LINGUISTIC DIVERGENCE IN THE CONTEXT OF GLOBALIZATION: AN ANALYSIS OF LINGUISTIC CHANGES AND ITS IMPACT ON CULTURAL IDENTITY

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Abstract: The article investigates how linguistic differences affect cultural identity within the framework of globalization. In a modern world where global communications and cultural exchange are closely intertwined, language is becoming a key factor in the formation and expression of cultural values and identity. The paper explores modern methods of analyzing language change and considers the impact of language policy on the preservation of cultural diversity. The study focuses on expanding the understanding of the relationship between language and culture in the era of globalization. It also emphasizes the importance of expanding linguistic and cultural diversity in the modern world. The article aims to determine the impact of linguistic divergence on cultural identity and to highlight the methods of analyzing linguistic changes in the context of globalization. The research findings revealed that the issue of linguistic diversity in the context of globalization is very complex and multifaceted.

Keywords: linguistic divergence, cultural identity, language policy, global communications, language technologies, cultural diversity, relationship between language and culture.

1 Introduction

Language divergence is a consequence of external influences and internal dynamic processes within a linguistic community. This process can be initiated by certain sociocultural or historical events, such as revolutions, political changes, or economic transformations (Auer et al., 2005). Additionally, the development of technology and mass communication tools, including social media and online platforms, impacts the linguistic exchange among people, giving rise to new slangs and communication standards. Language divergence is also linked to the process of identity and the principles of national and cultural self-awareness. Sometimes, language becomes a symbol of national identity. Besides, in the context of globalization, people may strive to preserve their language to safeguard their cultural roots and unique identity.

Globalization, on the other hand, is a worldwide phenomenon that involves increasing interaction and integration among different parts of the world in the realms of economics, culture, and social relations. Globalization makes the world more interconnected, reducing distances and communication barriers (Blommaert, 2010). In a globalized society, information spreads rapidly through modern mass communication tools and the Internet. This makes the world more informed and united, allowing people to perceive and analyze data from various sources and perspectives. However, globalization also sparks debates and criticism due to its potential negative consequences, such as job loss resulting from deindustrialization and economic inequality or the loss of local cultural identity due to the dominance of global cultural standards (Gogolin, 2018).

Linguistic divergence is a process of linguistic evolution that occurs under the influence of different cultures and language groups. It is inextricably intertwined with globalization. The latter causes intensified communication and cultural exchange between different corners of the world, uniting geographically distant regions into a single network of interconnections (Brown & Ainley, 2009). This combination has a global impact and creates new challenges and opportunities in the field of

preserving cultural identity, linguistic diversity, and mutual understanding between different groups of people. In this aspect, language is becoming more than just a means of communication. It is becoming a symbol and a tool for expressing cultural values and identity.

2 Literature review

Due to the rapid spread of globalization in the modern world, linguistic divergence has become a subject of active research in linguistics and other related fields. The essence of this phenomenon lies in the differences and distinctions between language variants that arise due to the interaction of different cultures, language communities, and global processes (Kramsch, 2018). Linguistic divergence becomes a key issue in studying linguistic changes and their impact on cultural identity in the context of globalization.

One of the main factors leading to linguistic divergence is the influence of globalization processes. The commonality of cultural and linguistic influences accompanying globalization leads to changes in language communication. Scholars identify various aspects of this phenomenon, including lexical changes, syntactic transformations, and pronunciation peculiarities (Pennycook, 2018). Researchers point out that globalization has a contradictory impact on linguistic divergence. On the one hand, it may contribute to the spread of certain dominant languages, mainly English, and reduce the importance of smaller language communities (Kolibaba, 2005). On the other hand, globalization also promotes the mutual influence of different languages and the creation of new linguistic phenomena, which can enrich the vocabulary of languages.

Furthermore, linguistic divergence becomes a significant factor in defining cultural identity. Language serves as a key element of cultural heritage and determines who we are, where we come from, and to which cultural community we belong. The impact of language on cultural identity is highly important, especially in the context of globalization. Language is a means of communication and a way of conveying cultural values, traditions, and history (Suresh, 2019).

Linguistic divergence in the context of globalization plays a crucial role in shaping cultural identity and mutual understanding between different language communities. Academics in this field make a significant contribution to understanding the processes underlying linguistic divergence and its impact on cultural diversity. Their studies help to identify and explain linguistic changes that occur in the context of globalization. They also emphasize the importance of preserving linguistic heritage for future generations (Liddicoat, 2016).

3 Methods

The research on linguistic divergence in the context of globalization is based on a meticulous analysis of language changes in different cultures and their impact on the cultural identity of linguistic communities. Our research methodology encompasses the following key steps:

- *Data Collection*. Linguistic data was gathered from various linguistic communities and cultures to analyze linguistic divergence. It includes poly-national English as an example of linguistic divergence. Texts, audio recordings, and other sources were utilized for this purpose.
- *Analysis of Language Changes*. The collected data underwent linguistic analysis to identify language changes in different cultures. We examined various aspects of language, including lexical differences, syntax, pronunciation, idiomatic expressions, and grammatical features.

- *Comparative Analysis*. The methodology includes a comparative analysis of language changes in different cultures. We compared English in the United States, the United Kingdom, and other linguistic communities.
- *Study of Impact*. The research included an analysis of the impact of language changes on cultural identity and the consequences they bring about. We carefully examined how language alterations affect the perception of cultural heritage and the identity of linguistic communities.
- *Analysis of Language Policy*. The study encompassed an analysis of the role of language policies in shaping cultural identity. We examined the measures taken by states and governments to support minority languages and preserve cultural diversity (James, 2015).

This methodology allowed us to thoroughly explore linguistic divergence in the era of globalization and its influence on the cultural identity of linguistic communities. The analysis of linguistic changes in different cultures has provided an opportunity for a better understanding of the interrelationship between language and cultural identity in the modern global world.

4 Results and Discussion

Linguistic divergence in the context of globalization presents a multifaceted and intricate challenge. While globalization facilitates communication and the exchange of ideas and information among people from various parts of the world, it also gives rise to complexities. This fosters opportunities for the prominence of "global" languages like English, Spanish, and French, which function as mediums of communication that bridge diverse cultures (Risager, 2015). These languages become tools of international communication and are used in various domains, including business, science, politics, and culture. Globalization motivates numerous individuals to acquire proficiency in these "global" languages, thus improving their opportunities in the international job market and enabling effective communication with individuals from diverse nations. Mastering such languages becomes a priority for many people, as it can open new opportunities and provide a competitive edge.

On the other hand, this process can reduce the importance and usage of less widely spoken languages. Minority languages and dialects may become less competitive in the context of globalization, leading their linguistic communities to face challenges in preserving their linguistic heritage. The impact of globalization on linguistic diversity in different parts of the world is illustrated in Figure 1.
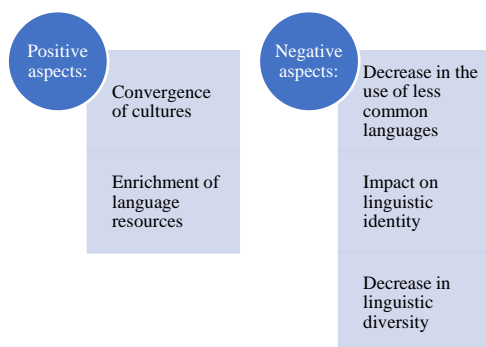

Figure 1. Positive and negative aspects of globalization for linguistic diversity.
Source: compiled by author

Positive aspects include:

- *Convergence of cultures*. Globalization allows people from different parts of the world to interact and exchange cultural values, leading to increased interest in other languages and cultures, as well as a growing popularity of learning foreign languages.

- *Enrichment of language resources*. Globalization allows languages to borrow from other languages, leading to the enrichment of linguistic resources.

The negative aspects are as follows:

- *Decrease in the use of less common languages*. Globalization can decrease the significance of less widespread linguistic variants as "world" languages become dominant. This may threaten minority languages and dialects.
- *Impact on linguistic identity*. Globalization results in a change in linguistic identity. People may feel pressured to use "world" languages rather than their native language, which can affect their cultural identity.
- *Decrease in linguistic diversity*. Globalization influences the standardization of language variants and leads to a loss of linguistic diversity. Some language variants may become endangered or less frequently used.

Each language carries unique cultural values and traditions, and preserving them is essential for describing the cultural richness of the world. When adapting to a new sociocultural environment, linguistic identity may be abandoned in favor of a dominant language, leading to its gradual extinction. Preserving linguistic diversity in the era of globalization requires coordinated efforts from both national and international communities. It is essential to develop language programs, support minority languages, and create opportunities for intercultural exchange to preserve the richness of linguistic diversity in the modern world. Various methods and approaches are used to investigate linguistic changes in the context of globalization, allowing the detection and analysis of linguistic phenomena. The primary contemporary methods for researching linguistic changes are analyzed in Table 1.

Table 1. The main modern methods of studying language changes.

Method	Description
Corpus-based study	Corpora of language data, which include text and audio recordings. They allow linguists to analyze large volumes of texts to identify language changes in different contexts and parts of the world. This method helps to identify the popularity of certain words, phrases, and lexical differences.
Sociolinguistic research	Sociolinguistics studies how sociocultural factors influence the use of language. It helps to analyze linguistic changes depending on age, gender, social status, and other factors.
Linguistic analysis of media	Scholars examine the utilization of language in mass media like television, radio, newspapers, and the Internet to pinpoint linguistic shifts and assess the influence of globalization on communication.
Ethnographic studies	The research on language changes includes the study of language practice and perception in different cultures and communities.
Quantitative analysis	Utilizing statistical techniques for the identification and analysis of linguistic transformations using data from corpora and various sources.
Anthropological studies	Research examining language within the framework of sociocultural shifts and exploring how globalization influences cultural identity.

Source: compiled by author

These methods allow researchers to obtain detailed information about linguistic changes and their impact on the contemporary linguistic landscape. They help understand the processes of linguistic divergence in different cultures and regions of the world. The influence on linguistic diversity is not limited to the

popularity of "world" languages alone. World media, international news agencies, movies, television, and music often use English and other "world" languages to create content with a global audience. This leads people around the world to encounter these languages on a daily basis and even learn them through consuming such content.

The growth of international organizations and international business relations in the modern world opens up vast opportunities for some languages to become essential tools of global communication. Organizations like United Nations (UN) and the World Trade Organization (WTO) use English and other languages as official languages for documents, meetings, agreements, and communication among different countries. This makes these languages essential for international communication and conducting international trade, cooperation, and diplomatic relations.

Under the influence of international organizations, many people in different countries study English as a second language since it offers more opportunities to participate in international projects and communicate with partners from other countries. The growing number of individuals proficient in English and other global communication languages plays a role in disseminating these languages across diverse regions worldwide. Additionally, multinational firms, corporations, and business partners from different countries also use English for communication and making agreements.

Multinational English exhibits a wide array of dialects and variations, spanning British English, American English, Australian English, and various other regional forms worldwide. These variants of the English language have differences in pronunciation, vocabulary, and grammar.

The lexical differences between American and British national variants of pluricentric English are essential for understanding the linguistic diversity of the English-speaking world for several reasons:

1. *Reflection of historical and cultural contexts.* Lexical differences have arisen due to historical and cultural processes. They reflect colonial legacies, migration patterns, sociocultural features, and language development in two distinct environments. Understanding these differences helps to gain a better insight into the history and culture of each region.
2. *Means of self-identification.* Lexical differences can be significant for residents of each region as a means of self-identification. They use specific words and expressions to emphasize their belonging to a particular cultural group.
3. *Communication and mutual understanding.* Knowing these differences is vital for communication and mutual understanding among English speakers from different regions. Enhancing language proficiency can be advantageous for travel, commerce, educational endeavors, and international exchanges.
4. *Language study and linguistics.* Lexical differences become the subject of study for linguists and language researchers, helping to expand our understanding of language processes taking place in the world (Chandler & Munday, 2011).

In conclusion, lexical differences create versatility in the use of the English language and reflect the cultural and historical diversity of an English-speaking world. This diversity enriches the language and provides it with numerous options for expression and communication.

An example of lexical differences between American and British English pertains to words used to describe an automobile. In British English, the term "car" is often used, whereas in American English, the more common term is "automobile" or the shortened form "auto." These variations in the use of words can lead to misunderstandings in international communities and

underscore the influence of cultural and historical differences on language.

Another illustration of lexical disparities between British and American English pertains to the vocabulary used to describe technical objects. In British English, a polyethylene sheet is referred to as a "polythene sheet" or "polythene film," while in American English, it's called a "plastic sheet" or "plastic wrap." In the United Kingdom, the term "lift" is used to refer to vertical transportation, such as an escalator or elevator. However, in the United States, this object is called an "elevator." This difference in terminology reflects the use of different technical terms and highlights how, even in specialized fields, there can be lexical variations within these two variants of the English language.

The same applies to cuisine. In British English, a fruit dessert with a crumbly topping is usually called a "crumble," whereas in American English, it's a "fruit cobbler." In British English, "chips" refer to thinly sliced, deep-fried potatoes, while in American English, such a dish is known as "fries" or "French fries." This difference in terminology is quite common and can lead to minor inconveniences when ordering food in restaurants or fast-food establishments in different countries.

In the British national variant of English, there is a phenomenon known as "Received Pronunciation," which is the pronunciation standard for British English. In this version of pronunciation, some consonant sounds are pronounced differently than in the American version. For example, in British National English, particularly in the southern regions, the consonant sound /r/ is usually not pronounced before a vowel sound, i.e., "car" is pronounced /kɑːʳ/. In the American version, on the contrary, the /r/ sound is pronounced before vowels, and the word "car" is pronounced like /kɑːr/. This difference in sound pronunciation is one of the most prominent characteristics that differentiate British and American English, and it can occasionally lead to misunderstandings for speakers of both language variants.

1. A notable grammatical distinction between British and American English lies in the use of diverse grammatical constructions and expressions:
2. *The use of Present Perfect Tense.* British English tends to employ the Present Perfect tense more frequently to signify past actions with present relevance. In contrast, American English often opts for the Past Simple tense. For instance, in British English, one might say, "I've just finished my work," emphasizing the action's connection to the present moment. On the other hand, in American English, the expression might be, "I just finished my work," with less emphasis on its current relevance.
3. *The use of Present Continuous Tense.* In American English, Present Continuous is sometimes used to express future actions, especially when discussing plans or arrangements. In British English, the "going to" construction is the more prevalent choice for this purpose. In American English: "I'm meeting him at 5 PM tomorrow." In this example, the Present Continuous indicates a future action and expresses a plan for the future. In British English, the same sentence might look like this: "I'm going to meet him at 5 PM tomorrow." In British English, the "going to" construction is more frequently employed to express future plans, while the Present Continuous tense is typically reserved for more general future actions without a strong emphasis on premeditated plans.
4. *Noun Variants.* In American and British English, different words or expressions are sometimes used to refer to the same objects. For instance, in the United States, the term "apartment" is used to refer to a flat, whereas in the United Kingdom, "flat" is used.
5. *Use of Articles.* There are cases where articles, for example "the", are used in American English, where they may be omitted in British English, and vice versa. American English: "I'm going to the hospital." British English: "I'm going to hospital."
6. In this example, in American English, "the" is typically used before the word "hospital" to indicate a specific hospital. In

British English, the article "the" may be omitted, and the phrase "to hospital" is used to convey the same meaning but without the article.

Different language communities have their own idiomatic expressions, idioms, and slang words that differ in terms of lexical specificity and semantics from other language varieties. Such a diversity of linguistic expressions reflects not only the cultural peculiarities of each language community but also historical connections, ethnic influences, and regional language usage features. Idioms and idiomatic expressions are often the most exciting aspects of a language, revealing the depth of cultural diversity and the specificity of each language community:

1. *"Taking the biscuit"* (British English) and *"Taking the cake"* (American English). These idioms are used to express surprise or annoyance about something unfair or unacceptable. The expression "Taking the cake" is more common in American English, while in British English, "Taking the biscuit" is more frequently used.
2. *"Being on the ball"* is used to indicate that a person is alert and quick to respond to events. This phrase is equally used in both variants of the English language. In this case, British and American English are identical.
3. *"To be at sixes and sevens"* (British English) and *"To be at sixes and eights"* (American English). These idiomatic expressions are used to denote confusion and disorder. They differ in the use of the numbers "sevens" and "eights" and are considered regional variations.

The differences in vocabulary, pronunciation, grammar and use of the idiomatic expressions shown are examples of linguistic differences between British and American English. These differences have arisen as a result of historical, cultural and social influences in the course of adapting to the needs of different communities. At the same time, the coexistence and spread of different variants of one idiom around the world is possible in the context of globalisation.

Nevertheless, it's crucial to bear in mind that globalization may also result in the decline and disappearance of smaller language communities and linguistic variations. Conditions under which certain languages lose their significance may be associated with economic factors, migration, and other aspects of globalization. A notable instance illustrating how globalization has contributed to the decline of language communities is evident in the context of the Irish language (Gaelic). The Irish language is a part of Irish culture and national identity. However, globalization and other factors have led to its decline in many regions of Ireland.

The influence of globalization has increased the role of the English language as a language of international communication and economic importance. From this perspective, the Irish language has become less useful for professional growth and global interaction, resulting in a loss of interest in its study and use. The migration occurring within Ireland, along with the influx of foreign residents, has also fostered the fusion of linguistic communities, diminishing the count of Irish language speakers in specific regions.

Migration and intercultural exchange play pivotal roles in shaping linguistic diversity within the framework of globalization. Migration, which involves individuals relocating from one region to another, often in response to global economic and political shifts, offers people the chance to select new places to live, seeking improved economic and social prospects. This migration process commonly results in the blending of linguistic communities and facilitates the dissemination of specific languages in previously uncharted territories. As a result of migration, languages from diverse cultures can seamlessly integrate into the linguistic tapestry of a new region.

"Manglish" serves as an example of linguistic divergence that emerges in regions with a high immigrant population and a rich history of intercultural communication, like London. This phenomenon entails the fusion of linguistic elements from various languages and cultures during interactions (Chandler D. & Munday R., 2011). In "Manglish," individuals incorporate words, phrases, or expressions from diverse languages, including English, Malay, Chinese, Tamil, and many others.

Language speakers can combine words and phrases from the English language with expressions from other languages, creating a unique linguistic style that reflects cross-cultural influences. This approach involves using words from different languages to describe specific concepts or using linguistic expressions that are typical for particular cultures. Below are some examples:

- "Lepak" is a Malay word that means to relax or spend time without a specific purpose. In "Manglish," this word can be used to describe leisure time or a relaxed atmosphere: "Let's just lepak at home this weekend" means, "Let's relax at home this weekend."
- "Makan" is another Malay word that means "to eat" or "food." In "Manglish," it is used to describe a meal: "Let's go makan at that new restaurant."
- "Jalan" is a Malay word that means road or path. In "Manglish," it is used to discuss a route or path: "Take the jalan on the left."

Intercultural exchange is a significant phenomenon that plays a key role in shaping the linguistic landscape and diversity. This phenomenon is largely driven by the growth of international communication, which enables people from different cultures and language groups to find common ground and exchange ideas. International travel is another essential aspect of intercultural exchange. People who travel or move to other countries study the language and culture of the new place, which can lead to the exchange of linguistic influences. Furthermore, education also plays a significant role in intercultural dialogue (Gumperz & Jacquemet, 2005).

Students from different countries come to universities and educational institutions abroad, studying and interacting with peers from various cultures. It fosters the exchange of knowledge and linguistic influences. Universities frequently establish international settings for learning and research, fostering an environment where students can collaborate in their studies and projects. Cultural events, such as international festivals, exhibitions, and concerts, also play a crucial role in intercultural exchange. These events attract visitors from around the world, creating unique opportunities for communication and the exchange of cultural and linguistic aspects.

Linguistic divergence occurring in the context of globalization has a significant impact on the cultural identity of communities and nations. Typically, the main function of culture is to preserve a nation's historical heritage, making it a crucial factor in shaping the identity of language speakers. Most groups refer to historical events in their past to reinforce a unified cultural identity that already exists. They may also seek to create a new cultural identity, providing them with a basis for reform or the implementation of specific social changes.

Clearly, the global migration of a large percentage of the world's population leads to cultural and social changes in both migrant and indigenous communities. The inexorable need to coexist and form a new cultural identity under specific conditions raises questions about the most beneficial changes in cultural identity within the framework of globalization for national communities and the international community as a whole.

Some critics of cultural identity argue that preserving cultural identity based on the principle of differentiation can create barriers in society. They note that cosmopolitanism, which regards all language speakers as part of one group, can provide a greater sense of community (Heller, 2019). In this context, it is essential to strike the right balance between the desire to stand out among others and be recognized as a representative of a particular culture and the necessity of adhering to the rules and

norms of the society in which you live, trying to overcome the disparity of styles and traditions that shape the original cultural identity of an individual and the new global culture.

Language is a key element of culture and often serves as a symbol and carrier of identity. The influence of linguistic divergence on cultural identity can be comprehended by examining interconnected and complementary fundamental aspects (Figure 2).
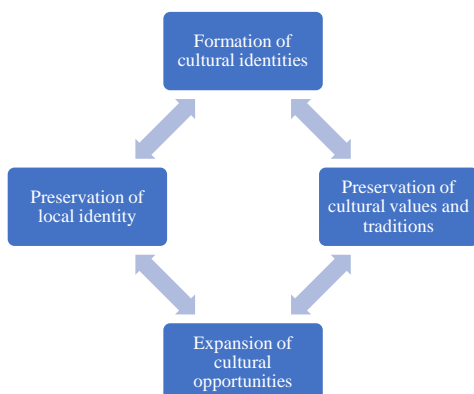

Figure 2. The main aspects of language divergence's impact on cultural identity.
Source: compiled by author

- *Preservation of cultural values and traditions.* Each language has its unique history, literature, and expressiveness that reflect cultural values and practices (Gunew, S., 2004). The loss of linguistic diversity can lead to the loss of these cultural aspects. Preserving languages and language variations helps safeguard cultural heritage.
- *Formation of cultural identities.* Language identity is closely tied to cultural identity. People identify themselves through language and use it to express their national, ethnic, and cultural belonging. Linguistic divergence can shape different language identities, affecting how one perceives themselves and their culture.
- *Expansion of cultural opportunities.* Preserving linguistic diversity allows communities to access a broader range of cultural resources. Language serves as a means of transmitting knowledge, literature, art, and other aspects of culture. Different languages provide the opportunity to embrace the diversity of cultural expressions.
- *Preservation of local identity.* In many cases, language is associated with specific regions and local communities. Maintaining language diversity helps safeguard regional and local identities in the context of globalization (Piller, 2016).

Overall, linguistic divergence has both positive and negative impacts on cultural identity. One example of the positive effect of linguistic divergence on cultural identity is the language issue in Scotland. Scottish Gaelic is a dialect of the Gaelic language used in the northern parts of Scotland. Due to various historical and sociocultural factors, including the dominant position of the English language and the past prohibition of Gaelic use, this language faced the threat of extinction. However, in recent decades, there has been a revival and support of the Gaelic language in Scotland through reforms in school education and initiatives aimed at preserving cultural heritage.

On the other hand, the negative impact of linguistic divergence on cultural identity can be observed in the disappearance of smaller language communities under the influence of globalization and the dominance of global languages. For example, the languages of indigenous peoples often face the threat of extinction due to the actual or potential disappearance of language communities through the adoption of dominant languages (James, 2015).

In many indigenous communities in Canada, globalization and the English language are encroaching on the traditional languages of the indigenous peoples. It leads to the threat of these languages and their associated cultural practices becoming endangered. For example, the Ojibwe language, which was a significant component of the cultural identity of this nation, is experiencing a decline in usage, especially among the younger generation. This process is a result of the growing dominance of the English language and the absence of language policies to support indigenous languages. The loss of the Ojibwe language leads to the loss of linguistic heritage and knowledge associated with this language, which is a crucial element of the cultural identity of this nation. A critical aspect of the impact of linguistic divergence on cultural elements is the development of unique linguistic traditions and literary works. Linguistic divergence also influences the emergence of different cultural norms and social customs (Canagarajah, 2018). Each linguistic community has its own rules regarding politeness, family relationships, celebrations, and traditions. This is an essential aspect of cultural diversity that arises from different languages and modes of communication.

For instance, questions of politeness and etiquette can vary in British English and American English. In British culture and British English, where there are longstanding traditions of royal protocol, politeness and formality are of significant importance. For example, British English speakers use expressions like "please" and "thank you" more frequently in daily communication. These polite phrases reflect the general norms of British culture, where a great deal of emphasis is placed on formality and etiquette.

Meanwhile, in American culture and American English, there may be a greater simplicity in communication and a greater focus on informality. The American national variant of the global English language contains fewer formal expressions compared to the British national variant, which makes communication more direct and informal.

Some examples of how British and American English speakers express politeness are shown in Table 2.

Table 2. Expressions of politeness by British and American English speakers.

	British English	American English
Greetings	«Good morning! How are you today?»	«Morning! How's it going?»
Asking about the name	«May I ask your name, please?»	«What's your name?»
Gratitude	«Thank you ever so much for your help.»	«Thanks a lot for your help.»
Request	«Could you possibly pass the salt, please?»	«Mind passing the salt?»
Saying goodbye	«Goodbye, take care»	«Bye, see you later»

Source: compiled by author

These examples demonstrate how American English often employs simpler and more informal expressions than British English, where greater emphasis is placed on formality and politeness. This difference in communication is part of the cultural specificity of these varieties of the English language.

Considering the multi-ethnic nature of the English language and its global dissemination, it is essential to acknowledge that sociocultural norms and customs can vary significantly in different parts of the world. Differences in sociocultural norms and practices create intriguing features in communication and the perception of words and expressions in the English language. For example, the word "dinner" in British English refers to the main evening meal, whereas in American English, "dinner" is used to denote a midday or evening meal.

Linguistic divergence contributes to the development of different aspects of culture. One vivid example of this is music and song lyrics. Different countries and linguistic communities use various linguistic features and idioms in song lyrics. This can influence the style, expressiveness, and perception of musical compositions.

Song lyrics in the English language are known for their metaphorical nature. However, in different variants of English, such as British and American, various linguistic means may be used to express emotions or ideas. This leads to the creation of music that reflects cultural and linguistic differences among different communities (Zentz & Svalberg, 2015). Similar tendencies can be observed in other forms of art, such as literature, film, painting, and other creative forms, where language and cultural context play a significant role in creating and perceiving artistic works.

The role of language policy in shaping cultural identity and influencing linguistic divergence in the era of globalization has two key aspects. Firstly, language policy supports the preservation of minority languages, contributing to the preservation of cultural diversity. It is achieved through the funding of language programs, the development of language education, and the creation of cultural initiatives (Moha, 2005). Secondly, language policy stimulates cultural heritage through language. It can support literary, artistic, and cultural projects that use a particular language to express cultural values and history, thus preserving unique aspects of cultural identity.

Ensuring quality language education is vital for the development and preservation of language. Language policy determines how it is studied, taught, and used in educational institutions. It can also regulate the use of different languages in society to ensure equality among language groups and prevent the dominance of one language to the detriment of others.

Some countries have a bilingual or multilingual language policy that supports the use of several languages for national communication. It helps celebrate diversity and the richness of cultural identity. To a significant extent, language policy determines which languages surround us daily. This policy influences the perception of language as a key element of cultural identity. Speakers and communities should actively care about preserving their language and cultural heritage in order not to lose an essential aspect of their identity in the context of global development.

5 Conclusions

Intercultural exchange and linguistic divergence play an essential role in shaping the linguistic environment and cultural identity in the context of globalization. International communication, tourism, education, and cultural activities facilitate the exchange of linguistic influences and expand the cultural opportunities of communities and nations.

The preservation of languages and their variants helps to maintain the historical heritage of nations and national communities and provides an opportunity to express cultural values and traditions. In addition, linguistic identity is closely related to cultural identity. Moreover, linguistic divergence can create different linguistic identities, affecting the perception of oneself and one's culture.

In the context of globalization, it is vital to balance the desire to preserve one's linguistic identity with openness to other cultures and linguistic influences. As a result of this balance, we can contribute to both maintaining our uniqueness and understanding and cooperating with different cultures in the context of global development.

The issue of language policy remains an important aspect of further research, which involves analyzing the government's efforts to preserve language communities, develop language education, and create cultural initiatives. The issue of the

multilingual approach in the language policy as a way to protect cultural diversity and cultural identities is also a subject of interest for future research.

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Primary Paper Section: A

Secondary Paper Section: AI, AJ