

## PHILOLOGY

*Elena V. Melnikova, Natalya V. Kazanova, Alexey V. Kopylov*

*(Volgograd State Technical University. Volgograd, Russian Federation)*

### **Language and globalization: transformation processes**

It is analyzed the influence of the globalization process on the transformation of the language. Economy, social life, culture, cultural and linguistic boundaries are often blurred, covering all aspects of human society. The ambiguity of language transformations in the context of its enrichment by borrowing new words is considered: the erasure of language barriers ensures communication with the outside world and integration into the world culture, but at the same time the language becomes discolored, and the palette of national culture is reduced. Concerning the development of the Russian language, there are concerns associated with the withdrawal of a significant array of words and expressions instead of imported foreign ones. In the context of globalization, the Russian language can become international only if the country promotes high rates of economic growth, ensures the development of science, technology, and will propagandize and promote national culture.

Key words: globalization, Russian language, transformation, language development, cultural borrowing.

*November 10, 2020*

---