social media expand the use of English, making it a universal medium of global communication.

For Russian, this brings both negative and positive consequences. On the negative side, Russian is partially displaced in areas dominated by English, such as science, technology, business, and international relations. On the positive side, it remains a language of communication for over 150 million speakers in CIS countries and worldwide diasporas.

The decline in Russian as a foreign language among young people in Western countries and its limited demand in international organizations are worrying signs. However, Russian culture and literature, as well as efforts to support Russian-speaking communities, can play a vital role in preserving the language.

Despite challenges, Russian continues to play an important role in international communication, particularly in the CIS, Eastern Europe, and parts of Asia. It is one of the official languages of the UN, and its influence in international relations and diplomacy remains significant.

Supporting Russian-speaking diasporas is a key strategy for preserving and developing the language in the globalized world. Countries with large Russian-speaking communities, such as Israel, Germany, and the USA, actively organize cultural and educational centers where Russian remains relevant. The internet also facilitates the spread of Russian, with online resources, blogs, and social networks becoming crucial tools for promoting the language.

Technological progress and artificial intelligence open new possibilities for Russian. Machine translation, automation, and Russian-language digital platforms enhance its presence online. Developing online courses and educational platforms in Russian could stimulate global interest in the language.

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A major challenge for Russian is the dominance of English, evident in the growing use of anglicisms in everyday and business speech, especially among the youth, which compromises linguistic purity and proficiency. Additionally, the quality of Russian language instruction in some countries remains an issue, with poor knowledge and low motivation among learners limiting its spread abroad.

In the age of globalization, Russian faces challenges linked to the dominance of English in international communication and daily life. However, it remains a vital communication tool for millions worldwide. It is crucial to develop language policies supporting its preservation and promotion, leverage modern technology, and sustain Russian-speaking communities abroad. Globalization presents new opportunities for Russian if its cultural and educational roles are maintained and strengthened.

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