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ГЛОБАЛНИОТ СВЕТ**



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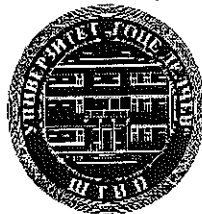
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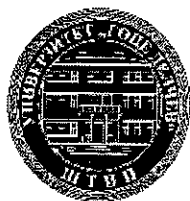
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ТРЕТАЯ МЕЖДУНАРОДНАЯ НАУЧНАЯ КОНФЕРЕНЦИЯ



**СОЦИАЛЬНЫЕ ИЗМЕНЕНИЯ В
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**GLOBALIZATION IN THE LANGUAGE AND LETTER THROUGH THE
PUBLIC WRITINGS AND FIRMS: THE CASE IN THE CITY
SKOPJE**

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Abstract

We focus our subject of research on the changes resulting from the globalization processes in different cultures. Those changes are most obvious in the use of language and writing on the public signboards and company names. Thereto, we considered the approaches of the relevant linguists Ranko Bugarski (Bugarski, 2001), Joshua Fishman (Fishman, 2006), Manfred Steger (Steger, 2009). Their approaches are based on detailed empirical researches on the contemporary trends in language. According to those trends, they define the language state as: 1. a state in language and 2. the language status in society. Under a state in language they imply the internal structuring of the national language, while under the language status in society they imply its place (status), which depends on the social conditions in which that language functions. Those social conditions in which the language functions, are of exceptional importance for our analysis, since they are in direct correlation with the globalization processes, which emphasize multilingualism even more as a model according to which public communication is carried in different countries around the world, among which is the Republic of Macedonia as well. Moreover, our research was focused on the following issues: - How much a foreign language is present on the public signboards and in company names compared to the mother language? - How much are the Latin and the

Cyrillic alphabet present, with exception of the alphabets of the minority communities in the local environment?

Keywords: globalization, changes, language, writing, public

Introduction

The title of our work suggest connection of two complex questions which are exceptionally important in sociology of theoretical and empirical level, these questions did not come on the daily order of sociology at the same time.

The first one, a question of globalization, in the last decades became the most actual in the theory and empirical approaches of the social thinkers. For the increasing interest for globalization it is told the huge literature published in many world languages. For illustration, on the English language are published many hundreds thousand titles that are related with the question in its analyses of globalization. In relation with this, our problem begins and finishes with the question; What is globalization? Which are the basic theoretic approaches in its analysis? Which is the influence of the processes of globalization in the local contest? Which are the effects from globalization under the local cultures, on the identity, on their languages? How much are the local contexts adapted on the processes of this social phenomena is it possible to have balance between them? The problem, really, begins and finishes with the same questions. That are not only economical, political or technological questions that are involved in globalization, but are questions for the way on which we lead our lives.

The complex nature of globalization was a motive more for resisting in our efforts for more objective analyzing separated aspects of this social phenomena in Macedonian society. The main target, in that, was to identify changes in culture, exactly, in the language and letter I public space and the opinions of the linguist in connection with that. With defined problem like this, directly concerns to the subject of our investigation, which means the relationship of the global and the local, but for better understanding of our subject of investigation, it is necessary to begin with one wider believe of the phenomenon globalization.

Giddens's believing of globalization is representative. He concerns globalization to be 'intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa (Giddens, 1990: 69). That is dialectical process, because

these local happenings can have different current in relations with many distant relations that from them (69). Jon Thompson speaks about globalization as an increasing connection of different parts of the world, as a process of interaction and mutual dependence (Thompson, 2000: 202). For him, the consequences of globalization are complex forms from interaction and mutual dependence. Ritzer explains globalization as spreading and widening of practices, expansion of relations through continents, organization of social life on a global level and increasing of common global conscience (Ritzer, 2007:4).

On a similar way, Ronald Robertson emphasizes that globalization is related with crowdedness of the world and the intensive conscience for the world as a whole (Robertson, 1992:8). Namely, that conscience increases that possibility for the world to be reproduced as an unique, and bigger. That conscience is building the base of the experience that is a result of intensify the world as a whole, and at the same time is a consequence of the globalization. Believing of Robertson, on a renowned way, corresponds with that of Malcom Waters. For him, existence of the conscience for globalization to individuals is more and more present, and in that case the geographical limits in the view of social and cultural relations expired (Ботева, 2003: 14).

The second, research of the problem of a language in sociology as a whole had a peripheral status in relation with the other sociological themes. The interest for this question is manifested in the frames of sociology of the language, especially in the works of Joshua Fishman (Fishman, 2006), who is important because his emphasizing of the relation of a language and the society and vice versa. With that, we had the foresight of approaches from the authors Ranko Bugarski (Bugarski, 2001), Manfred Stegar (Stegar, 2000), who considers the idea of globalization in the use and functionality of the language and letters. Sociolinguist Ranko Bugarski (Bugarski, 2005), talking about language, separates the following meanings: language in the general sense (language, language...), as a man's ability forming of the meaning contents and their transmission; a language as a specific appear form: 1. Every conventional system that belongs to a certain social community, satisfying their needs in communication (a language, une lange...), for example, Macedonian, French, Japanese language, and 2. Summary of the language means characteristic for specific social groups, centuries and professions, as it is for example, the language of young, romanticism, journalism, doctors and similar. That approach is characteristic for other researchers, who emphasize the functionality of a language in one reality. That is the theme about which Edward Sapir talk. According to him, a language is a direction to a sociologic reality, to the adoption of different cultural elements and languages from the other cultures that are wrap on the whole world. In that view, the modern epoch of the human society is signed with processes that strongly form the separated

cultures, which further influence their language. In fact, that are the processes of globalization for which it is supposed that realize a certain influence on the language in a given cultural space.

The tendency to the globalization of the language Manfred Stegar (Stegar, 2009), interprets as an expression of the requirements of the global reality and in that direction he notices that a number of languages in different parts of the world depends, before all, from the homogenization of the cultural powers, at the same time, people who migrate and travel through the world, are in a situation to use one of the world's languages and on that way the English language becomes dominant in computer technologies and the internet has an important advance in relation with other languages that are used in international communications (Stegar, 2009: 100-102). This thesis is worked by Jan Blommaert in the book *The sociolinguistics of Globalization*, here he emphasize 'we now see that the mobility of people also involves the mobility of linguistic and sociolinguistic resources, that sedentary or deterritorialized forms of language use and that the combination of both often accounts for unexpected sociolinguistic effects' (Blommaert, 2010:4). In that direction, he speaks the two relevant paradigms for the analysis of globalization of the language, which is sociolinguistic paradigm for distribution and sociolinguistic paradigm of mobility (4). Exactly for these authors globalization of the languages in modern societies and cultures, can encourage the groups in a given social context beneath the standard linguistic system, which, at the same time, can support them in using one of the world's languages exactly the languages of the global processes. More concrete, the research was focused on the following questions:

How much the existence of the processes of globalization is present through public writings and firms in Skopje?

-How much is the representation of the foreign language in comparison with the native one through the public writings and firms?

-How much is the Roman, and how much is the Cyrillic alphabet present, with an exception of the letters of the minority communities in the local area?

We expect with this research, to come to the science theoretical knowledges that will explain on a better way the existence of globalization in our specific cultural context, in the sphere of language and letter. The main social aim of the research is to develop the individual and collective conscience for the existence of globalization in our area, the conscience for the necessity of some balance between the global and the local, and at the same time with making stronger the conscience about the world as a whole and local as its part.

Hypotheses of the research

The existence of the processes of globalization in Republic of Macedonia in a big degree influence on Macedonian culture through the changes in the use of the language and the letter in public writings and firms.

Sample of the research

For the needs of the research two samples were designed. The first one is sample that is used for accumulating the data on the way of analyses in content and it is aimless. The center of Skopje was chosen, counting that in this part of city the concentration of the economic and administrative objects is the most powerful. The point of the analyses are public titles on the firms. All writings on the firms were analyzed in their original and authentic type. The second type is used for collecting the data on the way of interviewing. The aiming group for realizing the research technique named as interview consist of experts for linguistic from the University 'St. Kiril and Methodius in Skopje.

Methods

For the measure about an attendance of the processes of globalization in Skopje the outside area through the public writings and firms has used the research techniques interview and content analyses. As s unit for analyses were the writings on firms in the center of city Skopje. The technique interview was used in the conversation with the experts in the areas of linguistics.

Results

During the analyses of the content of public writings and firms in the center of city Skopje were confirmed 654 public writings and firms in that part of city. The analyses itself showed that in the central city area, from the total number of public writings 62.6 percent are shops for clothes, 13.4 percent are entertainment objects. Then follow the shops for shoes 7.6 percent, techniques 5.4 percent, other service works 5.4 percent, administrative, political and cultural objects 4.9 percent. In this part of city the least 0.7 percent are markets for food and drinks. Beneath the separated economic deeds, we have confirmed the presence of the domestic and foreign firms. From the total public writings and firms 80 percent are domestic firms, and 20 percent are foreign firms. In a major part of domestic firms, the presence of a foreign language

is noted (English language) and the Roman alphabet and letter. This fact direct on the consequence that processes of globalization are strongly penetrated in the sphere of public communications.

1.1. Information for use of a language through public writings and firms

From the information obtained of the analyses of content for use of a language through public writings and firms it is noted the tendency of going I a step with the developed countries, wherein, public writings and firms are formed according the trends that are actual in the world. These trends can be seen in our local context, exactly, through the use of foreign languages that is more and more often in the public communication.

Table 1. Public writings and firms according a language

	% (n)
Public writing and firms written in Macedonian language	30.1 (197)
Public writing and firms written in foreign language	54.3 (355)
Public writing and firms written at the same time on in Macedonian and foreign language	15.6 (102)
Total	100 (654)

Source: Survey data

The analyses shows that through public writings and firms the most representative are foreign languages. On these languages are written 54.3 percent from the public writings and firms and that are on English language 87.6 percent and on Italian language 9.6 percent. Also, in a small percent, through the public writings and firms we can note the combined use of a language (Table 2). These information confirm the establishment that the most used is English language in the public writings and firms and this is a result of the presence of the processes of globalization in Macedonian culture, exactly, the existence and influence of the globalization in language. In the following Table, there are information about separated use of the foreign language through public writings and firms.

Table 2. Public writings and firms according foreign language

	% (n)
Public writing and firms written in English language	87.6 (311)
Public writing and firms written in Italian language	9.6 (34)
Public writing and firms written at the same time on English and other foreign language (Italian, French)	2.8 (10)
Total	100 (654)

Source: Survey data

Information for the use of a language through public writings and firms in city Skopje, clearly direct on the consequence that the processes of globalization, more exactly the Anglo-saxon culture, is strong penetration in the local culture, and through it in the standard language.

1.2. Information about the use of letter through public writings and firms

In relation of the maintenance of the latter through public writings and firms in the central city area it is noticed that the Roman alphabet dominates 51.2 percent. The Cyrillic alphabet 36.5 percent is maintained through public writings and firms. Meanwhile, there are public writings and firms that at the same time have use both letters. That usage of the letters in the public writings and firms is shown in Table 3.

Table 3. Public writings and firms according foreign language

	% (n)
Public writing and firms written on Roman alphabet	51.2 (335)
Public writing and firms written on Cyrillic alphabet	36.5 (239)
Public writing and firms written on Roman and Cyrillic alphabet	12.3 (81)
Total	100 (654)

Source: Survey data

In this view, interest for on illustration are, for example, the writings written on Cyrillic alphabet and, within that, the foreign words are used: AMIGOS, AVERS, FOR YOU, EXCLUSIVE: then, public writings and firms, written on Roman alphabet, that are in the most cases on the language they come from: OTTICA

ITALIANA, NEW STORY. TERRATRAVEL, PLAY. Beside these forms of communication, through the city Skopje can be met public writings and firms written in hybrid forms in relation of the letter and language: SHANTEL shoes, My CALZINI. These examples that we mentioned, especially for the public writings and firms that are written on Roman alphabet and on the source language, without appropriate translation on Macedonian language, in fact, do not complete their main purpose for informing about the deeds they make, but are restricted to those who knew the appropriate language, and the others are excluded. The real state, without doubt, shows that the processes of globalization are strongly involved in the sphere of culture and public communication. Concrete, the more presence of English language and Roman alphabet through public writings and firms are directions of the presence of globalization. These directions, according to us, point to the factors which have direct influence to the official language and its letter. These influence are not the result only of spontaneous involving of the processes of globalization in our culture and language, but, in a big degree, are result of the conscious retreats that are made in that view.

That retreats are related, mainly on the legislation, because in the Law for use of Macedonian language, in the member 5, point 2 it is said: 'Macedonian language is used and in names, marketing and publishers of the legislative', as well as in the same member, point 5 'Macedonian language is used for signifying the public places' (Law for the use of Macedonian language, 30.01.1998 year). In fact, those considerations are directly connected with the question of language politics. Language politics is related to cultivation, affirming and saving of the standard language, in this case, Macedonian language and Cyrillic alphabet. In that case, for example, many countries through their own language politics take some measures to save their language from penetration of the processes of globalization. In that context, we spoke with ten experts from the area of linguistic in relation with the changes in language state and in our context they are in direct relation with the processes of globalization. The globalization on the culture of the Republic Macedonia. More precisely, influence on the language and its uses: question of law legislation; question of language politics and question of language consciousness.

In relation with the first theme the linguistic experts are very critical. That critics experts direct generally on the strong influence of the processes of globalization in language. Especially, they put stress on the fact that the influence is, in the public communication. For the second theme, experts emphasis that in our society exist the law regulation for the language and its use. Meanwhile, they feel sorry that in practice this is not respected. In relation with the third theme, experts, also, have critical view to the language politics in our society. In connection with this, experts tell that it is not enough organized and with that, suggest on its reorganizing,

with an aim to keep and affirm standard language in all segments of social life. For the last theme, experts count that in our context, language conscience for negotiation and regular use of the language is very weak. For the strengthening of language conscience they concern that very important role have the institutions concern with this question, as well as the meanings for mass communications.

In the following topics, we will note some parts from the discussions with experts. According the first expert on linguistic, it is emphasized that the processes of globalization are not unique of cultures and languages, but on the other side, that are processes that enable common existence of the cultures and the languages with all their varieties. Meanwhile, the expert emphasizes the existence of these processes in our society and culture, exactly in the language have their strong influence. That influence is especially seemed in relation with the use of a language and letter in public communication. In that sense, expert emphasizes that in one research of Macedonian language in public communication, they come to acknowledgement that there are many forms and writings that are written on English language, or, on the other way, the English is present in them. This situation is opposite from the Low for economic societies. According the member 50 from the Low for economic societies, it stands: 'a firm from economic society is named on Macedonian language, with Cyrillic alphabet' (Low for economic societies, 30.04.2004 year). Still, beyond that, we are witnesses of unrespecting this low under naming firms with titles on English language, which means titles with Roman alphabet. Exactly for this state it is necessary about language to be saved with the help of serious language politics which will be based on preventative, and not on recessive measures. These preventive measures are with an aim to confirm who and how can the standard language and its letter be saved from other influences. As a consequence of this state, the question of language identity is given. Exactly, the conscience and relation of the speaker to his own language weakens, within it is neglect its social role and cultural tradition and from this, there is a resistance upon standard language which slowly becomes poor and is deprived of the use of English expressions which are very often used in everyday speaking, with the weakness of conscience for regular use of standard language at the same time. Because of this, there is a need of language politics, in our society, to be more organized and directed to keeping and affirmation of the language in the peculiar country, as well as abroad, says the expert.

The saving of standard language and letters is emphasized from the second expert of linguistic. He says that language is the main feature of culture, but at the same time it is the most complex meaning to obtain the domination under other cultures. Further, he explains that in Republic Macedonia there is not xenophobia of the model of multi languages, but, from the expansion of English language and gradual 'lingocid' of Macedonian language, identity and culture. In that case he

recommends that it is necessary in Republic Macedonia, to save the own language under aggressive and conceived language politics.

In this view, the fifth expert on linguistic, beneath the question for general language politics in Republic Macedonia, speaks about the processes of globalization as a factor that has strong influence in the process of education. It is stressed that children are more interested on learning English language, than Macedonian, which is defeated state for our society and culture. More precisely, it means that in our society the social conscience is absent from the standard language. Meanwhile, under our meaning, the learning of foreign languages, in this case English, is due to, before all, interaction between individuals and cultures because of the use common language. That is the main reason for penetrating the globalization in local languages and cultures, which is of great importance for the dominant culture. For the forming and existence of language conscience is directed from the tenth expert on linguistics. He emphasizes that the mediums have the key role in forming the conscience. Meanwhile, he says, with penetration of the processes of globalization in the mediums, especially in electronic ones, it is difficult to form language conscience. That is for the increasing of English language and its frequent use in all segments of television program. He emphasizes that it is necessary every program to take care about the language expression in the programs for saving them from these appearances, to save standard language and letter. Meanwhile, not always we are in state to do that, because of the fact that institutionally we are not prepared on that plan at all.

About unpreparedness of institutions in Republic Macedonia and for language politics, the seventh expert on linguistic spoke. He told that institutions that are directly concern for language politics, and from this, for the cultural politics in our society, there is a need to work on the base of criteria that are in accordance with wider social context. They are needless connected with modern processes, because of which, institutions that are due to, are obliged to have more selective relation, which means practices of involving and eliminating. These practices have to stress, before all, interests of cultural groups in our society in language sense. Those interests of cultural groups in our society, are not connected only in local context, but in a global context. This is the reason why institutions have a tendency to confirm the politics for regular usage of Macedonian language and at the same time, to take care in finding appropriate expressions that will change the expressions of Anglo saxon culture.

Discussion

Acknowledges obtained in research in relation with state where Macedonia language is found, and through it and Macedonia culture in public communication is more complex. For that state, the explanation is in information given from the analyses of the public writings and firms in the center of city Skopje. Skopje in our research we took as a paradigm, for the whole situation in which are the language and culture in Republic Macedonia. In that context, it is important to emphasize that it was confirmed our individual suppositions that in public writings and firms more and more the foreign language is present than our own, and through public writings and letters more often Roman alphabet is used than our own. This was confirmed from the information that point to the more often use of English language and Roman alphabet through public writings and firms. In that context, it is interesting to mention the tendencies to globalization. Those tendencies to globalization are seen in the use of language, as well as in the letter. Through public writings and firm, they are noted from the use of Macedonian language and Cyrillic alphabet at the same time, but on English language and Roman alphabet.

The acknowledgments obtained from communications with the experts are close, and they refer to the state Macedonian language and culture. They, very critically oppose the processes of globalization and their influence on Macedonian language and letter. Generally taken, according to them the processes of globalization, mainly through wrap up and domination of English language and Roman alphabet bring to risk our standard language and letter. That global tendencies in our language and letter, are seen through often used English expressions in public communication and directly changing the worlds from Macedonian language with worlds of English language. Because of that, they emphasis the necessity modern language politics to be innovated in our society, for responding the temptations from the processes of globalization. These discussions clearly show the need in Republic Macedonia, to build preventive and modern language politics.

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