LINGUISTIC CHALLENGES AND ACTUAL ISSUES IN MODERN LINGUISTICS

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Abstract: Linguistics plays a vital role in comprehending the form, function and evolution of language. In the age of globalization, linguistic research encounters new difficulties concerning linguistic conservation, normalisation, translation, and digitalization. This article explores the most significant issues in modern linguistics, including linguistic policy, the influence of global integration, the impact of digital technologies, and the incorporation of artificial intelligence. A methodical approach for resolving these challenges – integrating theoretical linguistics, practical research, language planning, and technological advancement – is suggested.

Key Words: linguistic challenges, language policy, standardization, translation, digitalization, globalization, artificial intelligence, language preservation, language planning.

Language is not only a channel of human interaction but also an influential tool for preserving cultural heritage, historical experience and identity. In our digital connected age, languages are witnessing rapid evolution driven by digital progress, human migration, and cultural exchange. In many societies, saving the native language is seen an essential, while in others, the central point is on language management and modernization [1].

Today's linguistic science explores goes beyond traditional domains – phonetics, morphology, syntax, and semantics – to analyze how language connects with digital platforms, worldwide communication system and artificial intelligence. These new contexts have evolved linguistic studies more cross-disciplinary and socially meaningful [2].

Across the globe, countless minority languages are facing the danger of language disappearance. The decline of a language signifies the fading of cultural heritage, traditions and people's memory. Linguistic experts are confronted with the difficulty of archiving threatened languages, designing digital corpora and development.

Through the global interconnection, a limited number of world languages have gained supremacy, which has marginalized and endangered smaller linguistic communities. Defining language standards, the maintenance of literary norms and the support of linguistic plurality are vital importance for linguistic development. Effective language management and policy play a crucial role in protecting equilibrium between national and international communication.

Among the many branches of practical linguistics, translation remains a vibrant and constantly evolving field. As intercultural communication develops, professional translation becomes essential. The main difficulties involve accurately rendering cultural meanings, idiomatic phrases, and stylistic details [3].

The technological age has completely transformed the ways in which languages are practiced and communicated. Social networks, technological platforms, and virtual communication have contributed to numerous neologisms, shortened forms, and blended expressions. The science of language should systematically study current transformations and purpose strategies to protect the consistency of language.

The adoption of AI technologies in linguistic research has generated both new possibilities and complex issues. Automated translation, speech recognition, AI-based text generation, and linguistic modeling are rapidly evolving fields. Language researchers have to collaborate with technology specialist to guarantee the correct modeling linguistic patterns in AI systems.

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