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HUMANITIES IN A GLOBALIZED WORLD: THE IMPACT OF GLOBALIZATION ON LINGUISTICS, LITERARY STUDIES AND MODERN EDUCATION

The processes of globalization have fundamentally reconfigured the epistemological and methodological foundations of humanities studies, particularly within the domains of linguistics, literary studies, and education. The intensification of transnational interactions, coupled with the rapid development of digital technologies, has generated new paradigms of knowledge production, dissemination, and interpretation. In this context, the humanities are increasingly characterized by interdisciplinarity, interculturality, and technological integration.

In contemporary linguistics, globalization manifests itself through the expansion of translingual practices and the increasing prevalence of multilingual communication. English functions as a global lingua franca; however, its dominance simultaneously

provokes critical discussions regarding linguistic hegemony, language standardization, and the erosion of linguistic diversity. From a sociolinguistic perspective, globalization fosters phenomena such as code-switching, language hybridization, and the emergence of new sociolects within digital environments. Furthermore, advances in computational linguistics, including natural language processing (NLP), machine translation, and corpus-based analysis, significantly transform traditional approaches to language study and enable large-scale empirical research.

Theoretical frameworks in linguistics are also undergoing reconsideration, as scholars increasingly adopt discourse-analytic, pragmalinguistic, and cognitive approaches to account for the complexity of global communication. Language is conceptualized not merely as a structural system but as a dynamic, context-dependent semiotic resource embedded in sociocultural practices. Consequently, the study of intercultural communication becomes a central focus, emphasizing the negotiation of meaning across diverse linguistic and cultural contexts.

In the field of literary studies, globalization contributes to the reconfiguration of the literary canon and the emergence of new critical paradigms. The shift from national literature to world literature and comparative literary studies reflects a growing emphasis on transnational textual circulation and intercultural dialogue. This perspective enables the inclusion of previously marginalized voices, particularly within postcolonial, feminist, and minority discourses. As a result, literary analysis increasingly incorporates concepts such as cultural hybridity, intertextuality, and transcultural identity.

Moreover, the digital turn in the humanities has led to the development of digital literary studies and electronic literature. Hypertextuality, multimodality, and interactivity redefine the ontological status of literary texts, challenging traditional hermeneutic approaches. Digital archives, open-access repositories, and online scholarly platforms facilitate global academic collaboration and democratize access to

cultural heritage. At the same time, these developments necessitate the application of new methodological tools, including digital textual analysis, distant reading, and data visualization.

Educational practices within the humanities are also undergoing substantial transformation under the influence of globalization. The integration of innovative pedagogical models, such as blended learning, online education, and competency-based approaches, reflects a shift toward student-centered and outcome-oriented education. The use of digital technologies enhances the accessibility and flexibility of learning, while also fostering the development of critical thinking, media literacy, and digital competence.

In the context of teaching linguistics and literary studies, interdisciplinary and technology-enhanced methodologies play a crucial role. The incorporation of multimedia resources, virtual learning environments, and collaborative digital platforms contributes to the diversification of instructional strategies and improves learner engagement. However, these innovations also raise important challenges related to the digital divide, information overload, and the necessity of developing critical digital literacy skills.

A key objective of contemporary humanities education is the formation of intercultural competence, which encompasses the ability to navigate complex cultural contexts, engage in effective cross-cultural communication, and demonstrate cultural sensitivity. In a globalized world, such competencies are essential for both academic and professional success. Humanities disciplines, therefore, serve not only as a means of knowledge acquisition but also as a foundation for the development of ethical, reflective, and socially responsible individuals.

Nevertheless, globalization presents certain risks for the sustainability of humanities studies. The dominance of global cultural and linguistic norms may contribute to cultural homogenization and the marginalization of local traditions and knowledge systems. In this regard, it is imperative to promote a balanced approach that

integrates global perspectives while preserving cultural specificity and diversity. Scholars and educators must actively engage in the critical examination of globalization processes and advocate for inclusive and pluralistic models of knowledge production.

In conclusion, globalization exerts a profound and multifaceted impact on linguistics, literary studies, and education, reshaping their theoretical frameworks, methodological approaches, and practical applications. The increasing integration of digital technologies, the expansion of intercultural perspectives, and the adoption of innovative pedagogical strategies underscore the dynamic evolution of humanities studies in the twenty-first century. At the same time, the preservation of linguistic and cultural diversity remains a fundamental challenge, requiring sustained scholarly attention and interdisciplinary collaboration.

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EMOTIONAL AND EXPRESSIVE LANGUAGE IN PUBLICISTIC DISCOURSE

For as long as people have been striving to share the news and spread their ideas among a broad audience, they have used figurative, expressive language. It is used to instantly capture the recipient's attention and keep it long enough for the message to be