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STANDARD ENGLISH IN THE AGE OF GLOBALIZATION: BENEFITS AND CHALLENGES

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Abstract. The ideology of a standard language implies a belief in an idealized, homogeneous form of language that is institutionally privileged and imposed from above, often leading to the suppression of linguistic diversity. This ideology establishes a hierarchy among language varieties, typically favoring those associated with socially prestigious communities and marginalizing others. From a linguistic perspective, all language varieties are equally valid and capable of expression; however, the notion of a "standard" language persists as an abstract concept, defined primarily in contrast to the speech of marginalized groups, rather than as a natural social norm. In the context of globalization, English has become the dominant language of international communication, particularly in international business and other global contexts. This privileged status is not inherent to the language itself, but rather a consequence of historical and social power relations, including colonization and the global influence of English-speaking countries. The adoption of English as a neutral means of overcoming linguistic diversity, exemplified by the concept of business English as the lingua franca, further strengthens its dominant position. This phenomenon has been criticized as "linguistic imperialism" that poses a threat to the viability of other languages and language varieties.

Key words: globalization, modern, language, vocabulary, instruction.

Introduction

It is well known that the global spread of the English language, which is widely known and widely discussed, was predicted long before the phenomenon and term "globalization" appeared. At the end of the 18th century, John Adams predicted that English would become the most respected language in the world, and in the next century, or even earlier, the most widely used language in speech and writing. However, the author of this prediction did not know what difficulties linguists would face in the 20th and 21st centuries, when, contrary to all dictionaries, the uncountable noun "English" acquired a plural form — "English". In addition, the previous division into literary language and dialects represents a very simplified scheme. In order to characterize the language variant relatively fully, modern linguistics considers the age, gender, professional and other aspects of a given language, not to mention its local variants. [1]

Today, it is true that only Standard English lacks accents and dialectal vocabulary, although every native English speaker uses some dialect, some accent or another. Standard English is a specific dialect among hundreds of dialects.

The most common varieties of English today include British, American, Australian, Canadian and New Zealand English. However, this list does not cover the entire number of countries where English is widely used in official or everyday life. Schematically, the pattern of global spread of English can be represented by three circles.

First, the inner circle includes the "old" English-speaking countries where English was the dominant language—the United Kingdom, the United States, Canada, Australia, and New Zealand. In these countries, despite the presence of other languages, only English is widely used and continues to be used in public discourse. Interestingly, the United States Constitution, for lack of a better term, does not mention anything about an official language. However, this question is very relevant for the countries in the second, middle circle. We know that in many countries, such as India, Nigeria, Pakistan, Singapore, South Africa, the Philippines, and Zambia (this list includes

forty countries in total), English has a long history and plays an important role in education, culture, administration, and literature. The countries in the second circle are densely populated, so the number of English speakers in the world is growing significantly. [2]

Countries belonging to the third circle include China, Indonesia, Iran, Japan, Korea, Nepal, and others. In these countries, English has multiple purposes and is widely studied, but for different, narrower purposes than in the second, middle circle: reading scientific and technical literature, and career advancement.

Literature Review

The problem of the difficulties caused by the expansion of the English language in the era of globalization. An attempt has been made to classify the varieties of the English language according to the degree of dominance of English in a given culture: the first group includes “old” English-speaking countries, where English is the first language; the second group includes countries where English plays an important role in education, culture and administration; and the third group includes countries where English is used for reading scientific and technical literature and for career advancement. The problem of defining the concept of “mother tongue” is considered. The role of the concept of “language community” as a decisive factor in teaching English is emphasized. The importance of Standard English in communication between people whose mother tongue is not English is emphasized. [3]

Relevance. The popularity of the English language dates back in part to the historical period when the United Kingdom of Great Britain and Northern Ireland was once a vast empire. We know that the British had colonies all over the world, so the people living in those territories were forced to speak English. Its territory covered all land and ocean. At the beginning of the 20th century, the population of the British Empire reached 400-500 million people and covered an area of 30 million square kilometers. The United States, Canada, Australia, New Zealand, India, most of Africa, the Caribbean and other regions were British colonies.

English is the official and working language of the United Nations. Any international document, technical article, literary work, manual, poster, book, song or letter written in English can be understood and read by representatives of different nationalities. Today, we must all recognize that it has become the language of international communication.

Because English is so popular, it has become the standard language of international communication. Currently, 75% of global mail is in English, 60% of radio programs are broadcast in English, and more than half of the world's periodicals are printed in English.

The role and importance of the English language in the world can be discussed endlessly. One indisputable fact is that English is an integral part of modern life, and everyone can find many reasons to study it.

Aim of the project: To identify the reasons why learning English is important in the modern world, as well as to determine the methods that can be used for successful English language learning.

Standard language ideology refers to the belief in an idealized, homogenous form of language that is institutionally privileged and imposed from above, often resulting in the suppression of linguistic variation. This ideology constructs a hierarchy among language varieties, typically favoring those associated with socially prestigious communities and marginalizing others. Linguistically, all language varieties are equally valid and capable of expression; however, the notion of a "standard" language persists as an abstract concept, defined primarily in opposition to the speech of marginalized groups rather than as a naturally occurring community norm.

In the context of globalization, English has emerged as a dominant lingua franca, particularly in international business and other global domains. This privileged status is not inherent to the language itself but is a consequence of historical and social power dynamics, including colonization and the global influence of English-speaking countries. The adoption of English as a neutral medium for overcoming linguistic diversity, exemplified by the concept of Business English as a lingua franca, further reinforces its dominant position. This phenomenon has been critiqued as

"linguistic imperialism," which poses a threat to the vitality of other languages and language varieties.

Within English itself, a range of varieties exists, yet certain forms—such as "Standard" American English (SAE) in the United States—are institutionally privileged. SAE reflects linguistic norms historically associated with middle-class, white men who have held disproportionate power. Other varieties, including African American English (AAE), Irish English, Indian English, and Chicano English, have been systematically devalued and subordinated. The use of non-standard varieties can result in tangible disadvantages, such as discrimination in housing or employment, and even speakers of standard varieties may face linguistic bias if they belong to marginalized groups.

The ideology of standard language is deeply intertwined with issues of identity and power, shaping access to social capital through education, employment, and public office. Linguistic discrimination, often serving as a proxy for discrimination based on race, gender, nationality, or class, can manifest both subtly and overtly. The perpetuation of language hierarchies through standard language expectations thus has significant implications for social equity and the lived experiences of speakers of non-standard varieties.

Historical Development of Standard English

The Rise of English as a Global Lingua Franca

The historical trajectory of Standard English is deeply intertwined with the language's evolution into a global lingua franca. As globalization has intensified economic, political, cultural, and linguistic interconnections, English has emerged as the primary vehicular language connecting individuals from diverse cultural and linguistic backgrounds. This development is particularly significant given that non-native or second language speakers of English now outnumber native speakers, underscoring the language's global reach and utility. The spread of English is widely regarded as a positive force, facilitating social networking, economic integration, education, technological advancement, and the broader processes of modernization. The increasing prominence of English in international domains has, in turn, influenced the ways in which the language is taught and standardized, with a growing emphasis on adaptability and intercultural communication. [4]

Evolution of English Language Teaching and Standardization

The teaching and standardization of English have undergone continuous change in response to shifting global dynamics. Historically, English language teaching (ELT) methodologies were rooted in traditional approaches that prioritized grammatical, lexical, and phonetic accuracy, reflecting a prescriptive view of Standard English. However, the realities of globalization—such as increased migration, labor market mobility, and the need for cross-cultural communication—have prompted a reevaluation of these methods. There has been a discernible shift away from rigid adherence to traditional standards toward more flexible, function-oriented approaches. In this context, English is increasingly conceptualized as a "contact language," serving as a practical tool for communication among speakers of different native languages. [5] This reconceptualization has led to a greater focus on the functional aspects of language use, with the primary goal being effective intercultural and interlingual communication rather than strict conformity to native-speaker norms. As a result, the notion of Standard English itself is being reinterpreted, with greater tolerance for variation and a recognition of the diverse forms and functions that English assumes in global contexts.

Standard English as a Global Lingua Franca

Historical and Structural Foundations of English Dominance

English has emerged as the closest approximation to a global lingua franca, exerting unparalleled influence across domains such as science, popular culture, higher education, international politics, and global capitalism. This dominance is not rooted in any intrinsic linguistic superiority but is instead the product of historical processes, particularly the colonial and neocolonial activities of Great Britain and, subsequently, the United States. British colonial policies actively promoted English as a tool for trade and the so-called modernization of colonies, often at the expense of indigenous and regional languages. [6] As British and later American economic and

political power expanded globally, English became entrenched as the language of international discourse and commerce. This legacy has had lasting consequences, including the endangerment of local languages and the economic marginalization of communities whose languages were deprioritized. The prioritization of English continues in the digital era, as American companies frequently offer online services primarily in English, with limited investment in other languages, thereby perpetuating and even intensifying the global dominance of English. [7]

English in the Digital Age: Data, Technology, and Research

The digital revolution has further cemented English's status as a global lingua franca. English is the primary language of the internet, accounting for 63.7% of websites, despite being spoken by only 16% of the world's population. This disproportionate representation is mirrored in the field of natural language processing (NLP), where English enjoys a wealth of digitized resources, including the largest collections of books, patents, and Wikipedia articles. The abundance of both labeled and unlabeled English-language data has created a virtuous cycle: more data attracts more research attention, which in turn generates further demand for English-language resources. Consequently, English is the most studied and resourced language in NLP, to the extent that research papers often do not specify the language when discussing English, as its primacy is assumed. This hegemony makes it significantly easier to develop advanced language technologies in English compared to other languages, reinforcing its global dominance in digital communication and knowledge production. [8]

Dialectal Variation and the Standardization of English

While English is globally dominant, the language itself is far from monolithic. There exists significant variation across regional dialects and sociolects, ranging from differences in vocabulary and grammar (as seen in Australian English or African American English versus Standard American English) to the incorporation of elements from other languages (such as Nigerian English or Indian English), and even to hybrid forms like Spanglish or Hinglish. Despite this diversity, the digitized corpus of English—especially data scraped from the internet—tends to overrepresent Standard English as spoken by younger individuals in developed countries. This overrepresentation can obscure the full spectrum of linguistic variation within English, marginalizing non-standard dialects and sociolects in digital spaces. Similar patterns of dialectal diversity and digital underrepresentation are observed in other languages, but the scale and impact are particularly pronounced in English due to its global reach and the volume of available data. [9]

Educational Implications of Standard English

Evolving Pedagogical Approaches in English Language Teaching

The global proliferation of English as a lingua franca has necessitated significant shifts in pedagogical approaches within English language teaching (ELT). Traditionally, ELT methodologies have emphasized mastery of grammatical, lexical, and phonetic forms aligned with native-speaker norms. However, the realities of globalization—characterized by increased migration, mobility in education and labor markets, and the blending of cultural and linguistic boundaries—have prompted a reevaluation of these traditional standards. The field of ELT is described as being in a state of constant "construction," with educators and researchers continually adapting and reinventing methodologies to address the dynamic needs of learners in a multicultural world. [10]

Recent trends in ELT reflect a movement away from rigid adherence to native-speaker models of Standard English. Instead, there is a growing recognition of English as a "contact language," primarily serving as a tool for communication among speakers of diverse linguistic backgrounds. This shift has led to pedagogical innovations that prioritize communicative competence and functional language use over strict conformity to traditional grammatical or phonological standards. The focus is increasingly on enabling learners to express their thoughts effectively and to participate in intercultural and interlingual exchanges, even when their language use is influenced by their first language (L1). [11]

The Role of Standard English in a Multicultural Educational Context

The dominance of English as a global language brings both opportunities and challenges to educational systems worldwide. On one hand, the widespread adoption of English facilitates social

networking, economic integration, and access to modern technology and knowledge, positioning English proficiency as a valuable asset in the global marketplace. On the other hand, the insistence on a singular Standard English norm can be problematic in multicultural and multilingual classrooms, where learners' linguistic repertoires are shaped by diverse cultural and linguistic experiences. [12]

In this context, the educational goal is shifting from the attainment of native-like proficiency in Standard English to the development of effective communicative skills that accommodate linguistic diversity. This approach acknowledges the legitimacy of various Englishes and encourages learners to use the language as a means of intercultural communication, rather than as a marker of conformity to a single standard. Such a perspective not only supports inclusivity but also better prepares learners to navigate the complexities of global communication, where mutual intelligibility and adaptability are often more important than strict adherence to native-speaker norms. [13]

Economic and Professional Advantages

Standard English as a Gatekeeper to Economic Opportunity

The ideology of standard language, particularly Standard English, functions as a powerful gatekeeper in economic and professional domains. The institutional privileging of certain language varieties—most notably Standard American English (SAE) in the United States—creates a hierarchy that directly influences access to employment, education, and other forms of social capital. This hierarchy is not rooted in any inherent linguistic superiority, as all language varieties are equally capable of complex expression, but rather in the social prestige and power historically associated with the speakers of the standard variety. As a result, individuals who speak more closely to the standard variety are often afforded greater access to economic resources and professional opportunities. This is evident in hiring practices, workplace advancement, and even access to housing, where deviations from the standard can result in discrimination or exclusion. The expectation to conform to standard language norms thus becomes a prerequisite for upward mobility, reinforcing existing social and economic inequalities. [14]

English as a Lingua Franca in Global Business

The rise of English as a global lingua franca, particularly in the context of economic globalization, has further entrenched its privileged status in international business and professional communication. English is frequently portrayed as a neutral and practical solution for overcoming linguistic diversity in multinational interactions, exemplified by the widespread adoption of Business English as a lingua franca (BELF). This dominant position is not merely a reflection of linguistic utility but is deeply intertwined with the historical and ongoing social power of English-speaking nations, especially those with colonial legacies. The global spread of English has facilitated cross-border business, enhanced employability for proficient speakers, and enabled participation in international markets. However, this dominance also perpetuates linguistic imperialism, marginalizing other languages and varieties and reinforcing the association of English proficiency with professionalism and competence. Consequently, those who master standard forms of English are better positioned to access and succeed in global economic networks, while speakers of non-standard varieties or other languages may face barriers to full participation. [15]

Linguistic Discrimination and Professional Exclusion

Despite the economic and professional advantages conferred by proficiency in Standard English, the ideology underpinning its privileged status also perpetuates patterns of linguistic discrimination. Speakers of non-standard varieties, such as African American English (AAE), Irish English, Indian English, or Chicano English, often encounter institutional barriers and social stigma that limit their access to economic opportunities. Discrimination can manifest in subtle forms, such as being encouraged to speak "more appropriately," or in overt acts, such as being denied housing or employment due to perceived linguistic inferiority. These practices serve as proxies for broader forms of discrimination based on race, class, nationality, and gender. Even individuals who adopt standard varieties may still experience bias if their identity markers do not align with those historically associated with the standard. Thus, while Standard English can open doors to economic

and professional advancement, the very system that privileges it also sustains exclusion and inequality for speakers of marginalized varieties. [16]

Cultural and Identity Challenges

Standard Language Ideology and Linguistic Hierarchies

The ideology of standard language is a powerful construct that shapes perceptions of linguistic legitimacy and social hierarchy. This ideology promotes the notion that an abstract, idealized, and homogeneous form of language—often unattainable in actual speech communities—should be the benchmark for correctness and appropriateness. Such a standard is not a naturally occurring variety but rather a social construct imposed from above, typically by those in positions of power. The result is the suppression of linguistic variation and the elevation of certain language varieties, usually those associated with socially prestigious groups, as inherently superior. This belief persists despite linguistic evidence that all language varieties are equally valid and capable of complex expression. The privileging of "standard" varieties is thus less about linguistic merit and more about the social and historical power dynamics that have shaped language use and attitudes over time. [17]

Globalization, English as a Lingua Franca, and Linguistic Imperialism

Economic globalization has further entrenched the dominance of English, positioning it as a global lingua franca, particularly in international business and other transnational domains. The adoption of English as a neutral medium for overcoming linguistic diversity is exemplified by the rise of Business English as a lingua franca. However, this portrayal of English as a neutral or universally accessible solution obscures the historical and ongoing power imbalances that have facilitated its spread. The privileged status of English is deeply intertwined with histories of colonization and the global influence of English-speaking nations. This phenomenon, often described as "linguistic imperialism," poses significant threats to the vitality and status of other languages and language varieties, as the dominance of English can marginalize and even endanger local linguistic identities. [18]

Marginalization of Non-Standard Varieties and Linguistic Discrimination

Within English itself, the privileging of certain "standard" varieties—such as Standard American English (SAE) in the United States—reflects and reinforces broader social hierarchies. SAE, for example, is an abstracted set of linguistic norms historically associated with middle-class, white men who have held disproportionate power. Other English varieties, such as African American English (AAE), Irish English, Indian English, and Chicano English, are institutionally subordinated and often stigmatized. The consequences of this hierarchy are tangible: speakers of non-standard varieties may face discrimination in housing, employment, education, and other domains. For instance, individuals using AAE have been denied housing due to linguistic profiling, and even those who conform to standard varieties may still encounter bias if they belong to marginalized groups. Linguistic discrimination thus operates as a proxy for other forms of social exclusion, including those based on race, gender, nationality, and class. The expectation to conform to standard language norms becomes a gatekeeping mechanism, dictating access to social capital and opportunities, and perpetuating patterns of inequality and oppression. [19]

Language, Identity, and Power

The interplay between language, identity, and power is central to understanding the cultural and identity challenges posed by the dominance of standard English in a globalized world. Standard language ideology not only shapes perceptions of linguistic legitimacy but also influences individuals' sense of self and belonging. By promoting the belief that some language varieties are inherently superior, this ideology can undermine the cultural identities of speakers of non-standard varieties and contribute to their social marginalization. The pressure to adopt standard English for access to education, employment, and public life can lead to the erosion of linguistic diversity and the suppression of minority identities. At the same time, the persistence of linguistic discrimination—whether overt or subtle—reinforces existing social hierarchies and limits the potential for genuine inclusivity in an increasingly interconnected world. [20]

Linguistic Diversity and Language Inequality

Standard Language Ideology and the Hierarchy of Language Varieties

Standard language ideology is a powerful construct that underpins the privileging of certain language varieties over others, reinforcing a hierarchy that is both social and institutional in nature. This ideology is characterized by a bias toward an abstract, idealized, and homogenous spoken language, which is typically imposed from above and serves to suppress linguistic variation. The belief that some language varieties—often those associated with socially prestigious communities—are inherently "better" or "more complex" than others is widespread, yet linguistically unfounded. All language varieties are equally valid and capable of complex expression, and the notion of a "correct" or "incorrect" way of using English (or any language) is a social construct rather than a linguistic reality. The so-called "standard" language is itself an abstraction, defined primarily in opposition to the speech of marginalized communities rather than as a reflection of any real-world linguistic community.

Despite the linguistic equality of all varieties, certain forms of English have been institutionally privileged as more "standard," "appropriate," or "professional." This privileged status is closely linked to the association of these varieties with people in positions of power. The dominance of English as a global lingua franca, particularly in the context of economic globalization and international business, has further entrenched this hierarchy. English is often portrayed as a neutral solution to linguistic diversity, exemplified by the widespread adoption of Business English as a lingua franca. However, this portrayal obscures the historical and social power dynamics that have granted English its dominant position, including the legacy of colonization and the ongoing influence of English-speaking countries in global affairs. The spread of English as the default language in international contexts has been critiqued as a form of "linguistic imperialism," which threatens the vitality of other languages and language varieties. [21]

Internal Hierarchies and Linguistic Discrimination within English

Within the English language itself, there exists a spectrum of varieties, with certain forms being elevated to "standard" status while others are systematically devalued. In the United States, for example, "Standard" American English (SAE) is regarded as the dominant variety, reflecting linguistic norms historically associated with middle-class, white men who have held disproportionate power. Other varieties, such as African American English (AAE), Irish English, Indian English, and Chicano English, have been institutionally subordinated and stigmatized. The consequences of this hierarchy are tangible: speakers of non-standard varieties may face discrimination in housing, employment, education, and other domains. For instance, individuals using AAE have reported being denied housing opportunities due to linguistic profiling, a phenomenon sometimes referred to as "sounding Black".

Linguistic discrimination can manifest in both overt and subtle ways. While explicit bigotry may involve associating certain ways of speaking with a lack of intelligence, more insidious forms of discrimination may be couched in seemingly benevolent advice to "speak more appropriately." Regardless of form, such discrimination often serves as a proxy for other forms of social exclusion based on race, gender, nationality, or class. Even speakers who conform to standard varieties may experience bias if they belong to marginalized groups, highlighting the intersectional nature of linguistic inequality. The expectation to adhere to standard language norms also dictates access to social capital, influencing opportunities in education, employment, and public life. Those whose speech aligns more closely with standard varieties are afforded greater access to these resources, perpetuating cycles of privilege and marginalization. [22]

Future Prospects for Standard English in Global Communication

The Evolving Role of Standard English as a Global Lingua Franca

The future of Standard English in global communication is shaped by its status as the predominant lingua franca, with non-native or second language speakers now outnumbering native speakers. This demographic shift underscores English's function as a vehicular language, facilitating communication across diverse cultural and linguistic backgrounds. The ongoing processes of globalization—encompassing economic, political, cultural, linguistic, and environmental interconnections—have further entrenched English as a tool for social networking,

economic integration, education, and technological advancement. As borders become increasingly irrelevant in many domains, the utility of English as a standard means of communication is likely to persist and even intensify, supporting the continued spread and adaptation of Standard English worldwide. [23]

Adaptation and Innovation in English Language Teaching

The teaching and learning of English are undergoing continuous transformation in response to the dynamic demands of globalization. The increased mobility of people due to migration, conflicts, and the global labor and educational markets has necessitated ongoing reinterpretations of English Language Teaching (ELT) methodologies. Traditional approaches, which emphasized strict adherence to grammatical, lexical, and phonetic norms, are being revisited and reimagined. There is a discernible shift toward innovative methods that prioritize communicative competence and functional use of English over rigid conformity to native-speaker norms. This trend is exemplified by the growing emphasis on English as a "contact language," where the primary goal is effective intercultural and interlingual communication rather than mastery of standardized forms. As a result, future ELT practices are expected to focus increasingly on enabling learners to express their thoughts and engage meaningfully in global discourse, regardless of first language influences. [24]

Challenges and Opportunities in the Functional Approach to Standard English

The movement toward a functional approach in English language use presents both challenges and opportunities for the future of Standard English. On one hand, this approach democratizes English by validating diverse forms and functions shaped by speakers' linguistic backgrounds, thus promoting inclusivity and broader participation in global communication. On the other hand, it raises questions about the continued relevance and authority of Standard English norms, especially as communicative effectiveness becomes the primary criterion for language use. The tension between maintaining a standardized model for mutual intelligibility and embracing linguistic diversity will likely define the trajectory of Standard English in the coming years. The ultimate objective for EFL speakers is to achieve proficiency that allows for clear and effective communication, even if this entails deviations from traditional standards. This evolving paradigm suggests that Standard English will remain central to global communication, but its boundaries and definitions may become increasingly flexible and context-dependent. [25]

Conclusion

The examination of Standard English within the context of globalization reveals its complex and multifaceted role as both a facilitator of international communication and a source of sociolinguistic tension. Historically, the rise of English as a global lingua franca has been underpinned by processes of standardization and the expansion of English language teaching, which have contributed to its dominance in global, digital, and professional domains. However, this dominance is not without consequence: while Standard English serves as a gateway to economic and professional opportunities, it simultaneously reinforces linguistic hierarchies and can perpetuate forms of discrimination and exclusion, particularly against speakers of non-standard varieties.

Educationally, the evolving pedagogical approaches reflect a growing recognition of the need to balance the utility of Standard English with respect for linguistic diversity in multicultural contexts. The ideology of standard language, while offering a common communicative platform, also risks marginalizing alternative varieties and identities, thereby contributing to broader patterns of linguistic imperialism and inequality.

Looking forward, the future of Standard English in global communication will likely be shaped by ongoing adaptation and innovation in language teaching, as well as by critical engagement with the challenges of linguistic diversity and inclusion. The continued evolution of English as a global lingua franca will depend on the ability of educators, policymakers, and communities to negotiate the tensions between standardization and diversity, ensuring that the benefits of global communication do not come at the expense of linguistic equity and cultural identity.

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ЖАҒАНДАНУ ДӘУІРІНДЕГІ СТАНДАРТТЫ АҒЫЛШЫН ТІЛІ: АРТЫҚШЫЛЫҚТАРЫ МЕН ҚИЫНДЫҚТАРЫ

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Аннотация. Стандартты тілдің идеологиясы институционалдық артықшылыққа ие және жоғарыдан таңылған тілдің идеалдандырылған, біртекті формасына деген сенімді білдіреді, бұл көбінесе тілдік әртүрлілікті басуға әкеледі. Бұл идеология тіл сорттары арасында иерархияны белгілейді, әдетте әлеуметтік беделді қауымдастықтармен байланысты және басқаларға ерекше мән бермейді. Лингвистикалық тұрғыдан алғанда, барлық тіл сорттары бірдей жарамды және экспрессияға қабілетті; дегенмен «стандартты» тіл түсінігі табиғи әлеуметтік норма ретінде емес, ең алдымен маргиналды топтардың сөйлеуіне қарама-қайшы анықталған абстрактілі ұғым ретінде сақталады. Жаһандану жағдайында ағылшын тілі, әсіресе халықаралық бизнесте және басқа да жаһандық контексттерде халықаралық қарым-қатынастың басым тіліне айналды. Бұл артықшылықты мәртебе тілдің өзіне тән емес, керісінше тарихи және әлеуметтік билік қатынастарының, соның ішінде отарлау мен ағылшын тілді елдердің жаһандық ықпалының салдары. Ағылшын тілін тілдік әртүрлілікті жеңудің бейтарап құралы ретінде қабылдау, іскерлік ағылшын тілінің концепциясымен мысалға келтірілді, оның басым позициясын одан әрі нығайтады. Бұл құбылыс басқа тілдер мен тіл сорттарының өміршеңдігіне қауіп төндіретін «лингвистикалық империализм» ретінде сынға алынды.

Түйін сөздер: жаһандану, қазіргі заман, тіл, лексика, оқыту.

СТАНДАРТНЫЙ АНГЛИЙСКИЙ В ЭПОХУ ГЛОБАЛИЗАЦИИ: ПРЕИМУЩЕСТВА И ПРОБЛЕМЫ

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Аннотация. Идеология стандартного языка подразумевает веру в идеализированную, однородную форму языка, которая институционально привилегирована и навязывается сверху, часто приводя к подавлению языкового разнообразия. Эта идеология строит иерархию среди языковых вариантов, как правило, отдавая предпочтение тем, которые связаны с социально престижными сообществами, и маргинализируя другие. С лингвистической точки зрения все языковые варианты одинаково действительны и способны к выражению; однако понятие «стандартного» языка сохраняется как абстрактное понятие, определяемое в первую очередь в противовес речи маргинализованных групп, а не как естественная общественная норма. В контексте глобализации английский язык стал доминирующим языком межнационального общения, особенно в международном бизнесе и

других глобальных областях. Этот привилегированный статус не является неотъемлемой частью самого языка, а следствием исторических и социальных властных отношений, включая колонизацию и глобальное влияние англоязычных стран. Принятие английского языка в качестве нейтрального средства для преодоления языкового разнообразия, примером которого является концепция делового английского как языка межнационального общения, еще больше укрепляет его доминирующее положение. Это явление подвергается критике как «лингвистический империализм», представляющий угрозу для жизнеспособности других языков и языковых вариантов.

Ключевые слова: глобализация, модерн, язык, лексика, обучение.