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The impact of language in society development

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Abstract

It is not only a medium that allows the communication of language which is used; it is the basis of the society, determines cultural identities, brings about social coherence and development. The relationship between language and society is very profound and it influences very large processes which have been related to the daily life of the human being, which include learning, economic interaction, political processes, and cultural interaction. In this article, we will be examining how the language diversity, language policy and linguistic empowerment have helped in the strengthening of communities around the world hence discovering the illusionary influence caused by language as far as the development of the society is concerned. As indicated earlier, the effect of language on society development is deep and extensive as it affects culture identity, economic prospects, political articulation, education and technologies development in an immense way. One more captivating detail in the given article is connection between abstract language and society so that we also understand that linguistic diversity, language policy and linguistic empowerment are the means to make a community richer in many regions around the world. By elaborating on the significance of the use of language in creating social orders, making inclusion more relevant, and securing the process of cross-cultural communication, it points out the power of this abstract language to change and introduce change in the direction of making the global society more inclusive and blending. As we have noted above language being the focal point of the human interaction is important in the creation of the social growth in various regions. This abstract examines the multiple attribute of language concerning enhancement of the society under the following role of language; linguistic diversity, language policy, economic empowerment, political discourse, educational outcomes and socio-technological innovation. In the form of linguistic empowering prism this abstract addresses a necessity to determine and advance a linguistic diversity, an inclusive language policy, as well as investments in learning a language in order to advance social cohesion and hence by bridging the cultural divide and result in a more equal and prosperous future (Crystal, 2003; Fishman, 1999; UNESCO, 2003).

Keywords: communication, social development, societal progress, technological innovation, economic empowerment

Introduction

Language is a mirror of a soul of society including values, traditions, and overall identity. And with the help of language people be able to express their thoughts and ideas, share their experience and connect with each other at the deepest way. Nevertheless, the role of language extends farther than the communicative part in that it shapes the cultural conventions, social order and institutional organization leading to shaping the society itself (Fishman, 1999). Language as we know it is not only a tool that is used through communication, but also a platform, upon which societies are established and cultures thrive. The role of language in the development of the society is very much worthy of consideration touching on all spheres of human activity, whether it is the mode of expressions we use or how we picture the world that surrounds us (Crystal, 2003). It is along this line that this introduction takes us on a venture to understand the entangled and intricate interconnection of language and societal advancement, and through this, bring out themes that underlie the biodiversity of language, language policy, economical empowerments, political discourse, education attainment and technological advancements. (Mammadoova K.2024) Playing the role of the intricate phenomenon of determining the decisive factor in the process of constructing the social structures, introducing the issue of inclusion, and delivering progress, the language enables us to be closer to the knowledge that this very element and its various forms are a reflection of the society and a generator of the change (Garcia & Wei, 2014). Walking in the maze of language in the society, we find out that we are able to empower our language and we can achieve so much with the linguistic empowerment to make more just, stronger and more connected society (Blommaert, 2010).

Main part. Language is such an influential tool not only as a communication technique, but it has a dominant position in defining societies, shaping the cultural identity of people and even human development (Baker, 2011). The Languages exist as a museum of cultural heritage of the people; they capture the heritage of past, ideals and customs of diverse groups of people (Crystal, 2003). When exploring the role that language plays in forming the society, we explore its multidimensional character and value. The world has thousands of languages and each one of them is a cultural heritage. The traditions, tales and common experiences are conveyed through these languages. The focal point is language diversity. Multilingualism therefore leads to the enhancement of cultures through the provision of alternative views in society thereby making them tolerant as well as enhancing intercultural communication (Nettle & Romaine, 2000). World has a number of dominant languages scattered. The merits of these kinds of languages on our lives cannot be refuted. Hence, language skills in the dominant one tend to influence the probability of receiving high-quality education, economic affiliations, and the possibility of social advancement (Grin, 2001).

- I. **Using language as the tool of communication and knowledge transfer.** One of the primary instruments of communication, acquiring new information and sharing the gained information is language. (Ibrahimli, N. 2024). These things we mentioned are not a very funny thing in the world which is developing day by day. Therefore, the current technological development of the world opens new opportunities in defeating the language barrier as well as in linguistic inclusion (Kumar et al., 2020).

Technology has become the weapon to turn the tide in the world of passable globalization in breaking the linguistic barriers and causing linguistic inclusion. With language-learning websites and translation software, digital literacy initiatives and speech recognition tools, the advance technology can bring new opportunities beyond imagination, to enable and support communications, broaden access to information, and enhance linguistic diversity (Blommaert, 2010). Among the most prominent examples to illustrate how technology facilitates linguistic inclusion, we should mention translation and interpretation tools. Translation applications and programs are based on artificial intelligence and machine learning algorithm that help in real-time translation of text, speech, and any other multimedia contents in various languages. The tools enable people to use communication with the representatives of other languages, receive the information in their native language, and participate in online communication and collaboration without limitations on language (Kumar et al., 2020). Technology has a significant character on language education and learning, which enables learners to have access to the broad range of learning sources and potentialities online and interactive applications of language acquisition (Garcia & Wei, 2014). Personalized learning Language learning apps and platforms provide a unique experience because they cater to each learner according to their need and preferences to study and practice language skills by their pace and preferences (Thomas & Collier, 2002). Secondly, digital literacy initiatives empower people with the means and knowledge of engaging with online resources, communicating online, and becoming members of the online community in their mother tongue (Blommaert, 2010).

- II. **Cultural identity and the language.** The primary method of the access to education is language. With the help of education, the linguistic skills of people are built and endowed with resources and opportunities to master several languages (Baker, 2011). Besides inculcating language, education carries with it the importance of building on linguistic abilities that cannot only bring individuals to understand various language environments, maintain culture, and be full-fledged members of the society (UNESCO, 2003). Linguistic empowerment is centered on the idea that a right to quality education in their first language is a fundamental human right (Skutnabb-Kangas, 2000). Besides being a tool to convey messages, language is also a tool of conveying cultural values, cultural knowledge and identity to new generations (Fishman, 1999). Therefore, curriculum programs which give preference to mother tongue use as a medium of education are needed in cultivating linguistic pride, maintenance of cultural heritage, and academic achievements as well (Thomas & Collier, 2002). Secondly, programs that teach students in several languages can be revealed to make the students more intellectually established and have more similarities in language, and be more culturally competent (Baker, 2011). These programs increase the chance to learn a language as students are exposed to them at an early age, and at the same time, these students learn to develop

their critical thinking, creativity, and cross-cultural knowledge (Garcia & Wei, 2014). Moreover, bilingual or even multilingual people are more flexible in solving problems and more proficient in noticing language and cultural peculiarities, which makes them valuable members of any multicultural environment and international society (Baker, 2011). Education can be used as a very strong instrument in the processes of enhancing the linguistic abilities that can empower individuals acquire skills in other languages, maintain the cultural heritage, and become full members of the society. (Ashrafova, I. 2025) Multiple Research on the transformative power of education and by upholding the importance of multilingual education, encouraging diversity in language and supporting inclusive learning behinds, societies and their contemporary generations can create more just, inclusive, and linguistically diverse groups in their future generations (UNESCO, 2003).

III. **Economic effect of language.** Language plays a very significant factor in the economic growth of nations. The capability in language is becoming a sought-after tool in international trade, if not in the global economy, wherein these capabilities obviously assist in a country in diplomacy as well as in its international engagements (Grin, 2001). In the overly connected global economy, language has come to dominate economic opportunity and mobility (Neeley, 2012). Besides being a communication tool, the language can open the gateway to a variety of economic opportunities, among which there are more opportunities with job promotion, the broadening of access to markets, and the elevated competitiveness in the job market (Piller, 2016). International trade and commerce forms one of the leading contributions of language to the economic empowerment (Grin, 2001). In a globalized world, where corporate deals are exchanged across political boundaries, mastering of languages helps both people and companies to communicate effectively with other companies, customers and even suppliers, despite language and cultural differences (Neeley, 2012). Being multilingual supplies companies with linguistic abilities to work in various markets, contract negotiations and make use of international prospects thus expanding the economy and financial well-being (Piller, 2016). Moreover, knowledge of language augments profitability and the employability levels of an individual in the local and international labor market (Grin, 2001). Bilingualism or trilingualism skills in language (second or third language) in most of the industries has been used as an asset which opens opportunities to working in areas that demand special language or transnational cooperation (Neeley, 2012). Employees who are multilingual or bilingual will have higher wages and will have more job security since they can communicate with more clients and stakeholders whom they may be in position to deal with (Piller, 2016). Concurrently, tourism and hospitality industry has also embraced the language skills, as good communication with foreign tourism clients is vital to achieve good services and help in improving the totality of the visitors experience (Grin, 2001). The countries and regions which pay more attention to the language knowledge and training of the tourism professionals can

easily attract the foreign tourists, get the revenues related to the tourism, and provide the working places in the hospitality industry (Piller, 2016).

IV. **Management and Language** This has been a controversial issue, and debates exist on whether language plays any significant role in management. However, there is no doubt that language is vital in management. (Nuri, A., & Ismaili, T. 2025). Political discourse is one more activity reshaped by language which influences the public opinion, policy making and the governing structures (Fairclough, 2001). Language is one of the strong tactics in the formulation of political rhetoric, constructing the views of the masses, the creation of a policy and the government system. How language is handled and manipulated in the political arena shows an exercise of power and determines the way power is shared by societies (Phillipson, 1992). The connection between language and politics plays a crucial part in grasping the influence that linguistic power patterns have on social characters, representation, and democratic activities (May, 2012). The most supple reality in the political discourse is the notion of the linguistic manipulation where language is regarded as tool through which to persuade, manipulate and control the opinion of the people (Lakoff, 2004). Rhetorical devices, framing strategies and persuasive language are widely used by politicians and other key political players to manipulate stories, develop identities and drive their interests respectively (Fairclough, 2001). Amplification of some political issues and speaking of them in particular ways and employing emotive terms, political actors can draw opinions on their side and gather adherents and justify opposite opinion (Lakoff, 2004). Besides, linguistic power relations are evidenced by unequal language endowment and opportunity in the society. Dominant languages which are usually connected with political, economic or cultural authority, take one privileged position in the areas of public discussion, schooling, mass information and government (Phillipson, 1992). On the other hand, less powerful languages or forms of speech could be stigmatized, oppressed, and remain formal organization-free, which in turn reproduces imbalance and hierarchy of power (Skutnabb-Kangas, 2000). Policy is a determining factor of the development of language power relationships in the society (May, 2012). The language policies created by the states, whether it is acknowledging an official language status, language use in schools, language use in the administration of the state, can, on one hand, lead to equality and inclusion of people who use a certain language, and on the other hand it can increase marginalization and discrimination against other language users (Phillipson, 1992). Through making endeavors to promote the linguistic diversity, safeguard linguistic rights, and acknowledging the significance of minority languages, it is imperative to constructing inclusive and representative political systems (May, 2012). The issue of linguistic power in the democratic societies as well influences representation and participation in the political processes. The level of use of the dominant political languages is a key factor in access to political power and decision making and users

of other languages or indigenous languages are denied full access into the democratic process (Fairclough, 2001). Advocacy of linguistic inclusion in the political arena, which includes use of bilingual education, language translation, and multilingual campaigning, should be enforced as a way of helping every group of people define their voices and represent it in politics (May, 2012).

- V. **The issues of language in society development.** In different ways language issues may largely impact the progress of a society. Some important ones are the following: Communication walls; Barriers to communication make people fail to communicate with each other, communities and countries. People in multilingual societies may misunderstand, misinterpret, fail to communicate and this can result in conflict, inefficiency and loss of potential within a society that involves collaboration (Skutnabb-Kangas, 2000). Educational inequalities: educational disadvantages can be facilitated by inappropriate language policies and poor practices. Lack of language proficiency can cause lack of success in school and educational achievement, consequently low socioeconomic economic mobility, and manifestation of poverty cycles due to absence of quality education (Thomas & Collier, 2002). Loss in linguistic diversity: Globalization, urbanization and standardization process of languages cause loss of linguistic diversity. When minor languages die out and major languages increase, the loss of information that contains cultural knowledge and linguistic heritage becomes wasteful (Nettle & Romaine, 2000). Languages that disappear result also in the loss of special ways of seeing the world, oral traditions and systems of knowing the environment (Crystal, 2003). Digital Language Divides: The digital divide is also evident in language where most of the online resources and online sites are in a small number of dominant languages. The obstacles to the involvement of speakers of diverse linguistic backgrounds in the digital world comes in the form of restricted access to online information in minority languages and digital tools, thus putting a stranglehold on the knowledge and opportunity gap (Blommaert, 2010). Communication Inequalities at the global level: Linguistic inequalities within the international environment promote and maintain power disparities and hamper effective international communication. Prevalence of some languages in diplomacy, trade, and in the media disregards those who speak other languages, restricts their access to international decision-making processes, and inhibits cross cultural comprehension (Phillipson, 1992).

There is a need to tackle language issues together hence at various levels, which include: *Language policy and Planning*: working towards a multipartite language policy that acknowledges and safeguards linguistic diversity, embraces multilingualism in schooling and societal participation, and provides equal admission to linguistic assets and services (May, 2012). *Language Education*: Proper implementation of language education programs which favor mother tongue teaching and encourage bi or multi linguisticism and embrace the development of intercultural competence among the learners (UNESCO, 2003). *Technological Innovation*: Technology-supported breaking language barriers, assisting in

learning a new language, and treating diversity in digital realms by localization, translation, and the creation of multilingual content (Kumar et al., 2020). *Encouragement intercultural dialogue*: the encouragement of dialogue, collaboration and mutual respect between language speakers to consolidate intercultural understanding, bridge any linguistic disparities and foster peace and social integration (Heller, 2006). It is through the management of language-related issues that the maximum potential of linguistic variety in terms of diversity as a source of cultural wealth, social cohesion and sustainable development may be used by communities.

Conclusion

To sum up, we should state that the role of language in formation of society cannot be overestimated, as it may be called as language pervades all spheres in a common life as well as the relations among people. The language has been a channel of culture, economic system, politics, and education advancement and has defined the identities of different societies geographically across the world, their values, and organisations (Crystal, 2003). Diversity in languages interestingly makes the society more vibrant with a kaleidoscope of voices, views and cultural customs. Nevertheless, linguistic diversity is also the source of issues that are discussed as language threat and language access and knowledge mismatch (Nettle & Romaine, 2000). Language equality promotion, endangered languages, language investment and the provision of language educations are necessary to create inclusive, strong societies with all large and small languages given probability and appreciation (Skutnabb-Kangas, 2000). Language skills are seen to have become an asset in the economic realm; this is because global trade is made easy by language skills, entrepreneurship and the cross-border labor mobility (Grin, 2001). Multilingualism helps in economic growth, promotion of innovation and reinforcement of cultural diplomacy programs in economic promotion and economic prosperities (Neeley, 2012). Also, the language defines the political discourse since it has a tendency to influence the opinion of people, creation of policy, and the system of government (Fairclough, 2001). The social inequalities cut cross with the linguistic power dynamics, representation, participation and the political access to power (Phillipson, 1992). The process of facilitating linguistic inclusion and defending language rights through the political institutes is part and parcel of ascribing a more representative and inclusive democracy (May, 2012). Language is used as a tool of learning, cognitive growth and cultural transmission in the sphere of education. Quality education through one of his birth languages, plays a critical role in enhancing linguistic potential, help maintain traditions and cultures, and is a means of upward mobility (UNESCO, 2003). Summing up, we have to mention that the role of language in the development of the social sphere is multiple and dynamical, and they presuppose diversity of human interaction and culture exchange. Societies can achieve more just, resilient and harmonious communities where everyone is heard and appreciated by ensuring the inclusion of language, because it is indeed a transformative force in society.

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