



# ENHANCING THE DEVELOPMENT OF THE NATIVE LANGUAGE AND IMPROVING LINGUISTIC COMPETENCE IN OUR COUNTRY

Nomozov Turdi Berdialiyvch

Kashkadarya Region Chirokchi District Technical No. 1,

Teacher of Native Language and Literature

## Abstract

This article analyzes the importance of enhancing the development of the native language and improving linguistic competence in the context of globalization. It examines the role of education, technology, media, and government policies in strengthening language use. The study also identifies existing challenges and proposes effective strategies for preserving and developing the native language in modern society.

**Keywords:** Native language, linguistic competence, language development, education system, language policy, globalization, cultural heritage, communication, language culture.

## Introduction

In the era of globalization, preserving national identity, culture, and historical heritage has become an essential priority for every nation. Among the key elements that define a nation's uniqueness, the native language occupies a central position. It serves not only as a medium of communication but also as a repository of cultural values, traditions, and collective memory. Therefore, the development of the native language and the enhancement of its functional capacity are of paramount importance for sustainable national development. The native language plays a crucial role in shaping individual identity and social cohesion. It connects generations, preserves historical continuity, and fosters a sense of belonging among citizens. In modern society, where cultural influences are increasingly global, maintaining the strength and purity of the native language requires deliberate and systematic efforts. One of the primary domains influencing



language development is the education system. Schools, colleges, and universities serve as the foundation for linguistic competence. The effectiveness of language teaching depends on the quality of curricula, teaching methodologies, and educational resources. Incorporating modern pedagogical approaches, such as communicative language teaching and interactive learning, significantly enhances students' language skills. Furthermore, teacher competence is a decisive factor in the success of language education. Educators must possess not only strong linguistic knowledge but also the ability to apply innovative teaching strategies. Continuous professional development programs are essential to equip teachers with modern techniques and technologies that improve the learning process. The integration of information and communication technologies has transformed language learning. Digital platforms, online courses, and multimedia tools provide new opportunities for enhancing linguistic competence. These technologies allow learners to access a wide range of resources, practice language skills interactively, and receive immediate feedback. However, it is important to ensure that the dominance of foreign languages in digital environments does not weaken the position of the native language. Another critical aspect of language development is the expansion of scientific and technical vocabulary. As new technologies and disciplines emerge, the native language must adapt by incorporating new terms and concepts. This process requires collaboration among linguists, scientists, and policymakers to ensure consistency and accuracy. Mass media plays a significant role in shaping language usage. Television, radio, newspapers, and online platforms influence public communication patterns. High-quality media content in the native language contributes to its development and standardization. Conversely, the excessive use of foreign words and informal expressions can negatively affect language norms. Literature also plays an indispensable role in enriching the native language. Literary works reflect the intellectual and emotional life of a society, introducing new expressions and stylistic elements. Promoting reading culture and supporting authors are essential for maintaining linguistic diversity and creativity. Legal frameworks and state policies are fundamental in supporting language development. Governments must implement policies that ensure the use of the native language in official communication, education, and public services. Legislative measures help protect linguistic rights and promote language preservation. Despite these efforts, several



challenges remain. Globalization has led to the widespread use of international languages, particularly among younger generations. While learning foreign languages is beneficial, it should not come at the expense of the native language. Balancing multilingualism with the preservation of linguistic identity is a critical task. The influence of social media presents another challenge. Informal language use, abbreviations, and code-switching can weaken language standards. Educational initiatives aimed at promoting correct language use are necessary to address this issue. Family and community environments play a vital role in language transmission. The use of the native language in everyday communication strengthens its position and ensures its continuity. Cultural events, traditions, and community activities also contribute to language preservation. The concept of language culture is closely related to linguistic competence. It involves the ability to use language accurately, clearly, and effectively. Developing language culture enhances communication skills and supports intellectual growth. Research and academic studies provide valuable insights into language development. Linguistic research helps identify trends, challenges, and opportunities for improvement. It also informs policy decisions and educational reforms. International cooperation offers opportunities for sharing best practices and experiences. Collaborative projects and academic exchanges contribute to the modernization and enrichment of the native language. Economic factors also influence language development. The use of the native language in business, technology, and innovation enhances its relevance in modern society. Developing digital content and software in the native language is particularly important in the digital age. The role of youth is critical in shaping the future of the native language. Young people must be encouraged to value their linguistic heritage while embracing modern communication tools. Educational programs and cultural initiatives should target youth engagement. In addition, the promotion of language through arts and culture is essential. Music, cinema, and theater contribute to the popularization of the native language and make it more appealing to younger audiences. Technological advancements such as artificial intelligence and natural language processing offer new opportunities for language development. These technologies can support translation, language learning, and content creation, enhancing the accessibility and usability of the native language. Furthermore, the development of digital libraries and online resources ensures the



preservation and dissemination of linguistic heritage. Access to digital archives, dictionaries, and educational materials supports both learners and researchers. Another important factor is the standardization of language norms. Establishing clear grammatical and lexical standards ensures consistency in language use across different domains. This is particularly important in official communication and education. The promotion of linguistic diversity within the country also contributes to cultural richness. Respecting and supporting regional dialects while maintaining a unified standard language strengthens national identity. In conclusion, the development of the native language and the enhancement of its potential require a comprehensive and coordinated approach. It involves education, technology, policy, and community participation. By addressing challenges and leveraging opportunities, it is possible to ensure the sustainable development of the native language in the modern world. Strengthening linguistic competence not only preserves cultural heritage but also contributes to social cohesion, economic progress, and national development.

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