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УДК: 008:811.111  
DOI: 10.35254/bhu/2023.63.37

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## **THE IMPACT OF MASS CULTURE ON THE ENGLISH LANGUAGE**

### **Abstract**

This article is about the influence of mass culture on the English language. First of all, the question of what mass culture is and how it affects languages in general was considered. In the given article we are discussing issues related not only the positive impact on the language, but also the negative moments of this action. Since culture and language are parallel aspects of the

modern society's life, the article talks about the inseparability of these aspects. Society and culture influence the words we speak, and the words we speak influence society and culture.

**Key words:** culture, mass culture, society, influence, language and modern society, changes, dialect, mass media, internet, research.

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## АНГЛИС ТИЛИНЕ МАССАЛЫК МАДАНИЯТТЫН ТААСИРИ

### Кыскача мазмуну

Бул макалада англис тилине массалык маданияттын таасири талкууланууда. Биринчи кезекте, массалык маданият деген эмне экенин жана ал негизинен тилдерге кандай таасир берет деген маселе каралды. Макаланы жазуу процессинде массалык маданияттын тилге тийгизген оң таасири гана эмес, бул аракеттин терс жактары тууралуу да суроолор көтөрүлдү. Маданият менен тил азыркы коомдун турмушунун бирдей аспектилер болгондуктан, бул нерселер чогуу изилдениши керек. Коом жана маданият биз сүйлөгөн сөздөргө, ал эми сүйлөгөн сөздөрүбүз коомго жана маданиятка таасир этет. Мындай циклдик мамилелерди түшүнүү үчүн, бул ойду түшүндүрүүгө жардам берүү үчүн өзүбүздүн жашообуздан көптөгөн мисалдар келтирилген. «Тил —бул маданият, маданият болсо —бул тил» деген сөз тил жана маданият жөнүндө сөз болгондо көп айтылат.

**Түйүндүү сөздөр:** маданият, массалык маданият, коом, таасир, тил жана заманбап коом, өзгөрүүлөр, диалект, масс медиа, интернет, изилдөө.

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## ВЛИЯНИЕ МАССОВОЙ КУЛЬТУРЫ НА АНГЛИЙСКИЙ ЯЗЫК

### Аннотация

В данной статье обсуждается влияние массовой культуры на английский язык. Прежде всего, был рассмотрен вопрос, что из себя представляет массовая культура и каким образом влияет на языки в целом. В процессе написания статьи были затронуты вопросы, касающиеся не только положительного влияния массовой культуры на язык, но и отрицательные моменты данного действия. Поскольку, культура и язык являются параллельными аспектами жизни современного общества, то эти предметы должны изучаться в совокупности. Общество и культура влияют на слова, которые мы произносим, а слова, которые мы произносим, влияют на общество и культуру. Чтобы понять такие циклические отношения были описаны многочисленные примеры из нашей собственной жизни, которые помогли проиллюстрировать этот момент.

**Ключевые слова:** культура, массовая культура, общество, влияние, язык и современное общество, изменения, диалект, масс медиа, интернет, исследования.

**What exactly is culture?** We can simply define the culture as the ways of life of a society. However, this doesn't tell us much, does it? Culture itself is a very broad and complicated subject that can be interpreted in many ways. This is largely due to its lack of defined boundaries and constant changes.

The relationship between language and culture is complex. They are interconnected with each other. A certain language usually indicates a certain group of people. When you interact with another language, it means that you are also interacting with the culture that speaks that language. You cannot understand someone's culture without having direct access to its language. When you learn a new language, you not only learn its alphabet, word arrangement, and grammar rules, but you also learn the customs and behavior of a particular society. When learning or teaching a language, it is important that the culture to which the language belongs is mentioned, because language cannot exist apart from culture. The phrase "language is culture and culture is language" is often mentioned when we discuss language and culture. [1, p. 28]

The most common and accepted concept describes it as the result of acquired knowledge transferred from generation to generation, which is used to interpret experience and shape behavior. Culture is made up of many elements such as beliefs, styles and norms of behavior, art, sports, and more. But for today's topic, the most important part of culture is language.

As we know, every independently grown society has its own language. This trend is best represented by small groups of indigenous people whose culture is limited to only one village. Even if their languages have common roots, their dialects will develop independently to the point that they will appear to each other as foreign languages. Dialects can develop in relatively small areas; a good example of this is the Kyrgyz language. Even in our small country, there are many dialects, which, like in many other countries, vary by region. This also applies to English.

But let's take a step back and look at what lies in the core of a language. Simply put, it's nothing more or less than a tool to describe the world that surrounds us and expresses our thoughts and culture. That's right, culture gives meaning to the words we speak. So, without cultural context, words would be just noises without any significance. [2, p. 35] For example, a country that originated in a mountainous area cannot have a storm designation, while residents living in an ocean environment have more than 10 different words for it. This means that even if you are proficient in a second language, you may find it difficult to convey your thoughts to a native speaker due to a different cultural background.

Culture is fluid and subject to change. And the language immediately follows it - changes in culture are reflected in the language. Changes may be small, such as a slight change in the pronunciation of some words, and occur as a result of random events, but over time they can transform a given language into something very different from its original form. It is not necessary to look far for an example of such a transformation - modern English is so far from its old version that the latter is for the most part incomprehensible to the average Englishman. [3, p. 5]

For example, a word "furniture" originally meant equipment, supplies or provisions, literally or figuratively. Gradually, the meaning narrowed down to the current one: large mobile equipment, such as tables and chairs, used to create a home, office or other space suitable for living or working. Another example, "meat" meant solid food (as opposed to drink) or animal feed. Generally, the meaning of the word has narrowed to refer only to the meat of mammals, and in some regions only to pork or beef, but some Scottish dialects retain the old meaning of any kind of food.

Culture and language cannot be separated, cultural trends of a time period influence oral and written language.

Another example of how language affects culture might be as follows; the words we use

affect how others treat us and our status in society. A foul-mouthed person will have a lower social status in the eye of the beholder than one who expresses himself in a socially acceptable manner. Thus, the language has a great influence on society and its culture as a whole. [4,p. 28]

Society and culture influence the words we speak, and the words we speak influence society and culture. Such cyclical relationships can be difficult to understand, but the many examples in this work and examples from our own lives help illustrate this point. One of the best ways to learn about society, culture, and language is to look for opportunities to exit from our typical comfort zone. Studying abroad, for example, brings many challenges that can turn into valuable lessons.

#### **Can a language exist without culture?**

Considering the fact that culture is the source of language this seems highly unlikely. Even the most widespread languages are rooted in culture and are based quite firmly on it. Of course, we have Latin with its long-dead culture, but today it is rarely used outside of scientific purposes.

The impact of the modern world on language deserves a special attention. So-called popular culture embraces the most common and contemporary aspects of our lives. These aspects are often subject to rapid change, especially in a high-technological world in which people are getting closer and closer due to the comprehensive media. Certain standards and generally accepted beliefs are reflected in pop culture. Because of its compatibility, pop culture both reflects and influences people's everyday life. The modern world has been turned to a global village by the electronic media and technology that expose a learner of a particular socio-cultural background to myriad cultural influences. [5,p. 13] The role of popular culture had long been recognized by scholars and educationists, but today a new measurement has emerged as a matter of concern. With the language there is an expansion of the "Western" society model and

adjustment of the whole world to the needs of this model. [6,p. 22] The role of media, especially the electronic media and the internet in promoting and controlling popular culture is obvious. Mass culture involves media, sports, celebrities, brands and fads of all sorts. Since we are constantly exposed to content, be it in-person or online, components of popular culture are incorporated into almost every aspect of our lives. This isn't a new concept — even before TikTok, Instagram, Facebook and others people often integrated popular phrases into their everyday conversations. Television, radio, the Internet and other media can both shape our culture and reflect it to us. These opportunities are only growing as devices such as cell phones, tablets and computers allow us to access different forms of media from almost anywhere. Nowadays, we can see that more and more people started using in their vocabulary some elements from mass culture or so-called pop culture. For instance:

Meme - an image, video, piece of text, humorous in nature

LOL- laughing out loudly

OMG – Oh my God

OFC – of course

ASAP - as soon as possible

Selfie - a photo that one has taken of oneself

ROFL – Rolling on floor laughing

These and other similar words are mainly used by young people. Why is this happening? Currently, when communication takes place via text messages, the use of some of the above words, or rather abbreviations, is a quick and convenient means for communication.

Due to the fact that culture and a language are parallels, we can see everywhere the influence of media on languages. In one of the villages of our country, where people do not speak Russian, by the way, Russian is the official language in Kyrgyzstan; it is mostly spoken by residents in the north of the country. So, I noticed that a 4-year-old child had

spoken Russian with other children, while his parents did not know the language. His parents said that it was all the influence of cartoons in Russian. That was a little research to support the theory that one can just “pick up” a language via watching television or listening to the radio in another language outside of the possibility of some incidental language acquisition. Currently it appears that mass media can go a long way in terms of engaging people in a language. [7,p.18]

The consequences of the impact of mass culture on language have both positive and negative sides. As a positive, it can be noted that an increasing number of the world's population is trying to study new words, new culture, and new beliefs from mass media in order to communicate in the same language. Yes, it will give an opportunity to get acquainted easily with each other. The negative side of this aspect is the threat of loss of cultural heritage, so called cultural origin of a particular country.

It should be noted that the pandemic has greatly affected the culture as a whole. It was the pandemic that became the catalyst for the

implementation of everything through online, which made us often turn to the online media from where we learn a lot and introduce it into the language of communication. Language is an aspect of our culture which is not an exception to the media's influence. Just like other aspects of our culture, the media has the power to both influence a societies' language use as well as reflect a societies' language use. Thus, this once again proves that culture and language cannot be separated and always in tandem.

Researchers of the everyday life culture in its different aspects (linguistic, cultural, sociological, etc.) agree on the following: the daily life culture is the most influential part of the life of a modern society. The main part of the everyday life culture of course, is the mass culture that surrounds us and impacts on a society, regardless of its desire to interact with this type of culture. Mass culture has a total character, because includes politics, sports, entertainment and hobbies, literature, cinema, advertising, glossy journalism, etc. Therefore, it should be noted that the linguistic picture of the world of any person has traces of the influence of mass culture.

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