

## ФОРМИ ІСНУВАННЯ МОВИ В СУСПІЛЬСТВІ

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### GLOBALIZATION AND PERSPECTIVES ON ENGLISH

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The article analyses different approaches to understanding the concept of globalization as well as other phenomena stipulated by it. It singles out the features of globalization discussed in latest research works in sociolinguistics and related disciplines. It views the influence of globalization on the English language. The author follows major tendencies of the English language development both as native and foreign language. The analysis of the history of the Latin language allows for making certain generalizations as to economic, political and social factors of world languages development. The article offers some perspectives on further development of the English language in the globalized world.

*Key words:* globalization, hyperglobalizm, transformationalizm, the English language, world languages.

Different views are held about late modernity and globalization. Many of the key conditions associated with globalization – cultural reflexivity, social complexity, hybridity in personal and social identities, increased emphasis on individual life and the decline of institutions – are much easier to understand in the dynamics of a globally connected world. The sociology of language has always been interested in the relative vitality of languages and communities, and in language death and attrition internationally. The recent research on the interrelation of globalization and world languages is found in the works of D. Crystal, J. Bartelso, T. Eriksen, P. Garrett, B. Evans, A. Williams, D. Graddol, S. Mufwene, A. Pennycook, R. Phillipson and many other linguists, sociologists and economists. The theoretical approaches to the understanding of the notion of globalization are rather different, that is why the main task of the following article is to investigate the key ways of interpreting the processes of globalization and to distinguish the perspectives on English in the modern world.

Globalization often functions as the pursuit of classical liberal policies in the world economy, the dominance of western forms of political, economic, and cultural life, the fast growth of new information technologies, as well as the idea that humanity stands at the crossroads of realizing one single community. While this definition describes complex phenomena in political, economic, social, cultural, and technological spheres, the interpretation of the term is used and understood in public and academic discourse quite differently [8: 447].

Academic and professional discussions on globalization can be generally summarized under three schools of thought: the hyperglobalizers, the skeptics, and the transformationalists [1: 123]. Each group presents a considerable diversity, but the three

represent very different understanding and arguments around globalization. To exemplify, the hyperglobalizers regard contemporary globalization as a new epoch in the history of humanity, in which people everywhere are subjected to the influence of the global marketplace. The skeptics counter this point, claiming that the international economy is divided into three geographical blocs: North America, Europe, and Asia – Pacific. Transformationalism does not regard the economy, as the single reason for globalization, but sees instead a greater range of influences. For transformationalists, societies around the world are involved in a process of changes and have to adapt to an interconnected and uncertain world.

Globalization can be also viewed in terms of economic, political, and cultural domains [2: 77]. In the economic domain controversies around global institutions such as the World Trade Organization (WTO) have been a main focus. Skeptics view the current global marketplace as less global than it was before, because economic power is now concentrated in fewer spheres and is less integrated throughout the world. Political sphere is also included in the globalization debates. The growth of transnational organizations and networks means that governance widens national boundaries.

Transformationalists argue that countries must be involved in the profound change toward expanded interconnectivity. From the hyperglobalist perspective the national governments are so subjected to the global economy that they must be characterized as «unnatural» (цит. за: [3: 32]). Cultural issues also have a strong presence in globalization literature. Many concerns arise from the generally widespread recognition of inequality associated with globalization. Homogenization is one of these concerns, and it is often referred to westernization, or Americanization [3: 55]. Some of the discussion centers on the global distribution of goods such as television programs and other media, cinema, or company franchises created by western, especially US, businesses. It is argued that these products spread the ideology and values of their creators and will ultimately replace the cultures in which they are distributed.

Opposed to this is the view that such commodities become localized and adapted to local tastes. Discourses on globalization at the cultural level focus on the «compression of space and time» (цит. за: [4: 55]). Discussions refer to the dramatically increased speed of movement of people, objects, ideas, and information around the world. Technological developments, increased interdependence between countries are the main factors. Compressed time and space is related to homogenization through the impression of living in a global village.

Polarization exists within all of these domains. Each of them can be seen as heterogeneous or homogenous, global or local, good or bad, threats or opportunities. It is important to capture the diversity of views about the concept of globalization that is expressed in the academic literature.

One of the key notions in literature on globalization is the term ‘flow’. It has been chosen as an orienting concept by sociolinguists. People can no longer conceive of cultures as neatly bounded unities. Cultures flow into each other. J. Bartelson distinguishes three ways of global flow conceptualization: in terms of transference, transformation and transcendence. Transference is the most material form of flow – the movement or exchange of things across pre-existing boundaries and between pre-constituted units. The examples of transference are demographic migration and the dissemination of cultural formats and products. Globalization as transformation implies a more radical change, whereby flows modify the

character of the whole global systems in which they function. Boundaries and units are themselves refashioned, as well as things flowing across and between them. In the third term, transcendence, «globalisation is driven forward by a dynamic of its own and is irreducible to singular causes within particular sectors or dimensions» (цит. за: [5: 81]).

Several characteristics of contemporary globalization are found in the recent research [4: 44]. These include:

1) disembedding;

Driven by economic and technological changes, capital, labor, ideas, social life are not included in a local and fixed space and tend to travel faster than ever before.

2) expansion;

This process extends to such phenomena as international agreements, international hotel chains and shopping centers, and the increased use of English.

3) interconnectedness;

The increasing density, speed, and extensiveness of transcontinental connecting networks require more international agreements and new foreign policies, creating new opportunities at some times, new constraints at other times.

4) movement;

Increasing migration, leisure, and business travel carry implications for local economies, politics, and community life.

5) mixing;

The meeting of different cultures is increasing, both in terms of physical mixing and in terms of instantaneous message exchange over vast distances.

6) vulnerability;

The weakening or disappearance of borders means that territorial political units have difficulties protecting themselves against unwanted flows – from epidemics to terrorism, climate change, or credit crunches.

7) re-embedding;

Globalization can be seen as a dual process, on the one hand of ‘shrinking’ and homogenizing the world and on the other hand of expanding and heterogenizing the world by making people more aware of difference and thus by leading to new forms of diversity.

We focus on English in considering how it is regarded in the era of globalization. To what degree the language is involved in the processes of globalization. As D. Crystal points out, «a language has traditionally become an international language for one chief reason: the power of its people – especially their political and military power» (цит. за: [6: 48]). The case of English has perhaps been studied and argued about more than that of any other language over the past several decades. D. Crystal, relying on the latest editions of the Encyclopedia Britannica Yearbook and Ethnologue: Languages of the World makes the following claims:

- There are 75 territories in which English continues to hold a special place as an official or co-official language, and where it is used as a first or second language.
- On the basis of the 2001 census, the total population of these territories is 2.24 billion people (one third of the world’s population).
- The number of users of English as a first language totals 329,140,800; the number of users of English as a second language totals 430,614,500.
- If the various English – derived pidgins and Creoles are counted in the category of English as a first language (80 million people), then the total number of first – language users of English is about 400 million.

- Since far more people use English as a second or foreign language than as a native or first language (L1), the ratio of native to non - native English speakers is 1:3
- The annual population growth rate in countries with large numbers of L2 English users (Cameroon, India, Malaysia, Nigeria, Philippines) is considerably higher than the population growth rate in the principal L1 English users (Australia, Canada, New Zealand, UK, USA); in the period 1996–2001, the average difference was 2.4 percent versus 0.88 percent, respectively).

What is particularly interesting about these data is the fact that the world of the future will see a decline in the number of first – language users of English. D. Graddol, relying on data from the Sex and Age Quinquennial (United Nations Population Division) dataset for 1950–2050 (1998 revision) and using the current estimates of L1 English speakers in 56 countries with a total population of about 337 million speakers, calculates that, whereas in 1950 over 8 percent of the world’s population spoke English as their first language, by 2050 the proportion will be less than 5 percent.

However, some linguists claim the more widely English spreads, the more likely it is to drive other languages to extinction, just as has been witnessed in North America and Australia [2: 80]. But, neither economic globalization, nor language spread is new in the history of mankind. This history explains why we need not fear the emergence of a ‘global English’. The spread of Latin, which has often been referred to as an earlier example of a ‘global language’ addresses the question of whether we can actually speak of a ‘global English’. Latin spread in the world around the Mediterranean and North Sea thanks to the Roman Empire, it became a vernacular only in southwestern Europe and in Romania. Vernacular shift occurred most significantly after the Romans had left the Western Roman Empire to protect Rome against the invading Germanics. The Romans had romanized the ruling class, through which they administered their colonies. After the collapse of the Western Roman Empire, Vulgar Latin gradually spread to the rural areas, along with the Roman-style economy and culture it was associated with [3: 50].

The notion of a global English with uniform structural features all over the world is not even consistent with the process of world – wide economic globalization itself. English is not the only language of the global economy. Manufacturers trade in different languages, making sure that they secure profitable markets everywhere they can. Thus American companies use German to trade with the Germans in Germany and Japanese to trade with the Japanese in Japan. The others do just the opposite in trading with anglophone countries. In a way, one can argue that English has spread as a business language not only because of American military and economic hegemony, but also because almost any country in the world would like to trade with the United States, the United Kingdom, and many other important members of the former British Commonwealth [8: 593].

The so-called ‘McDonaldization’ of the world has proceeded with adaptations to local tastes and customs, using local major languages rather than English everywhere. In many parts of the Anglophone world, English is no more dangerous to the indigenous languages than McDonald’s eateries are to their traditional cuisines [3: 56]. It is true that English has become the kind of global language that Latin came to be after the collapse of the Western Roman Empire. However, just like with Latin, its development is not in the direction of a ‘global English’. This is significantly due to the interactions between the speakers, the contact of the specific languages with English and the particular uses to which it has been put. The differential evolution of English presents a new form of diversity in the globalized world.

Academic disciplines across the social sciences and humanities need to continue to research the processes of globalization, contribute to its analysis in circumstances of rapid social change in order to determine what languages will be used to gain access to international knowledge, and how social and cultural continuity will be preserved or interrupted. In response to globalization, the most obvious requirement is for a sociology of language that can model relationships among languages on a global scale.

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## ГЛОБАЛІЗАЦІЯ ТА ПЕРСПЕКТИВИ РОЗВИТКУ АНГЛІЙСЬКОЇ МОВИ

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Розглянуто різні підходи до розуміння глобалізації, а також основні явища, зумовлені нею. Виокремлено риси сучасної глобалізації, представлені в останніх дослідженнях із соціолінгвістики та суміжних дисциплін. Висвітлено вплив глобалізації на англійську мову. Простежуються основні тенденції розвитку англійської мови як рідної та іноземної. Дискурс в історію латинської мови дозволяє зробити деякі узагальнення щодо економічних, політичних та соціальних чинників розвитку світових мов. Запропоновано певні перспективи щодо подальшого розвитку англійської мови в глобалізованому світі.

*Ключові слова:* глобалізація, гіперглобалізм, трансформаціоналізм, англійська мова, світові мови.

## ГЛОБАЛИЗАЦИЯ И ПЕРСПЕКТИВЫ РАЗВИТИЯ АНГЛИЙСКОГО ЯЗЫКА

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Рассмотрены разные подходы к пониманию глобализации, а также основные явления, обусловленные ею. Выделены черты современной глобализации, представленные в последних исследованиях по социолингвистике и смежным дисциплинам. Рассмотрено влияние глобализации на английский язык. Прослеживаются основные тенденции развития английского языка как родного и иностранного. Дискурс в историю латинского языка позволяет сделать некоторые обобщения относительно экономических, политических и социальных факторов развития мировых языков. Предложены некоторые перспективы последующего развития английского языка в глобализованном мире.

*Ключевые слова:* глобализация, гиперглобализм, трансформационализм, английский язык, мировые языки.

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