

LANGUAGE, TECHNOLOGY, AND SOCIETY: NEW PERSPECTIVES IN GLOBAL COMMUNICATION

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Abstract

This article examines the interrelationship between language, technology, and society in the modern era of global communication. The rapid development of digital technologies, social media platforms, and artificial intelligence systems has significantly transformed communication processes worldwide. The study analyzes the influence of technological innovations on language development, intercultural communication, and social interaction. Furthermore, the article discusses the positive and negative effects of digital communication on linguistic diversity and cultural identity. The research is based on qualitative and comparative analysis methods.

Keywords: Language, technology, society, globalization, communication, artificial intelligence, social media, digitalization, intercultural communication.

Introduction

Annotatsiya:

Mazkur maqolada global kommunikatsiya sharoitida til, texnologiya va jamiyat o'rtasidagi o'zaro bog'liqlik masalalari tahlil qilinadi. Raqamli texnologiyalar, ijtimoiy tarmoqlar va sun'iy intellekt tizimlarining rivojlanishi zamonaviy kommunikatsiya jarayonlarini tubdan o'zgartirayotgani yoritilgan. Tadqiqotda texnologik innovatsiyalarning til rivoji, madaniyatlararo muloqot hamda ijtimoiy munosabatlarga ta'siri o'rganilgan. Shuningdek, maqolada raqamli kommunikatsiyaning til xilma-xilligi va madaniy identifikatsiyaga ijobiy hamda salbiy ta'sirlari ko'rib chiqiladi. Tadqiqot sifat va qiyosiy tahlil metodlariga asoslangan.

Kalit so'zlar: til, texnologiya, jamiyat, globallashuv, kommunikatsiya, sun'iy intellekt, ijtimoiy tarmoqlar, raqamlashtirish, madaniyatlararo muloqot.

Аннотация:

В данной статье рассматриваются вопросы взаимосвязи языка, технологий и общества в условиях глобальной коммуникации. Быстрое развитие цифровых

технологий, социальных сетей и систем искусственного интеллекта существенно изменило современные процессы общения. В исследовании анализируется влияние технологических инноваций на развитие языка, межкультурную коммуникацию и социальные отношения. Также рассматриваются положительные и отрицательные последствия цифровой коммуникации для языкового разнообразия и культурной идентичности. Исследование основано на методах качественного и сравнительного анализа.

Ключевые слова: язык, технологии, общество, глобализация, коммуникация, искусственный интеллект, социальные сети, цифровизация, межкультурная коммуникация.

Introduction

The twenty-first century is widely recognized as the era of information technology and digital communication. Rapid technological progress has transformed almost every sphere of human life, especially communication processes. Today, people interact through online platforms, social media networks, and artificial intelligence systems that enable communication without geographical limitations. As a result, language has become one of the key instruments of global integration and intercultural interaction.

Language plays an essential role in preserving cultural identity, exchanging information, and maintaining social relations. However, technological development has significantly changed the ways languages are used and developed in modern society. Digital communication platforms encourage the emergence of new linguistic forms, abbreviations, and communication styles that differ from traditional language norms [1].

The growth of globalization has also increased the dominance of international languages, especially English, in science, technology, business, and internet communication. At the same time, modern translation technologies and artificial intelligence systems simplify communication among people speaking different languages [2]. Consequently, global communication has become faster, more accessible, and more interactive than ever before. In recent years, social media applications such as Telegram, Instagram, Facebook, TikTok, and Twitter have become the primary communication tools for millions of users worldwide. These platforms influence communication behavior, language usage, and even cultural values [3]. Therefore, studying the relationship between language, technology, and society is highly important for understanding contemporary global communication processes.

Literature Review

The interaction between language, technology, and society has been extensively studied by many scholars. Marshall McLuhan argued that communication technologies reshape social structures and human perception. According to his theory, “the medium is the message,”

meaning that communication tools themselves influence social behavior and cultural development [4].

Manuel Castells introduced the concept of the “network society,” emphasizing that digital technologies and information networks play a central role in modern society [5]. He noted that technological development influences economics, politics, education, and communication on a global scale.

David Crystal conducted important research on internet linguistics and digital communication. He stated that online communication has introduced new linguistic forms such as internet slang, abbreviations, and emojis into everyday language [6]. Crystal also emphasized that digital technologies accelerate language change and linguistic creativity. Modern researchers increasingly focus on artificial intelligence and its impact on communication. Machine translation systems, chatbots, and virtual assistants simplify international communication and language learning processes [7]. AI technologies are now widely used in education, business, healthcare, and media communication.

At the same time, scholars highlight several challenges associated with digital communication. Excessive use of social media may reduce face-to-face interaction and negatively influence interpersonal relationships. Additionally, the dominance of global languages in digital environments threatens linguistic diversity and minority languages [8].

Research Methodology

The present study employed qualitative, comparative, and descriptive research methods to investigate the relationship between language, technology, and society in the context of global communication. The research focused on analyzing how digital technologies and modern communication systems influence linguistic development, intercultural interaction, and social behavior in contemporary society.

The methodological framework of the study was based on interdisciplinary approaches combining linguistics, communication studies, sociology, and information technology. Such an approach allowed a broader understanding of the impact of technological development on communication processes and language transformation [5].

During the research process, various scientific sources were examined, including academic books, peer-reviewed journal articles, conference proceedings, and reliable internet publications related to digital communication, internet linguistics, artificial intelligence, and globalization. Theoretical materials written by prominent scholars such as David Crystal, Manuel Castells, Marshall McLuhan, and other researchers in communication studies were comparatively analyzed [1; 4].

The study also utilized comparative analysis to identify differences between traditional communication methods and modern digital communication systems. Particular attention was paid to the transformation of communication styles in social media environments. Communication patterns on platforms such as Telegram, Instagram, Facebook, TikTok,

and Twitter were observed in order to evaluate the influence of digital interaction on vocabulary, grammar usage, abbreviations, and visual communication elements including emojis and internet slang [3; 6].

Furthermore, observational analysis was conducted to examine the role of artificial intelligence technologies in modern communication. AI-based systems such as machine translation platforms, virtual assistants, chatbots, and online educational applications were analyzed to determine their effectiveness in facilitating multilingual communication and intercultural dialogue [7; 10].

The research additionally applied sociolinguistic analysis to evaluate how globalization and technological progress affect language diversity and cultural identity. The study explored the growing dominance of English in digital communication and its influence on local and minority languages within online environments [11].

In order to ensure objectivity and reliability, information from different scientific and digital sources was comparatively evaluated and systematized. Analytical methods were used to interpret the collected data and identify the main trends in global communication development [2].

As a result, the chosen research methodology provided an opportunity to comprehensively examine the interaction between language, technology, and society while identifying both the positive and negative consequences of technological advancement in contemporary communication systems [8; 9].

Results and Discussion

The research findings demonstrate that technological innovations have fundamentally transformed communication processes in modern society.

Firstly, digital technologies significantly increased communication speed and accessibility. Through internet platforms and mobile applications, people can instantly exchange information regardless of geographical distance. Online communication systems such as Zoom, Telegram, Microsoft Teams, and Google Meet have become essential tools in education, business, and international cooperation [9].

Secondly, technology contributes to language learning and intercultural communication. Translation applications and online educational platforms help users learn foreign languages more effectively. Artificial intelligence systems provide real-time translation services, reducing communication barriers between nations [10].

Thirdly, digital communication influences language structure and communication behavior. Social media users frequently employ abbreviations, emojis, and simplified grammar constructions. Such tendencies are especially common among young people who actively participate in online communication. As a result, language becomes more dynamic and adaptive to technological environments.

Another important finding is the growing role of artificial intelligence in communication systems. AI-powered chatbots, virtual assistants, and machine translation technologies

improve communication efficiency and support multilingual interaction. These technologies are increasingly applied in customer service, education, healthcare, and international business.

Despite numerous advantages, technological development also creates certain social and linguistic problems. Excessive dependence on digital communication may weaken direct interpersonal relationships and reduce social interaction in real life. Moreover, the dominance of English and other major languages in digital spaces may negatively affect local languages and cultural traditions [11].

Social media platforms also contribute to the rapid spread of misinformation and unreliable content. Therefore, digital literacy and responsible communication have become essential requirements in the information age.

Conclusion

In conclusion, language, technology, and society are closely interconnected components of modern global development. Technological progress has transformed communication into a fast, global, and interactive process. Social media platforms, digital technologies, and artificial intelligence systems create broad opportunities for international cooperation, education, and cultural exchange.

At the same time, technological innovations generate challenges related to linguistic diversity, cultural identity, and ethical communication. Modern society must balance technological advancement with the preservation of national languages and cultural values. The study confirms that technology will continue influencing language and communication systems in the future. Consequently, further scientific research in the fields of digital communication, artificial intelligence, and sociolinguistics remains highly important for understanding future global transformations.

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