



PROBLEMS OF IMPLEMENTATION OF BASIC SOCIAL FUNCTIONS OF LANGUAGE

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Abstract

This article analyses the role of language in the life of society and the problems of implementing its main social functions. The content of the communicative, cognitive, expressive, accumulative and identification functions of the language is disclosed and the main difficulties arising in their full realization in the conditions of modern globalisation are indicated. Proposals and recommendations aimed at increasing the position of the national language in the digital environment, developing language culture and strengthening the practical influence of the state language have also been put forward. The article sheds light on the interdependence of education, mass media and state policy in the effective implementation of the social functions of the language on a scientific basis.

Keywords: Language, social function, communication, cognitive function, language culture, globalization, state language, mass media, linguistics, national identity, language policy.

Introduction

The existence and development of human society is unthinkable without language. Language is one of the greatest social discoveries of mankind, which is not only a means of communication, but also a key factor in shaping the spiritual, cultural and intellectual image of a nation. The national consciousness, spiritual world and historical thinking of each people are expressed, first of all, through its language.

Language serves as a means of organizing social relations in society and maintaining them stable. Therefore, the social functions of language are a separate object of study not only from the point of view of linguistics, but also



from the point of view of philosophy, sociology, psychology and cultural studies. Through language, people exchange ideas, convey information, accumulate knowledge and pass on social experience from generation to generation.

In the current conditions of globalization and information society, the issue of fully implementing the social functions of the language is very urgent. The rapid development of modern information technologies, the Internet and mass culture has a strong impact on the language environment. In particular, threats to the purity and status of the national language are increasing as a result of the influence of foreign languages, the excessive use of foreign terms and the decline of speech culture among young people.

In addition, the incomplete application of the language in the fields of state administration, education, science and technology, and inconsistencies in terminology also hinder the full implementation of its social functions. This creates a disconnect between language policy and practice.

In such conditions, the effective implementation of the social functions of the language, strengthening its role in the life of the state and society, and the improvement of language culture remain one of the urgent scientific and practical tasks. Therefore, the main purpose of this article is to analyze the social functions of the language, identify existing problems in their implementation and propose solutions.

Main part. 1. Understanding the social functions of language

Language is one of the main conditions for the existence and development of society, performing important social functions in all spheres of human activity. It is not only a means of communication, but also a powerful social institution that expresses human thinking, preserves and transmits knowledge, and transmits culture from generation to generation. Language is of immense importance in coordinating social relations in society, ensuring national unity and cultural harmony.

The social functions of language are, first of all, closely related to human thinking and the need for communication. Through language, a person expresses his thoughts, exchanges information with others, and strengthens his knowledge of the world. The communicative function of language is the most important



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mechanism that ensures the process of information exchange between people. This function operates in every layer of society - from the family to government. At the same time, language is also of great importance as a means of influencing the formation of human thinking. Through its cognitive (cognitive) function, a person understands reality, analyzes information and draws conclusions. Language, in addition to being a means of expressing thought, also actively participates in its formation. In this process, words determine concepts in the human mind and help to organize knowledge.

Another important aspect of language is its accumulative or knowledge-accumulating function. The history, culture, customs and values of each people are preserved through language and passed on to subsequent generations. In this sense, language is the spiritual memory of society. If the language loses its purity, the people may be cut off from their cultural roots.

Today, a number of problems are observed in the process of implementing the social functions of language. One of the most important is the increasing influence of foreign languages, especially English, under the influence of globalization. This influence has a negative impact on the purity of the national language through the media, advertising, the Internet and the education system. Although the change of the language is a natural process, excessive reserve words and introductions in it can destroy its internal system and weaken the national character.

At the same time, the decline in speech culture among young people, the decline in literacy levels, and the excessive use of "fashionable" foreign words also limit the full fulfillment of the social functions of the language. Insufficient attention is paid to the native language in educational institutions, and the insufficient connection of grammar and speech culture disciplines with practice is also aggravating this situation.

There are also problems with the use of the language in public administration and scientific fields. The incomplete translation of terms in scientific and technical fields, or their use in different variants, makes it difficult for national terminology to have a uniform standard. This negatively affects the cognitive function of the language, that is, the ability to accurately express and transmit knowledge.



There are also some gaps in the practical use of the language at the level of state policy. Although there are laws on the state language, their full implementation is not always ensured. Excessive attention is paid to foreign languages in official documents, business administration, and education, which may reduce the practical authority of the state language.

Another important issue in today's information age is the role of language in the digital environment. The insufficient development of software, dictionary databases, automatic translators and Internet platforms in national languages limits the competitiveness of the national language. If the national language is not fully implemented in the field of digital technologies, its scope of application will be reduced.

Therefore, in order to effectively implement the social functions of the language, it is necessary to strengthen its position in all areas. To do this, it is necessary to in-depth study of the native language in the education system, promote a culture of correct speech in the media, standardize national terminology in the scientific field, and actively use the state language in public administration. At the same time, the widespread introduction of the national language in the digital environment is one of the main tasks of the modern era.

Language is the most important social phenomenon of society, playing a decisive role in all aspects of human activity. Through it, people communicate with each other, exchange knowledge and experience, and preserve national culture and traditions. Social functions of language include its communicative, cognitive, accumulative and expressive aspects. These functions ensure the cultural stability and spiritual unity of each nation.

However, there are a number of problems in fully implementing these tasks. Globalization, the increasing influence of foreign languages, the decline of speech culture among young people, the lack of a uniform standard of scientific terms, and practical shortcomings in the state language policy limit the social role of the language. In addition, the incomplete implementation of the national language in the digital environment also narrows its scope of application.

To overcome these problems, it is necessary to work in several directions. First, it is necessary to increase attention to the subjects of the native language in the education system and develop a culture of practical speech. Second, it is



important to promote correct and pure speech in the media. Third, it is necessary to standardize national terms in scientific and technical fields, and to fully use the state language in public administration and official document circulation.

Also, it is important to create modern software, dictionaries, and online translators for the national language to be active in the digital environment. If these measures are implemented systematically, the social functions of the language will be activated, and its position in the life of the state and society will be further strengthened. In short, the effective implementation of the social functions of the language is the task not only of linguists, but of the entire society. The prestige and authority of the national language depend on the respect for it and proper use of it by every citizen.

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