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**THE DOMINANCE OF THE ENGLISH LANGUAGE IN THE ERA OF  
GLOBALIZATION**

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*In the era of globalization, English has transformed from a national means of communication into a universal global lingua franca. This article analyzes the multifaceted dominance of the English language in areas such as the digital economy, international science, and popular culture. The article examines the relationship between globalization and the spread of the English language, as well as the role of the latter as a catalyst for integration processes. Special attention is paid to the concept of "World Englishes" and the advantages of English language proficiency in the modern socio-economic context. The conclusion is devoted to the consideration of the linguistic hegemony of the English language, its impact on cultural diversity and the state of local languages.*

**Keywords:** globalization, English, lingua franca, digital communication, linguistic hegemony, international education, economic integration, cultural homogenization.

### *Introduction*

Nowadays, English occupies a central place in international communication, acting as a key factor in global integration. One of the features of the modern language landscape is the fact that the number of people for whom English is not their native language significantly exceeds the number of native speakers [1]. This indicates the transition of English from the category of national heritage of the countries of the "inner circle" (Great Britain, USA, Canada, Australia) to the status of a universal instrument of the world community.

Globalization, which presupposes the free movement of capital, information and people, needs a universal code system. English satisfies this need by becoming a kind of "operating system" for business, technology, and science. Companies realize that for competitiveness in the global market, knowledge of English is no longer just a skill, but a structural necessity. Trade barriers are eliminated not only through economic agreements, but also due to the ability of partners from different regions to interact in a common language [2].

The increasing dominance of the English language is noticeable in the field of digital technologies, mainly through the Internet. Current statistics indicate that although the variety of online content is expanding, English remains the most popular language for software, scientific research, and global news resources. This process leads to increased incentives for learning a language, which, in turn, strengthens its leading position.

### *The evolution of the English language as a global tool*

Previously, the spread of English was mainly associated with colonial expansion and the industrial revolution, but in the 21st century, its dominance is ensured by "soft power" and the digital economy. The cultural adaptability of the language, which turns it into "Global English", ensures its penetration into various regions and the formation of local varieties [3].

Modern forms of communication go beyond grammar and syntax, focusing on the ability to participate in global discourse. Global interaction acquires not only communicative significance, but also economic value, contributing to the professional development of millions of people.

### *The economic impact of English language proficiency in a globalized market*

In the modern digital economy, knowledge of English has transformed from a competitive advantage into a basic requirement for active participation in the international arena. Research confirms the close relationship between English language proficiency and economic performance. According to the English Language Proficiency Index (EPI), there is a clear positive correlation between the level of language proficiency in a country and the size of its GNI per capita. This is because English is the main instrument of interaction in international trade, attracting foreign investment, and global supply chains[4].

For multinational corporations, the use of English as a corporate language ("lingua franca") is a strategic step to reduce transaction costs. The common language of employees located in different parts of the world helps to improve internal communication and reduces the likelihood of misunderstandings that can lead to financial losses. For example, Rakuten in Japan and Airbus in Europe have officially switched to English as the main working language to facilitate integration into the international space. Moreover, the growth of remote work and the "concert economy" is increasing the dominance of the English language. Platforms such as Upwork, Freelancer, and LinkedIn operate primarily in English, providing professionals from developing countries with access to Western markets. Thus, English is becoming a form of "human capital" that increases labor mobility and economic sustainability.

#### *English as the language of global science and innovation*

The greatest manifestation of the dominance of the English language is observed in the field of science and research. Historically, scientific papers have been published in many languages, including German, French and Russian. However, by the end of the 20th century, there was a significant transition to English. Today, about 95% of scientific articles in the world's leading databases, such as Scopus and Web of Science, are published in English. This creates a unified language environment for knowledge exchange, which allows scientists from different countries to quickly use the achievements of their colleagues without the need for translations. This accelerated knowledge sharing process plays an important role in addressing global challenges, including climate change and pandemics[5].

However, the rule of publishing exclusively in English creates tangible barriers for researchers whose native language differs from English. They have to not only conduct high-quality research, but also master the language at a high professional level for publication in prestigious journals. As a result, local knowledge and points of view that are not expressed in English receive less attention. Despite these difficulties, English-language publications remain the most important indicator of scientific success and recognition in the international arena.

#### *English in digital infrastructure and artificial intelligence*

With the progress of the Fourth Industrial Revolution, the importance of the English language is enhanced by the fundamental architecture of the digital world. Most programming languages, such as Python, Java, and C++, use English-based syntax, which requires developers to be proficient in this language in order to work with code[6].

In addition, the development of artificial intelligence technologies and large language models is largely focused on English. English-language websites contain the majority of high-quality data sets for AI training, which leads to a "pro-English bias" in the development of such models. Artificial intelligence-based tools focused on English are becoming more advanced than their counterparts in other languages, which increases the dominance of English in the digital sphere.

The language barrier largely determines the digital divide. Those who do not have access to English-language resources are deprived of the opportunity to use advanced technologies and receive education in a digital environment.

*Cultural globalization and the role of mass media* [7].

The cultural dimension of the dominance of the English language is probably the most significant aspect of globalization. This phenomenon, often referred to as "Americanization" or "Westernization," is based on a linguistic component. English is the main tool of the global entertainment industry, which influences the lifestyle, values and aspirations of people around the world. The wide reach of Hollywood, the predominance of English-language music on streaming platforms such as Spotify, as well as the active growth of digital content on Netflix have contributed to the creation of a single global "cultural space."

In this context, English plays the role of a link for the consumption of cultural content. Television series in English immediately enter the international market, whereas production in other languages requires significant dubbing or subtitling costs in order to approach a similar level of coverage. This generates "linguistic economies of scale," which makes English-language content more profitable and encourages the global creative elite to work in this language environment.

In addition, social media platforms including Instagram, TikTok, and YouTube are accelerating the spread of English slang and idioms. The youth of the "alpha generation" and "Generation Z" increasingly receive content from global influencers, which leads to the unification of language models. This change concerns not only vocabulary, but also the structure of identity formation. For many young people, using English on social media is becoming a way to emphasize their global citizenship and connection to the modern, cosmopolitan world[8].

*The phenomenon of world English and linguistic hybridity*

With the global spread of English, it is no longer monolithic. One of the key events in modern linguistics was the transition from the concept of "English" in the singular to the polysemous "world English". Linguist Braj Kacru noted that it is the "expanding circle" of English users — people who use it as a foreign language for international communication — that is the main factor in its evolution today.

This process has stimulated the emergence of localized English variants such as Singlish in Singapore, Hinglish in India, and various forms of Euro-English. These versions cannot be considered "incorrect", as they represent complex adaptations reflecting local cultural characteristics and social realities. In the era of globalization, the "ownership" of English has changed. It no longer belongs exclusively to the British or Americans, but has become a shared global resource that is constantly being transformed by the influence of its carriers.

This linguistic hybridity performs a dual function. On the one hand, it preserves the advantages of English as a global lingua franca, facilitating communication between representatives of different cultures, for example, an entrepreneur from Lagos and a programmer from Bangalore. On the other hand, it allows you to maintain a local identity. However, this process sometimes creates tension in educational systems, which must decide whether to teach "standard British or American English" or adopt functional localized versions used in international trade and diplomacy.

#### *English in International Diplomacy and Management*

English has become a key tool not only in culture and commerce, but also in international governance. Although organizations such as the UN and the EU have several official languages, English is increasingly becoming the working language. After the UK's exit from the EU (Brexit), many assumed that the influence of English would weaken. In fact, on the contrary, it has consolidated its position as a neutral means of communication that does not provide advantages to any of the major powers of continental Europe, such as France or Germany.

In the field of international law and diplomacy, the precision of English terminology provides a standardized framework for drafting treaties and agreements. This "linguistic standardization" is necessary for the work of global institutions such as the World Bank, the IMF or the WTO. Participation in these complex structures requires a high level of English proficiency, which in fact means mandatory language proficiency for the global political elite seeking to participate in international processes at the highest level[9].

#### *Risks and limitations: the concept of linguistic imperialism*

Despite the obvious advantages of the global lingua franca, the dominance of the English language is often criticized. Sociolinguists, including Robert Phillipson, coined the term "linguistic imperialism" to describe how the spread of English undermines local cultures and languages. According to this theory, the promotion of the English language is not just a neutral process, but a structural mechanism that reinforces the imbalance of power in the postcolonial world.

One of the main risks of the dominance of the English language is "linguistic displacement". When English becomes the language of prestige, science, and lucrative work, indigenous and minority languages are pushed back into the domestic sphere. This can lead to "language death" when young people stop learning their native language, preferring a more "useful" global language. Such a loss goes much further than words — it destroys the unique worldviews, traditional knowledge and cultural features embedded in the structure of local languages.

In addition, the "English language division" contributes to a new social inequality. In countries with a predominance of English, those who can afford to study in elite educational institutions gain access to the global elite, while the rest of the population remains on the sidelines. A "dual society" is emerging, where

language skills are becoming a more significant barrier to social mobility than traditional class differences.

*Educational Shift: English as a Medium of Instruction (EMI)*

The global increase in the use of English as a medium of instruction (EMI) is one of the serious consequences of globalization. Universities from the Netherlands to Kazakhstan and South Korea are increasingly introducing English-only programs to attract international students and boost their performance in international rankings such as QS or THE.

This process is based on the desire to internationalize higher education. To achieve world-class university status, research must be published in English, and graduates must be prepared to work in an international environment. However, the implementation of EMI is fraught with pedagogical difficulties: teachers and students often use a second or third language, which can lead to a simplification of the curriculum content. Complex concepts are simplified due to the lack of language tools to discuss them, which is called "loss of content."

In addition, the emphasis on English in educational practice often comes at the expense of other languages. Learning German, French, or Russian is declining as resources are being diverted to learning English. This contributes to the formation of "monolingual thinking" among English speakers who consider it unnecessary to learn other languages, while the rest of the world remains multilingual.

*The future of the English language in a multipolar world*

Given the shift of the global center of gravity to the East, especially due to the growing influence of China and India, questions arise about the future dominance of the English language. Will Mandarin be able to challenge English? Despite China's significant economic influence, English retains its advantage due to its simplified writing system and existing infrastructure.

However, the most serious threat to the English language may be technology. The development of translation tools using artificial intelligence in real time can make language learning functionally unnecessary. If the devices can accurately translate lectures and business negotiations, the need to learn English grammar can be significantly reduced.

Nevertheless, even in conditions of perfect translation, the role of English as a "social lubricant" will remain. Language is not just a means of transmitting information, but also a way to create trust, embody humor and cultural identity, which AI is not yet able to reproduce. Thus, English is likely to continue to function as a symbol of prestige for the global elite, even if the practical task of translation is solved by machines[10].

*Conclusion*

It can be argued that the dominant role of the English language has become a key aspect of the modern globalized environment. The English language has transformed the strategies of interstate interaction, opened up additional opportunities for world

trade and formed new models of cultural consumption. Thanks to English as a universal means of communication, the world has become more mobile, information transfer has accelerated, and scientific competitiveness has increased. However, this was accompanied by a number of challenges, such as the need for continuous improvement of language skills, the risk of loss of cultural diversity and the problems of linguistic inequality. Nevertheless, the importance of the English language continues to be high, and its impact on the global economy and educational processes will increase.

Further development of the English language is associated with the integration of innovative technologies, including neural machine translation methods and communication tools based on artificial intelligence. These technologies are already being actively implemented in organizations and are helping to overcome barriers between native speakers and foreign users. In addition, the social and prestigious value of English is steadily increasing, especially in developing countries, where it serves as an important tool for social advancement.

At the same time, there is a tendency towards the universalization of the "English style" on a global scale. The strict rules of the past are giving way to a pragmatic approach focused on functional efficiency rather than the perfection inherent in native speakers. This highlights the formation of a multipolar world where English becomes the property of all who speak it, rather than belonging to one particular nation.

In conclusion, it is important to note that the dominance of the English language is a twofold phenomenon: on the one hand, it promotes global progress, and on the other, it threatens the preservation of local cultural diversity. The task of future politicians and educators is to find a balance between harnessing the potential of the global language and protecting the unique heritage of the world's numerous native languages.

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## ДОМИНИРОВАНИЕ АНГЛИЙСКОГО ЯЗЫКА В ЭПОХУ ГЛОБАЛИЗАЦИИ

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*В эпоху глобализации английский язык трансформировался из национального средства общения в универсальный глобальный lingua franca. В статье анализируется многогранное доминирование английского языка в таких сферах, как цифровая экономика, международная наука и популярная культура. Рассматривается взаимосвязь глобализации и распространения английского языка, а также его роль как катализатора интеграционных процессов. Особое внимание уделяется концепции «World Englishes» и преимуществам владения английским языком в современном социально-экономическом контексте. В заключении рассматриваются вопросы языковой гегемонии английского языка, его влияние на культурное разнообразие и состояние локальных языков.*

**Ключевые слова:** глобализация, английский язык, lingua franca, цифровая коммуникация, языковая гегемония, международное образование, экономическая интеграция, культурная гомогенизация

## ЖАҒАНДАНУ ДӘУІРІНДЕГІ АҒЫЛШЫН ТІЛІНІҢ ҮСТЕМДІГІ

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*Жаһандану дәуірінде ағылшын тілі ұлттық қарым-қатынас құралы деңгейінен жаһандық әмбебап lingua franca деңгейіне көтерілді. Мақалада ағылшын тілінің цифрлық экономика, халықаралық ғылым және бұқаралық мәдениет салаларындағы көпқырлы үстемдігі талданады. Сонымен қатар жаһандану мен ағылшын тілінің таралуы арасындағы өзара байланыс және оның интеграциялық үдерістердегі катализатор ретіндегі рөлі қарастырылады. «World Englishes» тұжырымдамасына және қазіргі әлеуметтік-экономикалық жағдайда ағылшын тілін меңгерудің артықшылықтарына ерекше назар аударылады. Қорытындыда ағылшын тілінің тілдік гегемониясы, оның мәдени әртүрлілікке және жергілікті тілдердің жағдайына әсері талқыланады.*

**Кілт сөздер:** жаһандану, ағылшын тілі, lingua franca, цифрлық коммуникация, тілдік гегемония, халықаралық білім беру, экономикалық интеграция, мәдени гомогенизация