



Language and Social Culture in the Technological World

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Abstract

Language changes occur due to changes in cultural, political, and technological revolutions taking place around the globe. The central aspect that every government and nation is implementing containment measures is the local language and culture against the changes that are taking place around the world. Although, despite the proactive effort put in place, the language changes are unavoidable. Therefore, governments and nations should formulate other ways to integrate the new changes in language with the existing language without losing its authenticity. Industrial and cultural evolution has played a fundamental role in language change. Other factors that have led to language evolution include political, cultural relations and economic, geographical aspects, and military conflict. These language evolutions are systemic since the changes don't occur irregularly or accidentally. Systematic language evolution is a section of language identification, making it part and parcel of human identification. Despite the external factors that cause language changes, other natural factors contribute to language change based on the needs of society. The unique aspect of language evolution is that the changes gradually occur; therefore, it will take several years to acknowledge language changes fully. The technological development that is taking place around the globe is associated with providing technical and scientific instruments, which in return are



greatly influencing changes that are being witnessed in language. The technical and scientific instruments have a more significant impact on the language changes because of their ability to penetrate the global market using their commercial identity.

1. Introduction

Considering the language in terms of social, technical, and cultural instruments are fundamental in attaining cultural knowledge—the social events taking place to some extent place an essential role in acculturation and socialization. In addition, language can restructure cultural and racial identity when language evolution occurs (Nasibova & Heybatova, 2021). Restructuring cultural and racial identification helps outline the specific distinction between human beings and animals. Considering the anthropology perspective on language, it will be correct to state that language plays a mediator role in remitting cultural knowledge from the present generation to the future generations. The instruments associated with technological development significantly impact human beings' mental and cultural growth development. Language can be viewed as the product of cultural and social events in daily human lives, and it happens that the events cannot be avoided, just like food and sleep.

To acknowledge the role that language plays in human life, one must imagine a situation where the language is not present; only then will one realize how important language is in maintaining human civilization and culture. Over the years, societies across the world have experienced changes in cultural and moral values that go against the acceptable values that assist in the governance of the community. Cultural and moral values changes are unavoidable, making it difficult for the cultural and social science experts to establish the causes of these changes. It is essential to recognize that the Cultural Revolution took place in all societies across the globe and came in the form of acculturation, cultural invasion, cultural publication, and Cultural Revolution.

The leading cause of language evolution is the perception that the original language belonged to the old era, meaning that any changes in the language structure are viewed as damaging the language that the ancestors used. Factors such as cultural,

industrial, economic, cultural relations have played a vital role in the changes that are taking place in language.

2. Social and Cultural Functions of Language

Culture is a section of cognition that enters society's typical mentality. Despite being visual confirmation, awareness also entails emotions, beliefs, feelings, and habits. Therefore, culture involves knowledge, norms, thoughts, and practices transmitted through training and teaching in plural form. In addition, language is a component that is responsible for establishing the fundamental foundation of the culture. In other terms, language plays an essential role in providing a clear understanding of human behavior; some of the critical human behavior the language outline is the identification of how humans observe things and situations, descriptions and interpretation of the human surroundings (McManus et al., 2021). Through the establishment of human behavior, the cultural anthropologist will be able to obtain more information concerning a particular culture by observing how that society thinks and looking into their philosophy.

By conducting language analysis and survey, one can obtain information on the society's culture and how that culture impacts the language. Conceptions and realizations present in society are a product of the language authority that one communicates with. Therefore, the communities that speak the different languages have a further understanding of the world. Language and culture are closely connected since language is a form of an instrument that assists in the transmission of culture, meaning that language will only exist if the culture is present. For one to have the ability to understand and learn a language is mainly based on the realization level of the culture. Therefore, adequate information of the language and at the same time signs of negligence can result in unpleasant mistakes while learning the language. It is essential to consider that language can only exist if the culture is present.

3. Identity and Language

Basing language on culture is regarded as a fundamental tool that assists in transmitting knowledge, human intelligence, experiences from the present



generation to the future age: thus, making the language a key instrument in the reciprocal action of the human learning process (Markova et al., 2021). In the ancestral era, language played a vital role in establishing human identity and, at the same time, led to the development of different opinions regarding culture. One of the notable critical characteristics of language is the republication correlation and outlining other issues that build up human personality. Although there is a difference between language and identity, emphasis is made on registration, role, pronunciation of plural experience, and recording society's memories since language also has political and cultural significance. In addition, language impacts the bedder of genesis and cultural growth since it presents national and local identity. However, successful understanding of language is mainly based on one's creative ability to adapt and integrate all language elements. Therefore, we can conclude that it is the sole responsibility of the language to hold on to the social identity by ensuring the creation and transmission of apprehensible semantic systems, which is regarded as attempts by ancestors in safeguarding the identity of the nation, values, historical identity, social and cultural habits and myths. Therefore, as a social and self-conscious species, human being transmits their opinions to other generations through the fundamental responsibility of language.

4. Social Communications and Language

According to the studies that have been conducted on cultural and social, language is viewed as an instrument responsible for social relations and social communication. It is of importance that the members of society can communicate and engage with each other inevitably to meet their needs (Kumar et al., 2021). Language is also applied in attaining the physical demands of human beings. This aspect permits society to establish the culture, gather experience, and transmit cultural behavior from one generation to another. This aspect of language makes it a fundamental cultural element of society and, at the same time, a symbol of communication. This is because it allows the absorption of artistic ingredients and characters of communication. On the other hand, language can be viewed as an organic instrument that society owns and apply it in social communication, thus making it easy for people to make a



particular expression of speech in the community. Also, it is essential to consider that language is invisible, but at the same time, it has characteristics before that.

The social and symbolic connection can connect human's present to future, making it possible for people to gain knowledge and transmission of past to present and present to future. The records that contain spoken and written language content create a platform for cultural collection and social condition development of the society. The symbolic human connection exists in three different forms of speeches like language that entails vocal patterns that assist in making the communication teaching easy. Second is the form of communication style that is presented in the form of written language, which entails recorded speech pictures. This style educates on how to maintain cultural heritage. Lastly, physical language is derived from vulgar modesty, which means communicating using face, hands, and physical cues. The language aspect of social and action interaction role can be established in human communication where the society transfers their social message through arbitrary symbols and alphabetical script calls. Considering the quality and the structure of language, it acts as a symbol of social communication whose responsibility can be found with colloquial language.

5. Technology, Language, and Society Changes

People residing in a stable language society portray a normal social behavior responsible for transferring their thoughts, passages, and feelings using the same language (Bongers, 2021, p. 45) the quality of social language is connected with other language events, stages, and social-cultural factors, making a depth correlation, which in return presents language as a mirror that reflects social-cultural alteration and events in society. Based on inclusivity, both language and society possess a bilateral relation. Both society and language are associated with gradual changes and alterations which take place at a different speed. Generally taking into account the pace of change, social changes occur faster than language change, though social changes are always permanent.

Another component that should be taken into consideration is that language speech style is quicker than the written mode making it possible for changes in speech style

to be reflected quickly compared to changes in the documented mode. Considering language as a social entity, it is essential to provide language stability to effectively perform its communication responsibilities apart from changing with social alteration and adapting to present needs. Society evolution and industrial development are the events that have significantly affected the language. Occasionally discovery in the science sector and development in the industry sectors have the ability to cause alteration in the language words.

6. Learning culture and language

Culture and language are both corresponsive. To effectively learn the language, a person must be relevant with the cultural domination and realization level. Also, reflecting on the fact that language cannot exist without culture since language is used in communication among members of society to transmit a message from one person to another (Goatly, 2022, p. 75). The existence of different social conditions provides cultural background variations. Understanding a person's extent of increscent plays a vital role in learning a new language since it opens one mind and gathers information regarding other cultures. In addition, it is also essential for an individual to be conversant with the existing differences between their cultures with other nations' cultures. It is also important to note that teaching a language does not always concern linguistics understanding but also culture teaching. Therefore, learning a foreign language can also be regarded as learning foreign culture since it impacts learners with the communication capability, which in return will play a vital role in relation extension and a general understanding of different nations.

Application of words such as cultural disability, cultural record, and cultural pluralism in communication and the sector of learning and teaching of language indicate that understanding a new language process has a reciprocal effect on culture. In most cases, teaching and learning a new language assist in encouraging cultural pluralism. Cultural pluralism is applicable in situations where a person has several assortments of cultural beliefs, habits, and values. The program responsible for the extension of cultural pluralism is referred to as multicultural teaching that establishes the effects of language on culture. In addition, culture is regarded as one of the components of



language. Therefore, for the learner of a new language to effectively understand it, it is recommended that the student have a vast understanding of the various components of culture.

Also, it is essential to consider that the language structure and the language are affected by the cultural surroundings. It is regarded that human beings possess a flexible mental structure that can accommodate different cultures without being affected by genetic limitations. The recent discovery has established that people are not convinced that exclusive cultural domination of language is based on the existing categories; instead, a lot of emphasis has been made that language is an instrument of communication and is the only culture that can establish communication foundation. Also, it is the cultural mandate to identify who converse with whom and at the same time show what they will converse about and how the conversation should take place. Lastly, culture also plays a vital role in identifying events, content, and the type of communication the two parties should apply.

7. Culture and language correlated effect

On most occasions, culture widely impacts language through the issues that are considered to be of significance to the member of a specific society, and this is because name plays an essential role in the adaptation of culture. On the other hand, language can also impact culture apart from the reflection of cultural process and establishment of the Cultural Revolution. One of the objectives of language is to reflect the cultural practices of a particular society since human beings respond to motions and individuals that are of importance to them. According to the existing theoretical beliefs, to some extent language facilitates the flexibility of the culture. The existence of several language speech styles widely influences the way of articulating things since there are no facts that acknowledge the concurrent improvement of culture and language. In addition, taking into account the language terms of impression and affection, language reflects both immaterial and material groups of the culture of a particular society. In return, they are applied to people based on the present cultural condition and their capabilities to adapt to the organization governed by artistic language. Despite the difference in their



applicability, people apply certain words in their culture, which are different from other cultures.

8. Identity detection of language and culture

Cultural identity detection is impacted by language through the unlimited creativity of language and the existing diversification of human language. Language word structure diversification is caused by the extension of speech-language, which to some extent is influenced by the cultural and historical totality of a particular society. Due to these extensions, language creates a fundamental essential factor responsible for attaining the intended purpose. For instance, it is possible to acknowledge cultural identity detection through language application. In these events, culture is impacted by language, since language evolution occurs when there is an interchange in affection, cultural, and ground development. The culture whose cultural structure has been influenced is due to the cooperation among other cultures. Therefore, we can conclude that one of the significances of language evolution is through cultural consultations. In addition, human relations with nature can be influenced by how other social institutions perceive cultural connections among themselves. For instance, extension in the division of social works with technology and science can result in extension, taking into account language conception. In this case, the affection is visible in the present era. If the semantic system of a nation's language changes, the phrases, conceptions, and word structure will also change and, at the same time, change the language's meaning. In conclusion, the highlighted basis factors for change in history included nations and races and the partners that had an encounter or experience with their language.

9. Deduction and Discussion

In the present, there have been rampant changes in society's cultural and moral values. In most cases, these social changes took place against the accepted beliefs and values that guide the community. Surprisingly, cultural evolution took place in all societies, and the development happened in the form of acculturation, Cultural Revolution, and cultural publication. The key reason for this revolution is the gradual changes happening in language. As it was highlighted in the article, original and pure



language was believed to belong to past eras. In case of any changes, it was perceived to portray disorder and chaos in language, which in return could lead to ancestor's language damage. In addition, the factors that have contributed to language changes include cultural and industrial events, cultural relations, and economic, political, and geographical factors. Also, it is of importance to consider that systematic revolution is a section of language identity and, to some extent, contributes to the identity of human beings. Technology development has also played a vital role in language change since technology is responsible for presenting technical and scientific instruments, which speed up language changes.

Conclusion

The article concludes by acknowledging that culture, technology, and language are experiencing permanent changes due to the ever-changing dimensions and the structure of the social culture and way of socialization. However, there are notable differences in the speed at which changes occur in technology and language. In terms of speed, technological changes are taking place fast compared to the language changes where they are taking place gradually and slowly. The containment measures that are meant to safeguard language will be recommendable to establish and present technology, which will ensure that future generations get assistance from technology. In addition, technology impact communication through presenting new concepts in the world and imaginary subject creation. Technology happens to incorporate subvert and alter the context form of learning. Therefore, it is crucial when thinking about the future to embrace and impact the young generation with the current knowledge. Some of the cultural features that should be taken into account include ability to acquire awareness of one's local identity; this cultural feature will play a crucial role in the acquisition of competences, ability, and awareness to handle the future.

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زمان و کلتوری کۆمه‌لایه‌تی له جیهانی ته‌کنه‌لۆجیا

پوخته:

گۆرانه‌کانی زمان به‌هۆی گۆرانه‌کاری له شۆرشه کلتوری و سیاسی و ته‌کنه‌لۆجیاکان له سه‌رتاسه‌ری جیهاندا رووده‌ده‌ن ئه‌و لایه‌نه مه‌رکه‌زییه‌ی که هه‌موو حکومه‌ت و نه‌ته‌وه‌یه‌ک رێوشوینی له‌خۆگرتن جێبه‌جێ ده‌کات زمان و که‌لتووری خۆمالییه به‌رامبه‌ر به‌و گۆرانه‌کارییه‌ی له سه‌رتاسه‌ری جیهاندا روو ده‌ده‌ن هه‌رچه‌نده، سه‌ره‌پای ئه‌و هه‌ولێ چالاکی که دانراوه، به‌لام گۆرانه‌کانی زمانه‌که هه‌لناه‌یندرین بۆیه پێویسته حکومه‌ت و نه‌ته‌وه‌کان رێگا‌کانی تر دابنێن بۆ تیکه‌لکردنی گۆرانه‌کارییه نوێیه‌کان له زماندا به زمانی ئیستا به‌بێ له‌ده‌ستدانی ره‌سه‌نایه‌تی خۆی په‌ره‌سه‌ندنی پێشه‌سازی و که‌لتووری رۆلێکی بنچینه‌یی له‌گۆرانی زماندا گێراوه فاکته‌ره‌کانی تر که بوونه هۆی په‌ره‌سه‌ندنی زمان بریتین له په‌یوه‌ندی سیاسی و فه‌ره‌ه‌نگی و ئابووری و جوگرافی و مملانیی سه‌ربازی ئه‌م په‌ره‌سه‌ندنه زمانانه

سيستهميكن لهوكاتهوهى كه گۆرانكاريهكان نارپك يان به رپكهوت پروونات. پهرهسندنى زمانى سيستهماتيک بهشیک له ناسينهوهى زمانه، و دهيكات به بهشیک و پارچهى ناسينهوهى مرؤف. سهرهراى ئه و فاکتيره دهرهکيانهى كه دهبه هوى گۆرانى زمان، فاکتيره سروشتييهکانى تر به پشتبستن به پيويستيهکانى کۆمهنگا بهشدارى له گۆرانى زمان دهکهن لايهنى ناوازهى پهرهسندنى زمان ئهوهيه كه گۆرانكاريهکان ورده ورده روودهدهن، له بهر ئهوه، چهند سالپک دهخايه نپت بۆ دانپيدانانى گۆرانكاريهکانى زمان به تهواوى ئه و پيشکەوتنه تهکنه لوجيهى كه له سهرانسهرى جيهاندا روو دهوات له گه ل دابينکردنى ئامپيره تهکنیکى و زانستيهکانه، كه له بهرامبهردا گۆرانكاريهكى زۆر کاريهگرى ههيه كه له زماندا بهخۆيهوه بينيوه ئامپيره تهکنیکى و زانستيهکان کاريهگرهيهكى بهرچاويان لهسهر گۆرانى زمان ههيه بههوى توانايان بۆ چوونه ناو بازاى جيهانى به بهکارهينانى ناسنامهى بازرگانى خويان.

اللغة والثقافة الاجتماعية في العالم التكنولوجي

المخلص:

تحدث التغييرات اللغوية بسبب التغييرات في الثورات الثقافية والسياسية والتكنولوجية التي تحدث في جميع أنحاء العالم. الجانب المركزي الذي تقوم به كل حكومة وأمة لتنفيذ تدابير الاحتواء هو اللغة والثقافة المحلية ضد التغييرات التي تحدث في جميع أنحاء العالم. على الرغم من الجهود الاستباقية المبذولة، إلا أن التغييرات اللغوية لا مفر منها. لذلك، يجب على الحكومات والأمم صياغة طرق أخرى لدمج التغييرات الجديدة في اللغة مع اللغة الحالية دون فقدان صحتها. لعب التطور الصناعي والثقافي دوراً أساسياً في تغيير اللغة. وتشمل العوامل الأخرى التي أدت إلى تطور اللغة العلاقات السياسية والثقافية والجوانب الاقتصادية والجغرافية والصراع العسكري. هذه التطورات اللغوية نظامية لأن التغييرات لا تحدث بشكل غير منتظم أو عن طريق الخطأ. التطور اللغوي المنهجي هو جزء من تحديد اللغة، مما يجعله جزءاً لا يتجزأ من الهوية البشرية. على الرغم من العوامل الخارجية التي تسبب تغييرات اللغة، فإن العوامل الطبيعية الأخرى تساهم في تغيير اللغة بناءً على احتياجات المجتمع. الجانب الفريد لتطور اللغة هو أن التغييرات تحدث تدريجياً. لذلك، سيستغرق الأمر عدة سنوات للاعتراف بالتغييرات اللغوية بالكامل. يرتبط التطور التكنولوجي الذي يحدث في جميع أنحاء العالم بتوفير الأدوات التقنية والعلمية، والتي في المقابل تؤثر بشكل كبير على التغييرات التي تشهدها اللغة. الأدوات التقنية والعلمية لها تأثير أكبر على التغييرات اللغوية بسبب قدرتها على اختراق السوق العالمية باستخدام هويتها التجارية.