



THE ROLE AND FEATURES OF LINGUISTICS IN THE MODERN WORLD

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Abstract

The importance of language as a means of human interaction and its role in globalization are emphasized. Particular attention is paid to the use of linguistics in the creation of artificial intelligence and machine translation technologies, as well as in the study and preservation of endangered languages. A conclusion is made about the central role of linguistics in the formation of modern society and its significance for the future development of mankind. The article analyzes the role and significance of linguistics in the modern world. Key aspects of linguistics are considered, including its impact on intercultural communications, technological development and the preservation of linguistic diversity.

Keywords: Language processing technology, cultural heritage, endangered languages, linguistics, intercultural communication, globalization, linguistic diversity, artificial intelligence, machine translation, language preservation, sociolinguistics.

Introduction

In the modern world, linguistics occupies a special place among the humanities, playing an important role in solving many social, cultural and technological problems. Language is the basis of human interaction, allowing us to transfer knowledge, form identity and build bridges between cultures. However, in the context of globalization, digitalization and rapid technological development, linguistics is becoming even more important.

The study of languages has become an integral part of the processes of international cooperation, development of science and innovation. At the same time, linguistics helps to preserve cultural heritage and combat the disappearance of languages, which is important for maintaining cultural diversity.

The purpose of this article is to study the role of linguistics in various spheres of modern life, as well as to analyze its contribution to technological development and the preservation of cultural heritage. Consideration of these aspects emphasizes that linguistics is not only an academic science, but also a powerful tool for solving urgent global problems [1].





The novelty of this article lies in the comprehensive approach to the analysis of the modern role of linguistics, which covers its impact on globalization, technological development and the preservation of cultural heritage. In contrast to traditional research, the emphasis is on interdisciplinary connections between linguistics and artificial intelligence technologies, machine learning and digital tools for natural language processing. The article also highlights the relevance of language as a means of intercultural communication in the context of globalization and emphasizes the importance of sociolinguistic research in modern society. In addition, the novelty is the consideration of language as a tool for preserving a unique cultural heritage in the context of the threat of extinction of many languages.

Discussion

The modern world presents many challenges to which linguistics provides significant answers. This science, which studies the nature, structure and functions of language, remains relevant and in demand due to its ability to adapt to new conditions and tasks [2]:

1. Linguistics and globalization

Globalization enhances intercultural interaction, making knowledge of languages and understanding their features necessary for international cooperation. Linguistics plays a key role in the development of effective methods for learning foreign languages, as well as in the creation of translation tools that help reduce the distance between cultures. In addition, the study of sociolinguistics helps to understand how language shapes cultural identity and influences social processes.

2. The role of linguistics in technology

One of the most striking manifestations of language in modern conditions is its integration with technological innovations. Computational linguistics and natural language processing technologies have made it possible to create voice assistants, automated translation systems, and search engines. These technologies are used not only in everyday life, but also in science, business, and education [3]. An interesting example is machine learning algorithms that analyze huge volumes of text to improve the quality of translation or speech recognition. This has become possible thanks to deep research into vocabulary, syntax, and semantics conducted by linguists.

3. Preserving linguistic diversity

About half of the world's languages are at risk of extinction. The loss of a language is the loss of a unique worldview, traditions, and knowledge. Linguistics actively works





to document endangered languages, creating databases, dictionaries, and educational materials, which helps preserve them for future generations.

In addition, the study of small languages helps expand our understanding of the cognitive and cultural characteristics of humanity. Each language is the key to understanding how people perceive and organize the world around them [4].

4. The social significance of linguistics

Linguistics also plays an important role in solving social problems. For example, research in psycholinguistics helps develop programs for people with speech and learning disabilities. Political linguistics analyzes the ways in which language is manipulated in the media, which is important for developing critical thinking and countering propaganda.

During the discussion, it becomes clear that linguistics goes far beyond the scope of academic science. It becomes a link between cultures, a tool for technological progress and an important element in preserving cultural heritage. In the context of globalization and digital transformation, the role of linguistics is only increasing, emphasizing its central place in the modern world [5]. Linguistics is one of the most important disciplines in the modern world. It studies language as a complex and multifaceted phenomenon that unites billions of people. The development of science, technology, globalization and intercultural communications emphasizes the relevance of linguistics, making it a key tool for solving many social, economic and cultural problems.

Language as the basis of human interaction.

Language is a fundamental form of communication that allows us to convey knowledge, emotions and experience [6]. It acts as the main means of exchanging information in politics, science, education, business and many other areas. Without a competent understanding of the structure of language and its functions, humanity would not be able to achieve such significant progress.

Linguistics studies not only the grammatical and lexical aspects of language, but also its impact on society. For example, research in sociolinguistics helps us understand how linguistic differences influence social interaction, class structure, and cultural identity.

The Role of Linguistics in the Age of Globalization

The modern world is becoming increasingly interconnected, and languages play a central role in the processes of globalization [7]. The study of foreign languages,





intercultural communication and translation activities provide an opportunity for cooperation between countries and cultures. Linguistics helps to overcome language barriers, develop effective methods for learning languages and create universal platforms for interaction.

Language and technology

The development of artificial intelligence and machine learning technologies is impossible without linguistics. Linguists are involved in the development of algorithms for machine translation, voice assistants and automatic text analysis. For example, technologies such as Google Translate or Siri use linguistic data to train systems, making them increasingly accurate and user-friendly.

In addition, linguistics contributes to the development of computational linguistics, which studies the interaction of language and technology [8]. This area has great potential for the future, including the creation of systems capable of processing natural language at the level of human perception.

Preservation of linguistic diversity

Despite technological progress, many languages are at risk of extinction. Linguistics plays a key role in preserving the linguistic heritage of humanity. Linguists document dying languages by creating dictionaries, grammars, and databases that will preserve knowledge of them for future generations.

Preserving linguistic diversity has not only cultural but also practical significance. The disappearance of languages can lead to the loss of unique knowledge about nature, traditions, and history that they contain [9].

Results

The study revealed the key role of linguistics in various areas of the modern world. The main results can be summarized as follows:

1. Language as the basis of globalization:

Linguistics promotes intercultural communication, facilitating interaction between peoples and countries [10]. Research in this area helps to develop effective methods for learning foreign languages and overcome language barriers.

2. Technological application of linguistics:

The role of linguistics in the development of modern technologies is confirmed by advances in artificial intelligence, machine translation and voice assistants. Linguistic





research has made it possible to create natural language processing systems that are actively used today in business, science and everyday life [11].

3. Preservation of linguistic diversity:

Documentation of endangered languages helps to preserve unique knowledge and cultural heritage of mankind. Linguistics plays an important role in maintaining linguistic diversity by creating databases and materials for studying endangered languages.

4. Social Achievements:

Research in linguistics helps solve social problems, including developing programs for teaching people with speech disorders and analyzing the impact of language on social processes [12]. This makes linguistics a tool for improving the quality of life and building a harmonious society.

5. Integration of linguistics into education and science:

Linguistics is actively introduced into educational programs, promoting the development of critical thinking, analytical skills, and intercultural understanding. It also strengthens interdisciplinary ties, including cooperation with psychology, anthropology, computer science, and other sciences.

These results emphasize that linguistics not only retains its importance in the modern world, but is also becoming an increasingly important tool for solving global problems [13].

Conclusion

Linguistics plays a key role in the development of modern society, combining humanitarian and technological approaches to language study. In the context of globalization, it has become an integral part of intercultural communication, helping to strengthen ties between peoples and states. Technological advances such as machine translation and voice assistants demonstrate how linguistics influences the development of artificial intelligence and digital technologies. Equally important is the task of preserving linguistic diversity, since the disappearance of languages threatens the loss of unique cultural heritage. Linguistics actively documents and studies endangered languages, which helps to preserve them for future generations. In addition, linguistics addresses social issues by improving the quality of education and creating opportunities for social integration. Its application in psycholinguistics,





sociolinguistics and cognitive sciences expands our understanding of human interaction and thinking.

Thus, linguistics occupies a central place in the modern world, combining scientific knowledge with practical application. It continues to evolve, reflecting the challenges of the time and offering effective solutions to global problems, confirming its importance for the future of humanity.

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