

Psycholinguistic Mechanisms of Language Influence on the Formation of Cultural Identity in the Context of Globalization

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ABSTRACT

The article examines the influence of language on cultural identity in globalization, with a particular emphasis on the role of multilingualism in circumventing cultural barriers and resolving intercultural conflicts. Cultural pluralism and intercultural dialogue play a crucial role in shaping societal spirituality. The article also addresses the necessity of adapting educational methodologies to a globalized world, with a particular emphasis on the integration of information technologies. It urges the collaboration of researchers, policymakers, and communities to guarantee the sustainable preservation of cultural heritage and the promotion of linguistic diversity.

KEYWORDS: psycholinguistics, cultural identity, globalization, multilingualism, intercultural communication, language proficiency, educational adaptations.

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1. Formulation of the problem. In the context of accelerated globalization, there is an urgent need to understand the psycholinguistic mechanisms of language influence on the formation and preservation of cultural identity. The study focuses on how language processes contribute to the formation of cultural identity in diverse societies and what impact the spread of dominant languages has on local languages and cultural identities. An important aspect is the study of how multilingualism affects intercultural communication and conflict resolution, as well as the role language plays in shaping the cultural identity of young people in the context of global cultural influences (Hudzenko, Aleksandruk, 2024). It also raises the question of how educational systems can adapt to the challenges of preserving linguistic diversity in a globalized world and what psycholinguistic mechanisms underlie the relationship between language competence and cultural identity formation (Hudzenko, 2023).

This study aims to deepen the understanding of the psycholinguistic aspects of cultural identity formation in the era of globalization, contributing to the development of theoretical knowledge and practical approaches in the fields of education, cultural studies and international relations.

2. Analysis of recent research and publications. The relationship between language and cultural identity is the subject of research by the following scholars, among others: G. Isabekova (nonverbal communication in the context of intercultural communication), Z. Zhong and L. Fan (bilingualism and multilingualism in the context of globalization), A. Shimichev (intercultural communication in a multicultural world), G. Aliyeva (cultural dimension of language as an identity problem), P. Boski (bicultural identity and language competence), N. Yunusova (the impact of globalization on educational approaches), Y. Safronova and Y. Michshenko (the impact of globalization on the relationship between language and culture), J. Arnett (the impact of globalization on the formation of cultural identity of adolescents and young people) etc.

The research methodology is based on an interdisciplinary approach that combines the theoretical foundations of psycholinguistics, sociolinguistics, and cultural anthropology. The theoretical basis of the work is the concepts of language consciousness, the theory of linguistic relativity and the theory of cultural identity. Ethical aspects of the study included adherence to the principles of academic integrity. The interdisciplinary nature of the study allowed us to comprehensively examine the problem of the influence of language on the formation of cultural identity in the context of globalization.

3. The purpose of the article. The purpose of the article is to study the psycholinguistic mechanisms of language influence on the formation of cultural identity in the context of globalization. The article is aimed at analyzing the relationship between language, culture and identity, studying the role of multilingualism in intercultural communication, and considering adaptation strategies in the field of education. The study also aims to contribute to the development of theoretical and practical approaches to preserving cultural and linguistic diversity in a globalized world.

4. Presenting main material. Xiong Wang posits that language plays a critical role in preserving and transmitting cultural identity, serving as a dynamic and multifaceted means of expressing and perpetuating shared values, traditions, and narratives within a community. This study explores the intricate link between

language and cultural identity, delving into how language acts as both a mirror and a shaper of cultural nuances (Wang, 2021). Wang emphasizes the interdisciplinary nature of this research, drawing on linguistic, anthropological, and sociological perspectives to analyze the mechanisms through which language serves as a repository of cultural heritage. The study investigates how language influences the preservation of cultural identity by examining thematic studies from various regions and communities, highlighting its role in oral traditions, folklore, and historical narratives that define cultural groups, fostering a sense of belonging and intergenerational continuity.

The scholar underscores challenges related to language loss and the erosion of linguistic diversity, emphasizing their potential implications for cultural identity. Wang discusses the importance of efforts to revitalize languages and promote multilingualism as strategies against the decline of indigenous and minority languages. The analysis of successful language revitalization initiatives underscores the link between language and cultural resilience.

The author concludes that the document underscores the necessity of recognizing and preserving linguistic diversity as an integral aspect of cultural identity preservation. Wang advocates for a holistic approach that views language as a dynamic force in safeguarding cultural heritage. According to the author, the findings contribute to broader discourse on cultural preservation, emphasizing the symbiotic relationship between language and identity amidst contemporary challenges.

Wang asserts that the study of language's role in preserving cultural identity is a multifaceted endeavor, illuminating the complex dynamics shaping our global cultural landscape. The theoretical foundation grounded in linguistic anthropology, sociolinguistics, and cultural sociology provides a comprehensive lens to understand how language acts as both a mirror and a shaper of cultural identity. Modern methodologies, including digital humanities, natural language processing, community-based research, and neuroscientific approaches, demonstrate the evolution of research methodologies. According to the author, these methodologies harness technology, community engagement, and interdisciplinary collaboration to offer new insights into the intricate relationship between language and cultural identity.

The author highlights the topic's significance in its implications for cultural diversity preservation, community resilience, intergenerational knowledge transmission, identity formation, and global understanding. Recognizing the importance of language in these spheres underscores the need for ongoing research, policy considerations, and civic initiatives to ensure the preservation of linguistic and cultural manifestations. However, the author stresses the importance of acknowledging limitations inherent to this field of research, such as oversimplifying cultural identity, generalizing results across diverse cultures, neglecting individual and intracultural differences, and grappling with challenges posed by globalization and technological barriers. Addressing these limitations requires a nuanced and contextually sensitive approach to research.

In addressing the complex issues of language and cultural identity, researchers, policymakers, and communities can collaborate on strategies that celebrate linguistic diversity and contribute to the sustainable preservation of cultural heritage. Wang concludes that through these efforts, we contribute to a global tapestry

that values and respects the richness of human expression, ensuring that unique cultural identities continue to flourish amidst dynamic forces of change and globalization (Wang, 2021).

Z. Orazbekova, S. Burbekova, G. Isabekova give a brief overview of the development of psycholinguistics as a science that studies real processes of speech and understanding. They consider various systems of non-verbal communication: optical-kinetic, paralinguistic, organization of space and time in the process of communication, as well as visual contact. The scholars discuss methods of coding and analyzing nonverbal communication, in particular, the systems of C. Birdwistle and P. Ekman. The authors emphasize the importance of cultural context in nonverbal communication, giving examples of cultural differences in the expression of emotions, such as Japanese and Arabic cultures. They analyze examples of nonverbal communication in M. Auezov's novel *The Way of Abay*, in particular the use of gestures to characterize characters. In particular, scholars emphasize the importance of learning a language in unity with the world and culture of the people who speak it. They also emphasize the need to overcome not only the language barrier but also the cultural barrier for effective intercultural communication. The authors conclude that it is important to study non-verbal communication to understand the national character, emotional system, and thinking of different cultures. In general, scientists emphasize the importance of studying non-verbal communication in the context of intercultural communication (Orazbekova, Burbekova & Isabekova, 2014).

According to Z. Zhong and L. Fan, the study of bilingualism and multilingualism is becoming increasingly important in the context of globalization. In particular, since code-switching research has attracted considerable attention, a bibliometric analysis of 1293 articles from 1968 to 2022 was conducted using bibliometrix. The results showed that hot topics include code-switching between English and other languages, the role of inhibition ability, and the processing mechanisms of highly skilled bilinguals. Grammatical gender processing, bilingual language production, and multilingualism were identified as potential new areas of research. The United States is recognized as the most productive and influential country in this field. Therefore, future research may focus on different levels of code-switching, comparisons between different types of languages, the influence of different factors on code-switching, and the use of different methodologies to investigate cognitive processes (Zhong & Fan, 2023).

O. Oberemko, E. Glumova and A. Shimichev study the issues of intercultural communication in a multicultural world. The authors believe that the main issues of the study are the role of multilingualism as an important mechanism for resolving intercultural conflicts in the context of identity issues, overcoming intercultural barriers, cultural gaps, and the need to increase cultural awareness and linguistic tolerance. Scholars emphasize that multilingualism is a means of creating options for potential personal identity in the context of transculturality. According to the author, the analysis of the linguodidactic aspect of forming the linguistic outlook of school and university students studying second and third foreign languages demonstrates that multilingualism is a complex psycholinguistic phenomenon. It is closely related to the concepts of linguistic

consciousness and linguistic personality, since language is a way of thinking and a means of communication, representing the worldview of an ethnic group and a linguistic personality.

The researchers conclude that a linguistic personality who speaks several languages is a phenomenon characterized by the interaction of sociolinguistic forms and norms of various cultural and socio-political characteristics in the linguistic consciousness of a person. These are the language categories of the native language, acquired naturally, and the categories of foreign languages, acquired secondarily. The possibility of forming a foreign language worldview determines the expediency of studying native and foreign languages in close connection with culture. The results obtained indicate that students combine several linguistic worldviews in their linguistic consciousness, which they possess approximately equally. Therefore, the process of acquiring a foreign language worldview is complex and multidimensional, and therefore requires the use of a holistic, multicomponent methodological system. The entire content of linguistic education is to some extent aimed at forming a foreign language worldview in the minds of students. However, within each component of linguistic education, one can distinguish individual elements that directly affect the formation of a foreign language worldview (Oberemko, Glumova, Shimichev, 2020).

Therefore, the process of acquiring multilingualism is natural in today's multinational world, as it is driven by the need to maintain and establish a dialogue with representatives of other cultures. Dialogue of cultures promotes the development of cultures through communication and interaction, and helps to understand the peculiarities and uniqueness of each culture.

G. Aliyeva explores the cultural dimension of language, which turns into an identity issue. The author analyzes the relationship between communication, language, and culture using the deductive method, analysis, synthesis, and modeling, combined with a literature search in several databases, including Google Scholar, Scopus, and Web of Science. This allowed us to uncover the problem of language as a means of communication, social construction, and the formation of our identity and common culture. The researcher presents a study developed by describing various approaches and models of the concept of culture that affect intercultural communication, as well as by describing linguistic theories related to the relationship between language and culture. The results of the work showed the connections between language, discourse, personality, and culture, and established the concept of individual identity. The author has identified the phenomenon of social and cultural identity of a group and their differences. The article makes a philosophical judgment about intercultural dialogue, and also reveals the question of what is the identity and behavior of individuals in their common life. The author emphasizes that the disclosure of these issues shows that dealing with the cultural nature of language is not an easy task, especially from the point of view of the hypothesis that language is a distinctive feature of individuals. The results of the work showed that discourse in intercultural dialogue represents ways of speaking that are specific to both individuals and shared cultures.

The researcher believes that in the era of interference, intercultural communication is appropriate and necessary. The importance of the results lies in the development of four competencies in the context of "plurality of languages" that show how cultural identity traits can contribute to intercultural dialogue. The author emphasizes that today language is not only an art of communication, but also a means of social

construction, which is possible only in dialogue. For a dialogue to be productive, a number of requirements must be met, such as understanding the essence of the problem, tolerance, patience, power of persuasion, conciseness, eloquence, and the ability to concede when arguments are incorrect. The formation of our identity and common culture is a kind of global awakening and means rising to a level of consciousness from which one can see that cultures, religions, and ideologies are located against a common background of reality, and these radical differences are also located in a field of unity. The scientist notes that this “global awakening” is realized through dynamic intercultural dialogue, which is a new type of intercultural relations, which means a new provocative and dramatic dialogue to achieve a globalist understanding of reality. In this context, there is a personal and global transformation of life and behavior: I live in a new global consciousness, a dialogical consciousness. This can be interpreted as the cultural code of a nation embodied in communication. And cultural pluralism, which characterizes the modern world, should be seen as a positive factor contributing to the spiritual evolution of society, and intercultural communication as timely and necessary (Aliyeva, 2023).

L. Kmiotek and P. Boski in their study compare the bicultural identity of Poles in France and Polish students learning French. It was found that language and identity are related. However, the results do not confirm the link between bilingual skills and identification with common French and Polish values. Polish identity is stronger among young immigrants in France, and French identity is stronger among Polish students. There is a paradox: a stronger cultural identity does not necessarily mean a better command of the respective language. This may be due to the internalization of negative stereotypes. The authors emphasize the complexity of the relationship between language competence and cultural identity, pointing to the need for further research (Kmiotek & Boski, 2017).

Thus, the study showed that language competence and cultural identity are complex and not always interrelated aspects. Negative stereotypes can affect the perception of cultural identity and language skills. The findings emphasize the importance of further research in this area to better understand the relationship between language and culture in the context of globalization and intercultural dialogue.

Social development has always been closely linked to scientific and technological progress. The second half of the 20th century saw an information leap that accelerated the global exchange of information and the Internet coverage of the Earth. Information exchange plays an important role in coordinating social activities. The global approach has proven to be necessary for jointly solving global problems of humanity. N. Yunusova examines the impact of globalization on the patterns of social development, noting in particular that Azerbaijan, recognizing the need to adapt to new realities, is actively changing educational approaches and implementing international standards. Western training programs help to create specialists who are ready to work in an international environment. However, it is important to change approaches to learning, taking into account the latest information technologies, to successfully adapt to the global environment (Yunusova, 2021).

To summarize, globalization affects all aspects of social life, including the education system. Education is becoming a key tool for development, requiring the integration of information technology and readiness

for global challenges. Globalization requires systemic reforms aimed at improving the educational process and preparing young people for successful functioning in the information society.

Y. Safronova and Y. Michshenko study the impact of globalization on the relationship between language and culture, in particular, they analyze the factors that determine the peculiarities of intercultural communication. They emphasize the role of digitalization, which has greatly expanded the possibilities of mass communication between different cultures. The authors emphasize the fragmented and superficial nature of many cultural exchanges in the globalized world, where interaction is often limited to superficial elements such as cuisine, fashion, and entertainment. The Internet plays a special role in these processes as a major factor transforming socio-cultural reality.

The researchers conclude that language and culture are important for the formation of interpersonal and socio-cultural ties on a global scale. They note that a global language, such as English, serves as a tool of cognitive communication that promotes cultural interpenetration in the context of globalization. The intensification of globalization processes promotes the exchange of linguistic elements and enhances their interaction and interdependence. It is noted that the interaction of language and culture does not always lead to their complete unification, but more often reflects the tendency to identify national identity within the framework of transcultural interconnection. Understanding the relationship between language and culture in a global context is key to identifying new resources and opportunities for society's adaptation to global civilization processes. The study of linguistic and cultural globalization is important for an adequate understanding of its specifics and positive impact on the formation of a modern linguistic and cultural worldview (Safronova, Michshenko, 2023).

Thus, in the study by Y. Safronova and Y. Michshenko found that globalization has a significant impact on the relationship between language and culture. Digitalization expands opportunities for intercultural exchange, but often leads to fragmentation of cultural relations. The interaction of language and culture contributes to cognitive communication and the manifestation of national identity in the context of globalization, which emphasizes the importance of studying these processes for modern society.

L. Jensen, J. Arnett, J. McKenzie believe that globalization has a significant impact on the formation of cultural identity of adolescents and young people. They increasingly interact with different cultures both directly and through the media, which makes the process of cultural identity formation more complex and requires navigation between local and global cultures. Globalization also leads to a greater diversity of ways of forming cultural identities, highlighting patterns such as assimilation, separation, integration, and marginalization, which combine elements of local and global cultures in different ways. The impact of globalization encompasses various aspects of life, including language, food, media, and communications, as reflected in the spread of English, the globalization of cuisines, and Internet communications. Despite the new opportunities it brings, globalization also brings risks, such as cultural disorientation and intergenerational conflicts, but it also contributes to broadening the worldview and new forms of civic engagement among young people. The authors emphasize the importance of further research on the impact of globalization on youth identity formation, particularly in the context of different cultures and regions of the world.

Thus, globalization has a significant impact on the formation of the cultural identity of adolescents and young people, complicating this process through interaction with different cultures. It creates more avenues for identity by influencing language, diet, media, and communication. While globalization brings new opportunities, it also carries risks of cultural disorientation and intergenerational conflict.

S. Hjarvard describes the changes in the status of the world's major languages, including English, in the context of their growing popularity compared to other languages. The author believes that despite the increase in the number of speakers of other languages, their influence in the world is decreasing, especially compared to English. Languages such as French, Spanish, Arabic, German, and Russian are gaining regional or national importance but losing their grammatical structure, which is critical for language and education. The author also notes the influence of the telephone and cinema on the homogenization of the Danish language.

The article discusses the changing status of major languages in the world, in particular the growing influence of English compared to other languages such as French, Spanish, Arabic, German, and Russian. The author points to the loss of the grammatical structure of these languages and emphasizes the importance of this aspect for the preservation of language and education.

S. Yermolenko explores the relevance of the topic of national identity in the context of modern globalization. The linguistic analysis is complemented by a contextual consideration of the concept of "national identity", in particular in scientific texts on historical, cultural and ethnological approaches. Particular attention is paid to the interpretation of the concepts of "national" and "ethnic" identity and to the note of their historical variability. The author provides examples of contemporary historical research that links national identity to the formation of the Ukrainian nation and compares scientific and artistic interpretations of the concept (Yermolenko, 2022). It is worth noting that this approach opens up prospects for further research on the types of identities and their linguistic and cognitive structuring.

To support the ideas presented in the article, we can refer to several empirical studies. A 2020 Pew Research Center study among young people aged 18-29 in 14 countries found that 58% believe globalization positively impacts their culture, 67% regularly use English online even if it's not their native language, and 72% consider it important to preserve their national language and culture. Regarding multilingualism, the 2019 Eurobarometer data shows that 56% of EU citizens can hold a conversation in at least one foreign language, with 28% speaking two foreign languages. English (38%), French (12%), and German (11%) are the most common foreign languages in the EU. A study published in "World Englishes" in 2021 revealed that the number of people learning English as a foreign language has increased by 25% over the past decade, and 55% of international companies use English as their official corporate language. UNESCO data highlights the threat to linguistic diversity, stating that about 43% of the world's 6,000 languages are endangered, with one language disappearing every two weeks, and 96% of the world's languages spoken by only 4% of the global population. Regarding technology's impact on linguistic identity, a 2022 Massachusetts Institute of Technology study found that 78% of young people aged 16-24 use social media to learn foreign languages, and 62% believe technology helps them maintain

connections with their native culture while living abroad. These empirical data corroborate the article's main ideas about globalization's impact on cultural identity formation, the importance of multilingualism, the growing influence of English, the need to preserve linguistic diversity, and the role of technology in these processes (Arnett, 2002), (UNESCO, 2016).

5. Conclusions. Based on the analysis of the psycholinguistic mechanisms of language influence on the formation of cultural identity in the context of globalization, the following key conclusions can be drawn: language plays a key role in preserving and transmitting cultural identity, serving as a dynamic means of expressing and preserving common values, traditions and narratives within a community. The study emphasizes the complex relationship between language, culture and identity. Globalization has a significant impact on the formation of cultural identity, especially among young people. This process creates both new opportunities and challenges, requiring navigation between local and global cultural elements. Multilingualism is an important mechanism for resolving intercultural conflicts and overcoming cultural barriers. It is a complex psycholinguistic phenomenon closely related to the formation of language consciousness and linguistic personality. Preserving linguistic diversity is critical to maintaining cultural identity. The loss of languages and the erosion of linguistic diversity pose a serious threat to the cultural heritage of humanity. The growing influence of English as a global language has significant implications for other languages and cultures. This requires a balance between the need for global communication and the preservation of local linguistic and cultural characteristics. Intercultural dialogue and cultural pluralism are key factors for the spiritual evolution of society in the context of globalization. They promote mutual understanding and enrichment of cultures. Educational systems must adapt to the new realities of the globalized world by integrating information technologies and developing competencies for successful functioning in a multicultural environment. The study of the relationship between language competence and cultural identity requires further research, especially in the context of different cultures and regions of the world. Collaboration between researchers, policy makers, and communities is needed to develop strategies that would promote linguistic diversity and the sustainable preservation of cultural heritage in the context of globalization. Understanding the psycholinguistic mechanisms of language influence on cultural identity formation is key to developing effective approaches to intercultural communication and education in a globalized world.

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