



LANGUAGE AND CULTURE CHANGE IN THE PROCESS OF GLOBALISATION

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Abstract

This article analyzes the impact of globalization on the Turkish language and culture. It examines the impact of globalization on linguistic changes, in particular, the introduction of new words and terms, lexical and grammatical aspects. It also discusses cultural identity, changes in traditional values, and the role of popular culture in Turkish society. The increase in loanwords from English and other foreign languages in Turkish, the emergence of new forms of communication among young people, and their impact on culture are studied in detail.

Keywords: globalization, language change, cultural transformation, lexical change, popular culture, Turkish language, cultural identity, linguistic impact.

Introduction: Globalization is affecting all countries of the world today. As a result of technological progress, economic cooperation, migration, and the development of Internet communications, the connections between languages and cultures have increased dramatically. As a result, local languages and cultures are changing, and in some cases they are at risk of assimilation.

The Turkish language is also experiencing significant linguistic and cultural consequences of globalization. In recent decades, as a result of the strengthening of English as a means of international communication, the number of English words and phrases in Turkish has increased. In particular, terms borrowed from English are widely used in technology, business, art and youth communication. At the same time, cultural changes are also noticeable, and Turkish society is seeking a balance between traditional values and modern popular culture.

This article analyzes the impact of globalization on the Turkish language and culture from various aspects. First, linguistic changes, namely the influence of foreign words, new forms of communication and lexical changes, are considered. Then, the relationship between cultural transformation, traditional values and popular culture is analyzed.

Main part: In recent years, the number of words borrowed from English and other foreign languages has been increasing in Turkish. Especially in





business, technology, science and everyday life, the abundance of English words is noticeable.

For example: Technology, Online shopping, Startup, Influencer

Although this process is accepted as part of linguistic socialization, the issue of preserving the national characteristics of the Turkish language is being discussed.

The Internet and social networks have accelerated linguistic changes. New ways of expression have emerged among young people, enriched with abbreviations, mixed language and emojis.

For example:

"Görüşürüz" instead of "Görüşürüzzz"

"Oki" instead of "Okay"

"Teşekkür ederim" instead of "Tşk"

This situation is affecting the lexical and grammatical structure of the Turkish language, and the distinction between formal and informal language is disappearing among the new generations.

Traditional values formed over centuries in Turkish society are changing as a result of globalization. As a result of the influence of Western popular culture, significant changes are observed in clothing, music, cinema and lifestyle.

For example:

Pop and rap music are gaining popularity instead of traditional Turkish music.

Theater and folk tales are being replaced by Hollywood films.

Fast food is becoming popular instead of national dishes.

These changes may lead to a weakening of national identity.

The widespread spread of popular culture can cause Turkish youth to distance themselves from their traditions. Especially through films, TV series and social networks, the younger generation is adopting the Western lifestyle as an ideal.

Some positive aspects: The worldview is expanding; It is becoming easier to master modern knowledge and technologies;

Negative aspects: National values and traditions are losing their importance; There is alienation from language and culture.

The process of globalization is having a great impact on the Turkish language and culture. Linguistically, many new words are entering the Turkish language from English and other foreign languages, as a result of which informal forms of speech are becoming widespread among young people. Cultural



changes, on the other hand, are changing the balance between traditional values and popular culture. In this process, the following measures are necessary to preserve national culture and language:

Terminological standardization to preserve the national identity of the Turkish language.

Strengthening cultural activities to preserve and popularize national values.

Making changes in the education system to explain the importance of the mother tongue to the younger generation and to further develop it.

The process of globalization does not stop, but each society must make conscious efforts not to lose its language and culture. The process of globalization is one of the most important factors accelerating cultural and linguistic changes worldwide. This process also has a significant impact on the Turkish language and culture. In particular, as a result of the expansion of international relations, technological development, the popularity of social networks and migration, new linguistic and cultural trends are being formed in Turkish society.

Linguistically, words and phrases from English and other foreign languages continue to enter the Turkish language. As a result of the development of international technology, business and science, many new terms have appeared and are often used in Turkish without direct translation. While this process is part of natural language change, the excessive use of English words can threaten to lose the uniqueness of the Turkish language. Also, shortened or distorted words and new speech styles spread among young people through social media are affecting the structure of the language.

From a cultural perspective, globalization is also having a profound impact on traditional Turkish culture. As a result of the widespread use of mass media and Western culture, lifestyles, clothing culture, music, films, and philosophy of life are changing significantly among young people. Maintaining a balance between traditional values and modern global culture is becoming one of the important tasks facing society.

However, the globalization process does not only have negative consequences. Integration with the world is increasing the prestige of the Turkish language in the international arena, allowing it to absorb modern knowledge and technologies more quickly. Turkish culture is also becoming popular internationally and influencing other nations through cinema, music, literature, and gastronomy. In the future, it is important to take the following



measures to preserve the national identity of the Turkish language and enrich its cultural heritage:

In conclusion, globalization is affecting the Turkish language and culture, and there are both positive and negative aspects of this process. The main goal is to live in harmony with the world and effectively use modern development, without losing their language and culture.

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