

**O‘ZBEKISTON RESPUBLIKASI OLIY TA’LIM, FAN VA
INNOVATSIYALAR VAZIRLIGI**

GULISTON DAVLAT PEDAGOGIKA INSTITUTI



**TA’LIM TRANSFORMATSIYASI SHAROITIDA TILLARNI
O‘QITISHNING MUAMMOLARI VA ISTIQBOLLARI**

xalqaro ilmiy-amaliy konferensiya materiallari to‘plami

2024-yil 17-may

**Сборник материалов международной научно-практической
конференции**

**ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ ПРЕПОДАВАНИЯ ЯЗЫКОВ
В УСЛОВИЯХ ОБРАЗОВАТЕЛЬНОЙ ТРАНСФОРМАЦИИ**

17 мая 2024 года

Collection of materials of the international scientific and practical conference

**PROBLEMS AND PROSPECTS OF LANGUAGE TEACHING IN THE
CONTEXT OF EDUCATIONAL TRANSFORMATION**

May 17, 2024

Guliston – 2024

EXPLORING CONTEMPORARY CHALLENGES IN LINGUISTICS

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Annotation: Linguistics, the scientific study of language and its structure, is a dynamic field that continually evolves to address new challenges and complexities in the realm of human communication. In the modern era, linguists face a range of pressing issues and dilemmas that shape the way we understand and analyze language. This article delves into some of the current problems facing the discipline of linguistics.

Key words: Globalization, Urbanization, Communication, Dialects, Languages, Education, Social, Extinction, Technology, Global, Widespread, Exchange, Collaboration, Diversity, Digital Era.

Introduction. Nowadays, Globalization, urbanization, and cultural assimilation are significant factors contributing to the endangerment and extinction of languages around the world. These processes often lead to the marginalization and suppression of minority languages, as dominant languages gain prominence and influence in various spheres of society. Here is more information about how these factors impact language endangerment. Sedivy delves into the complexities of language processing in the mind, addressing the challenges of studying how language is represented and processed in the brain.[1] Globalization, characterized by increased interconnectedness and integration of economies, cultures, and societies, has led to the dominance of a few major languages in various domains such as commerce, media, education, and technology. As people seek economic opportunities and interact with speakers of different languages, there is often pressure to adopt dominant languages for communication and participation in global networks. This can marginalize smaller languages and diminish their use and transmission across generation. Urbanization, the process of population concentration in cities and urban areas, can also contribute to language endangerment. As people migrate from rural areas to cities in search of employment and better living conditions, they may abandon their native languages in favor of dominant urban languages spoken in their new surroundings. This shift can lead to the erosion of linguistic diversity and the loss of traditional languages spoken in rural communities. Cultural assimilation occurs when individuals or communities adopt the cultural practices, values, and norms of a dominant group, often resulting in the loss of their own cultural and linguistic heritage. In contexts where minority languages are stigmatized or devalued, speakers may feel pressure to abandon their ancestral languages in favor of the dominant language spoken by the majority. This process of cultural assimilation can accelerate language shift and endangerment, as younger generations may no longer learn or use their heritage languages. Deutscher explores the challenges of understanding how languages evolve and change over time, offering insights into the origins and development of human language.[2] In response to the threats posed by globalization, urbanization, and cultural assimilation, efforts are being made to document, revitalize, and

preserve endangered languages. Language revitalization programs, community-based language initiatives, and advocacy for linguistic rights are some of the strategies employed to safeguard linguistic diversity and promote multilingualism. By raising awareness about the importance of preserving endangered languages and supporting language revitalization efforts, we can work towards ensuring the continued vitality and diversity of the world's linguistic heritage.

In addition to raising awareness and supporting language revitalization efforts, there are several potential solutions to address the endangerment and extinction of languages due to globalization, urbanization, and cultural assimilation:

Education and Language Policies: Implementing inclusive language policies that promote multilingualism and support the teaching and use of minority languages in educational settings can help preserve linguistic diversity. Providing access to quality education in minority languages can empower speakers to maintain and transmit their linguistic heritage to future generations.

Community Engagement and Empowerment: Engaging communities in language revitalization efforts and empowering speakers to take ownership of their linguistic heritage can be effective in preserving endangered languages. Community-led initiatives, such as language revitalization workshops, cultural events, and intergenerational language transmission programs, can help strengthen the vitality of endangered languages.

Digital Technology and Media: Leveraging digital technology and media platforms to create resources, tools, and content in endangered languages can help increase their visibility and accessibility. Developing digital archives, online dictionaries, language learning apps, and social media campaigns in endangered languages can support language revitalization efforts and reach wider audiences.

Collaboration and Partnerships: Collaborating with local communities, academic institutions, government agencies, NGOs, and international organizations can enhance the effectiveness of language revitalization initiatives. Building partnerships to share resources, expertise, and best practices in language documentation, preservation, and revitalization can strengthen efforts to safeguard endangered languages.

Linguistic Rights and Recognition: Advocating for the recognition of linguistic rights and the protection of minority languages in legal frameworks can provide a foundation for preserving linguistic diversity. Ensuring that speakers of endangered languages have the right to use their languages in public domains, official documents, education, and media can support their continued vitality and transmission. By implementing these solutions in a coordinated and sustainable manner, we can work towards reversing the trend of language endangerment and promoting the survival and thriving of endangered languages in the face of globalization, urbanization, and cultural assimilation. Protecting linguistic diversity is essential for preserving cultural heritage, fostering intercultural understanding, and promoting social inclusion in our increasingly interconnected world. Hitchings examines the challenges of defining and preserving "proper" English, tracing the history of language debates and controversies surrounding linguistic norms.[3]

The impact of global media and technology on language diversity is significant and multifaceted. The dominance of major languages in popular entertainment, social media platforms, and online content has several implications for minority languages: Minority languages often have limited representation in mainstream media and digital platforms. This lack of visibility can reinforce the perception that major languages are more important or prestigious, leading to a devaluation of minority languages in the eyes of speakers, especially younger generations. Major languages used in global media and technology tend to be standardized and homogenized for mass consumption. This standardization can erode the linguistic diversity present in minority languages, as they may not conform to the same standards or norms. As a result, speakers of minority languages may feel pressured to conform to the linguistic norms of dominant languages, further marginalizing their own language varieties. The widespread availability of content in major languages can influence language use patterns among speakers of minority languages. Younger generations, in particular, may prefer to communicate in the dominant language due to its prevalence in digital spaces and social media platforms. This shift in language use can contribute to the decline of minority languages within communities .Digital language divide: Access to digital technologies and online content is not equitable across all linguistic communities. Minority language speakers may face barriers to accessing relevant content in their own languages, further limiting the visibility and viability of their languages in the digital realm. This digital language divide can exacerbate existing inequalities and contribute to the marginalization of minority languages. The pervasive use of major languages in global media and technology can contribute to the endangerment of minority languages. As speakers of minority languages are exposed to dominant languages through various digital channels, there is a risk of language shift and loss within communities. This process can be accelerated by factors such as urbanization, globalization, and migration, all of which are facilitated by digital communication technologies. Despite the challenges posed by global media and technology, digital platforms can also serve as valuable tools for language revitalization efforts. Minority language communities and activists can leverage social media, online resources, and digital tools to promote their languages, share linguistic resources, and connect with speakers across different regions. By harnessing the power of technology, minority languages can gain visibility and support for revitalization initiatives. Digital technologies offer new opportunities for preserving and documenting endangered languages. Online archives, digital libraries, and multimedia resources can be used to store and share linguistic materials, such as recordings, texts, and dictionaries, ensuring that valuable language data is accessible for future generations. These digital repositories play a crucial role in safeguarding linguistic diversity and promoting the study of endangered languages. Global media and technology have transformed language learning and education by providing access to online language courses, interactive tools, and virtual classrooms. Minority language speakers can take advantage of these digital resources to learn and practice their heritage languages, connect with other learners, and participate in online language

communities. Digital platforms can facilitate language revitalization efforts by offering innovative ways to engage with minority languages in educational settings. Global media and technology enable cross-cultural exchange and collaboration among speakers of different languages. Social media platforms, online forums, and digital communication tools provide opportunities for minority language speakers to connect with a global audience, share their cultural heritage, and collaborate on creative projects. By fostering intercultural dialogue and promoting multilingualism, digital technologies can support the preservation and promotion of linguistic diversity worldwide.

McWhorter explores the challenges of studying the diversity of languages around the world and the complex processes that shape linguistic evolution [4]. Addressing the challenges posed by global media and technology requires a concerted effort to promote linguistic diversity, support minority language content creation, and ensure equitable access to digital resources for speakers of all languages. By advocating for inclusive language policies in digital spaces and supporting initiatives that celebrate linguistic diversity, we can work towards preserving and revitalizing endangered languages in the digital age.

Encourage the use of multiple languages in digital content, platforms, and services to support linguistic diversity. Develop language-friendly interfaces, tools, and resources that cater to speakers of different languages and promote multilingual communication. Provide funding, resources, and support for language revitalization projects that aim to preserve and promote endangered languages. Collaborate with local communities, language activists, and scholars to develop sustainable strategies for revitalizing minority languages in the digital age. Invest in the development of language technologies, such as machine translation, speech recognition, and natural language processing, for under-resourced languages. By improving access to digital tools and resources in minority languages, we can empower speakers to engage more effectively in the digital world. Encourage the creation and dissemination of digital content in minority languages, including literature, music, videos, and online courses. Support content creators, educators, and media outlets that produce high-quality content in underrepresented languages to raise awareness and promote linguistic diversity. Advocate for inclusive language policies at the local, national, and international levels to protect and promote linguistic diversity. Support legislation, regulations, and initiatives that recognize the rights of minority language speakers and ensure their access to digital resources and services. Foster partnerships and collaborations among stakeholders, including governments, NGOs, industry leaders, researchers, and community organizations, to address the challenges facing language diversity in the digital age. By working together, we can leverage collective expertise and resources to support minority languages and cultures. Increase awareness about the importance of language diversity and the impact of global media and technology on minority languages. Educate policymakers, educators, media professionals, and the general public about the value of linguistic diversity and the need to protect and promote underrepresented languages in the digital era.

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TILSHUNOSLIKNING DOLZARB MUAMMOLARI

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Annotatsiya: Ushbu maqolada o'zbek tilshunosligi va uning kelib chiqish bosqichlari hamda adabiy til me'yorlarini ishlab chiqish yo'llari, shuningdek, Ta'limda hozirgi adabiy tilni o'qitish va uning istiqbollari haqida fikr yuritilgan. Bundan tashqari, tilshunoslikning bir nechta muammolari keltirib o'tilgan. Til faqat kishilik jamiyatining mahsulidir. Tilsiz hech bir voqelik va hodisani, insonning tabiatda, jamiyatda tutgan o'rni, jamiyat taraqqiyoti yo'llarini bilish, o'rganish mumkin emas. Shuning uchun ham til kishilik jamiyatining mahsuli deb bekorga aytilmaydi.

Kalit so'zlar: tilshunoslik, adabiy til, me'yor, tadqiqot, yechim, an'ana, milliy til, muammo.

Kirish. Tilshunoslikning dolzarb muammolari til o'rganuvchilar va o'qituvchilar tomonidan muammo sifatida ko'rsatiladigan xususiyatlaridir. Bu muammo, odamlar o'rtasidagi til o'zgarishlariga bog'liq bo'lishi mumkin, hamda turlicha sabablarga asoslangan holda sodir bo'ladi. Dolzarb muammolari turli xilliklarda paydo bo'lishi mumkin. Ba'zilar fonetikaviy muammo, morfologikaviy muammo (so'zlarning g'oyaviy o'zgarishi), sintaktikaviy muammo (gaplarning to'g'ri tartibi), leksikaviy (iboralar uchun tog'ri kalitlarni topish) yoki semantikaviy muammo bo'lishi mumkin. Dolzarb muammolari har qanday tilning o'zida paydo bo'lishi mumkin [3]. Chunki har bir til o'ziga xos qoida va xususiyatlarga ega bo'lgan kompleks tizimga ega. Bunday muammolari g'ovaviy leksikografik va tilshunoslik tadqiqotlar yordamida hal qilinishi mumkin. Bu muammo turlari tilshunoslar, akademik olimlar, o'qituvchilar, tarjimonlar va boshqa til sohiblarida faoliyat yuritadigan mutaxassislar tomonidan o'rganiladi va hal qilinadi. Dolzarb muammolari tilshunoslik sohasidagi muhim va qiziqarli mavzulardan birini tashkil etadi, chunki bu muammo o'rganuvchilar va o'qituvchilar uchun tilni tog'ri yordam berishda katta ahamiyatga ega.

Asosiy qism. O'zbek tilshunosligi tom ma'nodagi fan sifatida XX asrning 20-30yillarida shakllana boshladi. O'z oldiga davr talablaridan kelib chiqib, muayyan