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## GLOBALIZATION AND LANGUAGE POLICY: CHALLENGES AND OPPORTUNITIES

**Abstract.** The article examines the patterns of the influence of globalization on language processes in the world and analyzes the interaction of language policy and globalization. The proposed paper has demonstrated that English is the language of globalization and how this factor affects changes in the states' language policies. The article underlines that Chinese may become the world language in the long-term perspective. It was determined that globalization is not only a threat to the national policy of preserving one's own identity, however at the same time an opportunity for a number of countries to integrate into the global system of distribution of economic benefits since globalization provides an equal opportunity for all participants in the «free market». In addition, authors considered Kazakhstan's experience of integration into the world economic system that changed some aspects of language policy was also considered.

**Keywords:** *language policy, modern globalization, English language, hegemony of the English language, Chinese language, neoliberal ideology.*

## Арман Қасымбаев, Ғалым Мәлік ЖАҒАНДАНУ ЖӘНЕ ТІЛ САЯСАТЫ: МӘСЕЛЕЛЕР МЕН МҮМКІНДІКТЕР

**Аңдатпа.** Мақалада жаһанданудың әлемдегі тілдік процестерге әсер ету заңдылықтары қарастырылады. Тіл саясаты мен жаһанданудың өзара іс-қимылына талдау жасалды. Мақала аясында ағылшын тілінің жаһандандық тіл екендігі және бұл тілдің мемлекеттер дамуының тілдік векторының өзгеруіне қалай әсер ететіндігі дәлелмен көрсетіледі. Мақалада қытай тілі алыс мерзімді перспективада әлемдік тілге айналуы мүмкін екендігі атап өтілген. Жаһандану тек ұлттық саясатқа қауіп төндіріп қоймай ондағы ұлттың өзіндік бірегейлігіне қауіп келтіретіндігі анықталды, сонымен біре бірқатар елдердің әлемдік жүйеге ену мүмкіндігі айтылады, өйткені жаһандану еркін нарықтың барлық қатысушылары үшін тең мүмкіндікті қамтамасыз етеді. Бұдан басқа, тіл саясатының векторын

өзгерту арқылы әлемдік экономикалық жүйеге интеграциялаудың қазақстандық тәжірибесі де қаралды.

*Түйін сөздер: тіл саясаты, қазіргі жаһандану, ағылшын тілі, ағылшын тілінің гегемониясы, қытай тілі, неолибералдық идеология.*

**Арман Касымбаев, Малик Галым**

## **ГЛОБАЛИЗАЦИЯ И ЯЗЫКОВАЯ ПОЛИТИКА: ВЫЗОВЫ И ВОЗМОЖНОСТИ**

**Аннотация.** Статья рассматривает закономерности влияния глобализации на языковые процессы в мире. Проведен анализ взаимодействия языковой политики и глобализации. В рамках статьи было доказано, что английский язык является языком глобализации, и то, как данный язык влияет на изменения языкового вектора развития государств. В статье отмечается, что мировым языком в долгосрочной перспективе может стать китайский язык. Было определено, что глобализация – это не только угроза для национальной политики сохранения собственной идентичности, но и возможность для ряда стран встроиться в мировую систему распределения экономических благ, поскольку глобализация обеспечивает равную возможность для всех участников свободного рынка. Кроме того, был рассмотрен и Казахстанский опыт интеграции в мировую экономическую систему посредством изменения вектора языковой политики.

**Ключевые слова:** языковая политика, современная глобализация, английский язык, гегемония английского языка, китайский язык, неолиберальная идеология.

### **Introduction**

Globalization is an integral part of the current processes of the world order. As a comprehensive process globalization has a significant impact on the language policy of states at the present stage of the development [1]. Due to the fact that globalization is a universal part of social, economic, cultural, and political processes. Globalization as socio-political phenomenon has been the subject of considerable debate. [1]. Thus, a number of authors consider globalization as an obvious dominance of the English language in non-English-speaking countries of the world. [2]. In turn Tollefson notes the fact that the hegemony of the English language is based on the development of science and technology of the Anglo-Saxon states. Consequently, non-English-speaking countries are forced to react sharply by adapting their language policy to the technological challenges of our time. In this regard globalization serves as a driving force for strengthening the position of the English language as the language of globalization.

The comprehensive importance of using English as an instrument of international communication combined with the significant impact of globalization on non-English-speaking countries has led to the dominance of English in the world [3]. The challenge is the fact that most modern states marginalize their own languages in favor of the demands of globalization. Crucial

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importance in this matter is that English as a key instrument of mediation in the process of globalization, which is not their native language.

Nevertheless, English as the language of globalization is connected with the fact that over the past thirty years a number of countries have faced a technological collapse namely the technological underdevelopment of their internal potential, which in turn has led to the significant use of English as the language of world communication. This language allows you to open access to information and above all technology transfer, which makes it possible to improve the economic and social situation of the population of a particular country.

The language policy of any non-English-speaking state faces the problem of using English. Thus, their own language policy based on the use of English leads to inequality among the population in various fields of human activity: communication, education, science, and knowledge production [4].

More specifically, the introduction of language planning in historically non-English-speaking regions has served as a catalyst for bilingual research and the role of bilingualism in solving linguistic problems resulting from language contact [5]. De Swann presented a three-level hierarchical structure of world languages to explain the global demand for English. He placed most of the world's languages at the base of this constellation, identified twelve "supercentral" languages (one of which is Russian) at the next level and allocated the top position to English, which is the only "hypercentral" language. Subsequently, this hierarchical system was used to show that native speakers tend to learn languages located at higher levels, with English being preferred [6]. Although this framework explains how demand for English has formed, it does not fully describe how supply fuels demand, how demand creates the potential to suppress other languages, and how demand contributes to language shift and English hegemony.

### **Research methodology**

The methodology of the work is based on determining the specifics of the object and subject of the study. The subject of the study is the peculiarities of the functioning of language policy in the context of globalization. Globalization is a complex multi-level process that requires a comprehensive methodological approach in the condition of studying various aspects of this subject. The methodology of this research includes various general scientific methods: induction, and deduction, synthesis, and analysis. In addition, the dialectical method plays a key role in the study, which allows us to consider the phenomenon of globalization of language processes as a pattern of development of the language landscape on a global scale. And the methods of formal logic were used to study the patterns of changes in the functioning of linguistic trends in the context of globalization.

This study is based on the foundations of the neoclassical linguistic method, which allows summing up the methodological foundations of pluralism and the synergetic unity of several theoretical concepts. In turn, historical and

comparative methods made it possible to study the models of language policies in different regions of the world and how these language paradigms are changing under the influence of globalization; "intertemporal" comparison made it possible to identify common and distinctive features and classify approaches to identifying the sources of language policy in various countries of the world. The systematic method is aimed at studying current political trends in the context of globalization.

The key method was the synchronic approach of sociolinguistics, which made it possible to analyze the globalization of language changes as a process occurring at a certain point in time. While the diachronic method provided an opportunity to consider the globalization of language trends in a full historical perspective starting with the emergence of globalization as a socio-political phenomenon and ending with the stages of evolution throughout the history of globalization.

### **The main part**

First of all, the sphere of language policy is associated with interference and control by the authorities on the language processes in any states of the world. Language policy is determined explicitly or implicitly by state bodies, members of civil society, political and social institutions, enclaves, and simply representatives of local communities in order to preserve the low-level linguistic space or change the linguistic field to transform the behavior of various speakers of a particular language at the local, regional or national levels. [7].

In modern political sociolinguistics there are two levels of language policy are distinguished: the macro level and the micro level. The macro-level is aimed at forming a national policy in the field of formal regulation of language processes in the state. The status of the language is determined by official laws and acts of state bodies. In turn, the microlevel is characteristic of informal practice. Its application is observed in the activities of individuals, various groups of the population, families when these members of society interact at a domestic or professional level. [8].

One of the key representatives of political sociolinguistics is Robert Phillipson who notes the influence on the sovereign language policies of various states of the world through the widespread use of English. Thus, this author comes to the conclusion that the English language occupies a dominant position in the world, which in turn is a significant challenge for the national policy of language planning for individual states.

R. Phillipson notes that English is the most important part of modern globalization. R. Phillipson puts the following meanings into the definition of globalization is the processes of aggressive capitalism after the collapse of the USSR, financial restructuring, «mcdonalization», and subsequent militarization. An important feature of globalization is the dominance of the English language as well as NATO's special military operations to maintain peace and harmony.

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R. Phillipson notes that the use of ubiquitous English does not lead to a simple copying of Western values. Nevertheless, British culture and US corporate interests influence on the formation of the dominance of the US hegemony in non-English-speaking states. Consequently, it leads to the marginalization of other sovereign languages. Moreover, there is a tendency that the growing popularity of the English language is undoubtedly related to the economic and financial situation of the United States in various parts of the world. This is explained by the fact that the English language and its dissemination is associated with the so-called "ecology of language" paradigm, which is based on cultural diversity and equally provides equivalent rights for all native speakers of this language, protecting the interests of equality and human rights as a counterweight to the free market.

The ecology of language requires specific efforts, starting from the local and ending with the global level. The ecology of language policy requires a full understanding of the consequences of the linguistic dominance of a particular language in the world taking into account the consequences for the local language. This trend is characteristic of all non-English-speaking states, therefore, when introducing language policy in the context of globalization it is necessary to take into account linguistic imperialism, which causes serious damage to national identity. In this regard, the question arises about the equality of languages in a global format or the ecology of the languages of non-English-speaking States. Thus, Phillipson argues that efforts should be made to preserve the status of a local (national) language due to the fact that English is gaining widespread popularity or global expansion in particular over the past fifty years. Therefore, the status of the concept of ecology of local languages acquires an essential position, which will make it possible to suspend the expansion of the hegemony of the English language. Moreover, Phillipson insists that local authorities can strengthen the economic attractiveness of their territory in order to improve the social situation of the population. These actions should ensure the protection of linguistic sovereignty and increase the importance of local (national) languages. By the way, according to Phillipson that it is important to establish local production and ensure economic freedom by introducing a free market policy. Consequently, these efforts will ensure the ecology of national languages and ensure the preservation of national identity. This call is for a basic change in the current global financial situation (and not for finding an alternative to the role played by English in global economic activity), which has a significant bearing on the importance of national languages; nevertheless, the national language consists of a long list of items that are not ordered and prioritized in any consistent way.

Does the ecology of local languages imply economic liberalization of national economies to ensure equal access for all native speakers to the free market? English unlike local languages provides access to the free market. The concept of language ecology is invested with the importance of democratization and market liberalization. However, a number of states with "local languages"

are characterized by an undemocratic regime of government, which does not allow creating conditions for economic liberalization. Which in turn leads to the dominance of the English language and the status of the local language is experiencing the effect of marginalization in the economic, technological, scientific spheres.

The concept of linguistic ideology may become a challenge for national states. The factor of the importance of the English language is undoubtedly globalization, which allows access to the world economy and the global capitalist market [9]. At the same time, English is becoming the language of mobility for large groups of the population on a global scale. This mobility gives native English speakers access to building their own careers in the non-national corporations of world-class business [10].

The overwhelming number of experts came to the conclusion that the importance of the English language is overestimated on a global scale due to the fact that the economic hegemony of the English language is in an uncertain position. The fact of overestimating the importance and status of the English language is caused by the growing importance of local languages. There is a process of regionalization between countries and specific regions of the world. This trend is due to the gradual development of the Chinese "Mandarin" language, Spanish, Arabic. These languages have a significant impact not only at the regional level, but also in other parts of the world. China began to strengthen its position in the region thanks to the Chinese language and economic growth is determined the importance of the development of this language [11]. China as a promising global economic power has provided the conditions for the Chinese language to become more widespread as a regional and global language. Chinese is an important factor in employment in East and Southeast Asia and other regions that are popular with the Chinese population. There is a trend that more and more workers with knowledge of several languages are required. These potential employees should know not only English, but also Chinese in the Southeast Asian region. In this regard, there is an appearance of a particularly linguistic element called a "language springboard", which allows you to be more competitive in the labor market. Globalization has a significant role on the labor market. If you do not know a single foreign language then there is no opportunity for employment and for successful career growth [12]. The more languages a person knows, the more he is in demand both within his country and abroad [12].

Modern globalization has determined the importance of not only the English language, but also the Chinese language. The Chinese language is an important and valuable tool for competitiveness in the market, while providing quite significant mobility [13].

One of the directions in the study of language policy and globalization is the ideology of the importance of learning a foreign language and the insignificance of national languages. Knowledge of a foreign language in society causes social differences as a factor of social and political tension within society. Native

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speakers of national languages lose the possibility of labor mobility and are forced to suffer losses economically than people who speak foreign languages. Language ideologies reflect the values that are characteristic of its native speaker. These values construct a personality on an individual or group level. These values are reflected in the formation of hierarchy in society. Therefore, globalization only reinforces these divergences of intra-group interactions on an institutional scale.

Linguistic ideologies are a projector of a person's beliefs about the importance of different languages, which provide the benefits of language in communication between people. Such use of language forms the discourse of the social format of relations. In this sense, the discourse of neoliberalism stands out, which defends the idea of interaction of global capital, goods, services, and cooperation of individuals at the transnational level by crossing national borders [14]. Neoliberal ideologies formulate the positions of language as a means of producing material goods. The language acts in this neoliberal context as a commodity, and the functions of the language are determined by the currency indicators of the stock market. Thus, at different levels of interaction, the language is only a tool for currency transactions, where users of the language live and work.

Proponents of neoliberal ideology argue that language is capital that is associated with an individual user or product. This product is in demand and supply on the market. At the same time, it is necessary to allocate human capital and goods that are in demand. Capital and commodity are overlapping concepts. However, a noticeable difference between these concepts is found in Byrne's study on the relationship between employers and employees, in which the author describes capital as "knowledge" and goods as "transaction". In accordance with this discussion, this study attempts to consider human capital and a commodity suitable for sale as interrelated but separate concepts, correlating human capital with knowledge and abilities, and competitiveness with a marketable product [15]. The view of language as human capital emphasizes language owners who conceptualize themselves as owners of language skills, knowledge and abilities as a source of self-development and life benefits.

During the meeting of the Assembly of Peoples of Kazakhstan the former head of State N.A. Nazarbayev put forward the concept of three languages. In addition, as part of the address to the people of Kazakhstan in 2007 was noted the need to introduce a system of three languages. The trinity of languages has become a response to the challenges of modern globalization. In this regard, a policy of gradual introduction of a system of three languages was proposed. This idea was based on the need for domestic policy, which was to form a language policy for the next years of the development of the language landscape. According to this project every citizen of the Republic of Kazakhstan should speak three languages: English, Kazakh, and Russian. This innovation was supposed to ensure the competitive ability of citizens. This will open up huge opportunities for self-realization in front of a person, help him significantly expand his horizons

and become as useful to his country as possible. This position of the President is particularly clear from the point of view of global challenges. Today, knowledge of languages helps to receive diverse and versatile information, using of the Internet, establish business contacts, conclude profitable contracts, adequately represent Kazakhstan on the world stage in any field of activity [16].

Thus, language is seen as a form of human capital (linguistic capital) that can be used to access numerous life opportunities, such as employment, education, travel, social relations or other benefits. Language learning can thus be incorporated into their own human capital development project, which aims to liberate their entrepreneurial freedom and improve their economic competition in a tough neoliberal and competitive global economy.

Language is a product that is created and defined as a commodity in a free competitive market by entrepreneurs and consumer choice, companies and employers, as well as supply and demand.

Today's globalized world is threatened by mass migration, urbanization, climate change, and etc. For this reason, the formation of a national language policy is under very serious threat. Since globalization removes borders between states, making the countries of the world transparent to each other. Globalization is a huge challenge for any nation-state, there is a risk of the disappearance of entire linguistic groups and the marginalization of the languages of national minorities. Due to economic integration, countries are forced to interact with other states. In the context of globalization processes Kazakhstan faces a number of challenges, one of which is the need for "linguistic" support of the national identity model.

### **Conclusion**

The problem of understanding and interpreting language and globalization has become a key problem in modern sociolinguistics. The problem has acquired the status of significance only in a much more recent time since the last decade of the twentieth century. In this regard, the expert communities have not formed a unified point of view of understanding globalization in the context of language processes in one or another part of the world. Moreover, there is a very complex scientific picture of the world about the functioning of globalization as a number of experts claim about the dynamism of the process. Therefore, descriptions of the essential features of this phenomenon are summarized in a partial understanding or in an intermittent description of the globalization process. However, it is worth noting the fact that globalization should not be considered from the point of view of the numerical dominance of the English language in the public sphere. Preferences in the choice of types of language policy have become noticeable. In the first place in the nation states came deacularization and monolingualism supported by linguistic purism or neo-purism of the new globalizing era [17].

The problem of globalization and language processes is that there is a constant change of paradigms on a linguistic scale – the hegemony of one language is



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replaced by another. For example, UNESCO suggests that English in the world ranking of languages will be replaced by Chinese. Due to the fact that native speakers of the Chinese language are growing from year to year. There will be a trend of mass mastering of the Chinese language, which in turn will lead to a surge in the popularity of Chinese culture. Nevertheless, this prospect is considered rather distantly.

According to S. Huntington, globalization is the interaction and contacts of states and societies that may be at different levels of their existence. Globalization as a ubiquitous process manifests itself in all spheres of interaction of society. For example, economics, politics, medicine, finance, and technology are part of a single process of universal globalization. Globalization affects not only the everyday part of a person's life but can also become part of the mass worldview of the community. The ideology of mass culture can be found in any corner of the globe. Through such tools as mass media, advertising, TV shows, pop music and pop culture. There is a broadcast of patterns of behavior that affects the formation of value orientations of an individual and society as a whole [18].

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