

THE INFLUENCE OF MEDIA AND POP CULTURE ON LANGUAGE CHANGE AND LANGUAGE VARIATION

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Abstract

This work is about the influence of media and pop culture on language. Music, movies/TV, fashion, food, and arguably even more important: language, ethics, politics, technology, and religion—be them theistic, atheist, gnostic, or whatever other inherent attributes one wants to establish.

Keywords: Pop culture, mass media, popular, language, linguistics, trends, stylish trends, audience, viewpoints.

Introduction

Language is a dynamic and evolving entity, constantly shaped by the social, cultural, and technological contexts in which it exists. One of the most significant driving forces behind this evolution is the influence of media and pop culture. From the language used in films, television, and music, to the rapid spread of trends on social media platforms, popular culture plays a pivotal role in shaping the way people communicate, both on a global scale and within specific communities.

Pop culture is an informal and popular term that is similar to the learned Latin phrase "cultura animi," which means "cultivation of the soul or cultivated mind." However, in Latin, it refers to morals, manners, and a lifestyle that ultimately sharpens one's mind and, in some specific given interpretations, leads to the acquisition of wisdom and broader cultural knowledge. Pop culture is a rather broad term that encompasses anything that is influenced by or has widespread appeal to the masses. If that entity exhibits the relationship, power, or capacity to affect other facets or the history of the same "masses." These other cultural elements include, but are not restricted to, music, films and television shows, fashion, cuisine, and—perhaps more importantly—language, politics, ethics, technology, and religion, whether it be gnostic, theistic, or atheist. Music, movies and television, fashion, food, and perhaps even more significant, language, ethics, politics, technology, and religion—whether theistic, atheist, gnostic, or whatever other innate qualities one wishes to establish—are some examples of these other facets of culture. One cannot argue that "pop," which typically contains something insubstantial or transient, and "culture," which is the archaeological deposit of human lives, are initially incompatible without the thorough documentation

of specific examples found in dialectology books or personal reflection regarding language conservation or changes. This kind of love of aspiring linguists or members of very new academic institutions would be ineligible due to the socioeconomic consequences of the time required to discuss this topic (and the self-centered unconditional love that every parent feels would disqualify it).

Pop culture is defined as current and stylish trends, viewpoints, audiences, and the forces that shape these elements. These elements are frequently very personal and essential since they serve as unifying forces and influence behavior. We distinguish between three groups of the suggested stages of popular culture absorption, commercialization, and resistance. We contend that pop culture has historically taken the lead in arguing that absorption is increasingly replacing the stages of resistance and commercialization. The components of the theory of language serve as a guide for us when we learn, acquire, and modify language. Thomas Kuhn's work demonstrates how culture shapes the emergence of a shared framework for scientific inquiry. According to Charles Goodwin, "hatching" refers to an abrupt, revolutionary event that defines a person for a new position and rank in a group. Our theoretical focus is on popular language practice, using Ricento's three-tier formula of language planning and Esposito's trilogy on the impact of pop culture on learning and knowledge generation. This study's primary objective is to critically synthesize popular culture perceptions and explain potential and desired language names and grammar. This work's added value is the modeling of scenarios that were created (mostly without the organizer's knowledge) and that, for the first time, used social media evidence or random websites to give names to events, expressions, and concepts in a variety of languages.

Conclusion

Popular culture terms contribute to this process by entangling themselves in our tongues and getting under our skin. Is there any hope that terms from popular culture will ever be considered respectable? Indeed, that is possible. Because of their acceptability, currency, and literary usage—qualities that confer words of high social standing—some of our noble savages are able to endure in the language. They don't all sound stuffy. Nonetheless, some of them have been acknowledged for establishing a linguistic style that conveys an impression of being a folk philosopher or poet-historian. A lowly term can also rise to the status of high society through its idiomatic usage. Shakespeare has a reputation as the finest wordsmith in our language in addition to being the greatest dramatist in the world. He invented at least 2,000 terms. Although it took some time for them to gain acceptance in good society, many of them are now regarded as respectable. Critics from earlier eras objected, arguing that he was unmanly and unworthy of attention. Shakespeare had a distinct idea of quality when he said those lines, despite coming from a lower-class home. Shakespeare took pleasure in creating words that have since been regarded as magnificent and are a part of the

English family tree, even though the speakers in many of his plays have ancestors who made up the trunk.

Ultimately, it is evident that our use of words and the remarkable number of speakers who interact with one another are not random occurrences. Rather, they are part of a complex system that benefits from the most advanced sound, image, and symbol-based communication systems. Electronic communication increases as more words are borrowed, and the words borrowed from lending sources enhance any human language's capacity for semantic connection. Social interaction breaks down linguistic boundaries and substitutes informal settings for formal ones, resulting in the collective wisdom that we all adore. Every language is dynamic and constantly changing as societies grow and as they absorb new and improved information from sources outside of their existing limits. Names, geography, history, and terminology are live reminders of our shared past and serve as universal means of introduction for people, identifying, categorizing, and bringing our social or geographical diversity to a shared identity.

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