

PHILOLOGY

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Problem of preserving endangered languages in the context of globalization

It is analyzed the reasons for the disappearance of the Chechen language in connection with the intensified processes of globalization. The Chechen language is one of the largest languages of the Caucasus, already included by Unesco in the "Atlas of Endangered Languages of the World" in 2010. The situation in the Chechen Republic in connection with the loss of the language is considered critical and cannot but alarm society. The Chechen language expresses the national culture, customs, traditions of the people, with its extinction of the language, the values preserved in it also disappear. The article presents facts confirming the saturation of the Chechen speech with dialects, colloquialisms, and English slang. The author, using the system of assessing the current state of the Chechen language, considers the situation critical. The article discusses ways and means of solving the problem in the realities of modernity.

Key words: globalization, applied semiotics, ethnos, assimilation, localization of computer programs, ethnosocial elements.

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