Oriental Languages in the Information Society and the Changing Global Cultural Paradigm

Oksana Asadchykh iD
Taras Shevchenko National University of Kyiv-Ukraine
aadchykh@ukr.net

Tetiana Dybska iD
Taras Shevchenko National University of Kyiv-Ukraine
dybskat@meta.ua

Oksana Kindzhybala iD
Taras Shevchenko National University of Kyiv-Ukraine
kindzhybala@ukr.net

Tamara Komarnytska iD
Taras Shevchenko National University of Kyiv-Ukraine
komarnytska5@ukr.net

Liubov Poinar iD
Taras Shevchenko National University of Kyiv-Ukraine
liubovpoinar@meta.ua

Corresponding author : Asadchykh Oksana

Keywords

Abstract

The relevance of this study lies in the impact of the information society on the development and changes in Oriental languages worldwide. The preservation of their cultural diversity and unique features depends largely on their development in today's world. The study aims to examine how languages from Asia and other Eastern regions have adapted to globalization, including new technologies such as the Internet, artificial intelligence, and social networks. The study used theoretical research methods, including analytical and comparative methods of generalization and systematization. It was found that global technological changes have greatly impacted Oriental languages, threatening the preservation of the cultural identity of their speakers. In the information society, Oriental languages play key roles in communication, preserving and sharing cultural heritage, and promoting cultural exchange between different parts of the world. Eastern languages are actively adapting to the needs of the information society, using advanced technologies, artificial intelligence, and other innovations to improve communication practices. These changes help preserve and integrate traditional language practices from both Eastern and Western societies. At the same time, the study identifies challenges for the development of Eastern languages due to globalization, which calls for new strategies to protect linguistic diversity and cultural heritage. One effective solution is the use of technologies for digital archiving and documenting linguistic aspects. The research provides a basis for developing language policies, educational programs, and digital archiving initiatives to protect and promote Oriental languages in the face of globalization and technological progress.

关键词

跨文化互动；
汉语；
韩语；
日语；
交流；
技术变化；
语言策略

摘要

本研究的意义在于信息社会对世界范围内东方语言的发展和变化的影响。其文化多样性和独特特征的保存在很大程度上取决于其在当今世界的发展。本研究旨在研究亚洲和其他东方地区的语言如何适应全球化，包括互联网、人工智能和社交网络等新技术。本研究采用了理论研究方法，包括概括和系统化的分析和比较方法。研究发现，全球技术变革对东方语言产生了巨大影响，威胁到东方语言使用者文化特征的保存。在信息社会中，东方语言在沟通、保存和分享文化遗产以及促进世界各地文化交流方面发挥着关键作用。东方语言正在积极适应信息社会的需求，利用先进技术、人工智能和其他创新来改善沟通实践。这些变化有助于保存和融合东西方社会的传统语言实践。同时，该研究还指出了全球化给东方语言发展带来的挑战，需要采取新的策略来保护语言多样性和文化遗产。一种有效的解决方案是使用数字存档和记录语言方面的技术。该研究为制定语言政策、教育计划和数字存档计划提供了基础，以在全球化和技术进步的背景下保护和促进东方语言的发展。

1. Introduction

Intense interaction among cultures from different parts of the world is characteristic of the present stage of societal development. This phenomenon extends to both Western and Oriental languages. Therefore, it is necessary to consider linguistic processes in the context of factors that influence them. Investigating the factors influencing the development of Oriental languages in the information society is relevant as it expands the understanding of the pace of changes in the linguistic environment. Consequently, based on these conclusions, effective strategies for preserving and supporting linguistic heritage within countries can be developed. It also enables the identification and consideration of factors influencing the development of Oriental languages in the context of globalisation and digital transformation. This is crucial for ensuring global interaction among language speakers and addressing conflicts arising on linguistic grounds.

The issues surrounding Oriental languages in the changing global cultural paradigm are the subject of study for many scholars. An article by Melenko (2023) contributes significantly to the consideration of strategic communication in the context of the changing global cultural paradigm. In particular, the author defines strategic communication as a system that should be described using a systemic methodology and system of categorical-conceptual series. An important aspect, in their opinion, is the application of systemic methodology to describe strategic communication and transitioning to understanding its existential essence in the context of cultural diversity.

The concept of information society is described by Voronkova and Nikitenko (2022). The researchers note that a social system in which information technologies play

a decisive role in the production, processing, and transmission of information should be defined as an information society. Such a society is characterised by the widespread use of computers, network technologies, the internet, electronic communications, and high-tech communication tools. Additionally, the study outlines the terminological content of the concept of cultural paradigm. A cultural paradigm is defined as a system of general assumptions, values, beliefs, and norms that define the basic principles and orientations in the cultural space of a particular group of people or society (Volkov, 2012). Changes in cultural paradigms can occur under the influence of various factors such as technological progress, social shifts, political changes, or interaction with other cultures (Abdrasulov & Gubaidullin, 2019).

Asadchykh et al. (2020) note that an evident expression of the transformation in the global cultural landscape is the notable surge in the desire to acquire Oriental languages, alongside a corresponding decline in enthusiasm for studying European languages such as French and German. The popularity of Oriental languages fluctuates in different years, depending on the efforts of countries to popularise their culture and the economic situation at a given time. Interest in learning these languages in recent years may be caused by various reasons, not just economic ones. Additionally, this study provides a classification of Oriental languages based on various criteria, including geographical location and linguistic affinities.

Karpenko and Skrazlovska (2023) analysed the relationship between linguistic phenomena and cultural characteristics of the Turkish people reflected in their language. One of the important elements of the linguacultural aspect, according to their research, is the study of vocabulary and phraseology reflecting unique aspects of Turkish culture. Furthermore, comprehensive understanding requires a study of the influence of historical events on the formation of the language system and an analysis of the role of the Turkish language and other Oriental languages in the modern world, especially in the context of globalisation.

The study by Kuplevatska and Manivska (2021) complements this approach, demonstrating how the linguacultural aspect manifests itself in the context of another Oriental language in the conditions of intercultural communication in the example of Arabic. Differences in the interpretation and perception of Arabic names in different cultural environments are examined, showing that the interpretation of Arabic names may vary depending on cultural peculiarities and individual perceptions of the language speakers.

This research establishes the basis for implementing language policies and educational programs that prioritise the preservation and promotion of Oriental languages in the face of globalisation and technological innovation. The study proposes practical methods for maintaining linguistic legacy using online resources and platforms, emphasising the need for digital preservation and the use of current technologies. Furthermore, the findings enable the development of cultural exchange initiatives and youth involvement programs to promote the study and enjoyment of Oriental languages

across the world. These methods can assist in reducing the risks of linguistic homogenisation while ensuring that Oriental languages continue to play an important role in global communication and cultural preservation.

As a result, the purpose of this study is to provide insight into the adaptation and preservation of Oriental languages in the context of globalisation, cultural shifts, and the transition to an information society, with the goal of developing strategies to support and promote these languages in a rapidly changing global environment. The objectives of the study were defined:

- o Analyse how Oriental languages are adapting to globalisation, cultural changes, and the internet era.
- o Identify significant variables that impact the development and preservation of Oriental languages in a worldwide context.
- o Develop measures to promote and preserve the linguistic and cultural legacy of Oriental languages.
- o Determine how digital technologies impact the use of Oriental languages in contemporary communication and cultural exchange.
- o Examine how global cultural norms influence the usage and evolution of Oriental languages.

2. Methodology

The study methodology involved a set of theoretical research methods, such as analytical, comparative, methods of generalisation, and systematization. The selection of methods was driven by the need for a comprehensive examination of the functioning of Oriental languages in the context of the information society and global cultural changes.

As such, the analytical method was employed to obtain theoretical data about Oriental languages as objects of linguistic research and their interaction with other language groups. Additionally, this method was used to study various aspects of the use of Oriental languages in the information society. Literature analysis was used to determine the role of these languages in the world, assessing their advantages and potential risks for their preservation amidst the globalisation process. Moreover, analysis was employed to assess the adaptation of Oriental languages to technological shifts, such as the proliferation of artificial intelligence, machine learning, and information technologies. Furthermore, the analytical aspect of the research determined the need for new strategies to preserve linguistic diversity and the cultural heritage of Oriental languages.

Analysis was used to evaluate the effectiveness and relevance of technologies for digital archiving and documentation of linguistic aspects through several key pathways, including systematic data collection and classification related to Oriental languages; assessment of threats and challenges such as changes in the educational system, the mass influence of other languages, technological trends; and identification of user expectations regarding digital resources related to Oriental languages.

The comparative method was used to compare different aspects of Oriental language usage in the context of intercultural interaction. These aspects included linguistic, cultural, and sociocultural dimensions. A study of the linguistic peculiarities of Oriental languages compared their structure, grammatical features, and lexical composition. As such, their characteristics were determined in comparison with languages from other regions of the world. Comparing cultural aspects expressed through speech forms, such as proverbs, folktales, and songs, was used to elucidate how Oriental languages reflect the cultural heritage of people in the context of globalization. Additionally, the comparison of the roles and functions of Oriental languages in the information society, including their use in media, the internet, and social networks, contributed to the analysis of the extent of their dissemination in the online environment.

The methods of generalisation and systematisation were used for ranking and structuring the obtained data for further generalisation and formulation of conclusions. As such, key trends, patterns, and regularities in the use of Oriental languages in the context of global cultural change were determined. Due to intense international communication and the influence of global media, a trend towards the lexical and grammatical convergence of Oriental languages was identified. The method of generalisation was used to determine that this phenomenon is driven by the active use of the English language worldwide and the interest in adaptation to international communication standards. Additionally, this method determined that Oriental languages are actively used on the internet and specific social networks, creating unique digital communities and an increase in linguistic content in the digital environment. Furthermore, the systematisation method was used to draw conclusions that determine an increased interest in preserving and developing linguistic identity. This is manifested in the implementation of programs and initiatives aimed at supporting and promoting Oriental languages in society.

3. Results

The term "Oriental languages" encompasses a wide range of languages used in the Eastern region of the world. The history of the origin and development of Oriental languages spans millennia of evolution. Historically, such a classification of Oriental languages has been established based on geographical principles and linguistic families, including East Indic languages such as Hindi, Urdu, Bengali, and Gujarati; Iranian languages including Persian (Farsi), Tajik, Kurdish, and Pashto; Turkic languages including Turkish, Uzbek, Kazakh, and Turkmen; Altai languages such as Kazakh, Kyrgyz, Tuvinian, and Altai; and Oriental regional Afro-Asiatic languages including Arabic, Yoruba, and Amharic.

Furthermore, Oriental languages include Chinese, which belongs to the Sino-Tibetan family and includes Chinese dialects and Tibetan. Japanese belongs to the Japonic language family, and Korean belongs to the Koreanic language family. These languages are unique and do not share common linguistic roots with East Indic, Iranian, Turkic, Altai, or Afro-Asiatic languages. Each language group has unique characteristics that define

their linguistic and cultural identity. Analysis of languages only from a linguistic perspective is insufficient to determine how they function, spread, and change. Languages are closely related to various aspects of culture, society, and history (Blackledge, 2008). To understand the nuances of their existence, the concept of Oriental languages should be considered comprehensively, at the intersection of various humanities, considering the linguistic nature of each language, cultural context, and interaction with society (Table 1).

Table 1.

Approaches to studying Oriental languages from the perspective of various humanities

Discipline	Aspects of language study
Linguistics	Analysis of the grammatical structure, phonetics, morphology, and syntax of Oriental languages.
Cultural Studies/Linguistic Cultural Studies	Analysis of language interaction through the lens of cultural exchanges and its influence on language evolution.
Social Sciences	Study of the language's influence on identity formation and cultural heritage. Understanding the relationship between language and culture, analysing cultural concepts through language.
Etymology	Study of word origins and language development, including the influence of other languages and cultures. Research into genetic relationships between Oriental languages, creation of linguistic families and groups. Examination of the language's influence on identity formation and cultural heritage.
History and Social Anthropology	Understanding the relationship between language and sociocultural environment, studying communication within the language group and its linguistic behaviour. Understanding the impact of globalisation on Oriental languages, studying language contact processes, and adaptation.

(Source: compiled by the authors)

One of the most important aspects for understanding the dynamics of cultural transformations and their impact on the global cultural landscape in the context of the topic under investigation is the cultural paradigm that has emerged globally. Thus, in the East, there is traditionally an emphasis on collectivism, harmony, and traditions. Cultural values typically emphasise community, family ties, and respect for elders. For example, in the Chinese language, the sense of community values is emphasised through the use of expressions denoting the relationships between individuals and especially family ties. The ideographic writing system of the Chinese language is constructed in a way that allows the embodiment of traditions and concepts of harmony in the act of writing itself, reflecting important aspects of the culture. For instance, the ideogram "和" (hé) means "harmony". In writing, this ideogram is created from the combination of symbols representing a mouth, a bird's beak, and a hand. This combination of symbols reflects an image where a person (hand) enters into harmonious relationships with the world through

language (mouth), mutual understanding, and communication (bird's beak). This underscores the importance of harmony in communication.

In Korean, there is the concept of "효″ (hyo), derived from the Chinese character "孝", which is one of the key concepts of Confucian ethics, symbolising respect for parents and elders (Kim & Chung, 2023). Accordingly, the language itself has a fairly elaborate system of politeness, with many verbal and non-verbal ways of conveying "hyo". Korean syntax employs various structures, different from Western languages, which cover not only personal but also group aspects of communication. These forms may include marking collective action as well as using forms that indicate interaction and commonality of actions (Mirvahedi & Macalister, 2017).

Many expressions show respect for elders and define the hierarchy of relationships between speakers in Japanese. An important cultural principle is "和" "wa" (harmony), which is embodied in the use of linguistic constructions that contribute to maintaining peace in communication. The phrase "お疲れ様でした" (Otsukaresama deshita) is used to express gratitude or recognition of someone's work, especially when that person is higher than the speaker in the social hierarchy.

In contrast, in the West, especially in English-speaking countries, under the influence of the Industrial Revolution and subsequent technological advancements, an individualistic cultural paradigm emerged (Oliinyk et al., 2023). There is a strong emphasis on personal freedoms, competition, and innovation. For instance, modern English syntax employs many constructions that emphasise individuality and self-expression. In English, expressions that emphasise personal freedom and independence are actively used, such as "Express yourself" or "Follow your own path". A similarly frequently used expression exists in the German language: "Sei du selbst" (Be yourself).

It should be noted that English as a global language of business and technology has become an integral part of the information society (Kyrychok et al., 2024). The widespread use of the English language on the internet, in scientific research, and international communications contributes to the development of a standardised global approach in various fields, from science to interpersonal communication. Moreover, the predominant role of the English language in the information space can create asymmetry in the dissemination of cultural information (Bahassine et al., 2020). However, some Oriental languages, such as Chinese, Korean, and Japanese, occupy significant positions in the modern information environment, particularly in economics and science. Nevertheless, there are differences in approaches to technology and internet communications. Consequently, not only are languages coming closer together but also the cultures of the East and the West, thereby changing the cultural paradigm worldwide.

Changes in the global cultural paradigm can be identified through studying language interactions on the Internet, transmitting cultural meanings, adapting technologies, and influencing global information flows (Table 2).

Table 2.

Aspects of changing the global cultural paradigm

Aspect	Content
Language Interaction on the Internet	There is active interaction between languages through the internet, social networks, messengers, and other electronic communication platforms in the information society. Languages become a means of global communication as users from around the world exchange information and cultural content using different languages.
Transmission of Cultural Meanings	With the introduction of global media and streaming platforms, cultural content becomes accessible to a wide global audience. Translation and adaptation of content into different languages facilitate the exchange of cultural experiences and the dissemination of diversity.
Adaptation of Technologies	Technological advancements influence how languages interact. Machine translation, artificial intelligence, and other technologies help overcome language barriers. Changes in the technological landscape also impact the language ecosystem, making some languages more prioritised for study and development.
Impact of Global Information	Information flows spread rapidly through global networks, influencing the perception of cultures and languages. Shared information spaces shape global cultural trends and standards, which are reflected in language usage and perception of different languages.

(Source: compiled by the authors)

These aspects indicate the necessity for an in-depth study of language interaction to create effective language adaptation to modern globalised conditions. Firstly, let's identify the functions of Oriental languages. In the contemporary information society, Oriental languages perform various functions that contribute to effective communication, preservation and dissemination of cultural heritage, and expansion of cultural exchange among different parts of the world. Among them, four main functions can be distinguished (Lundberg, 2020; Trujillo & Holler, 2024):

- Oriental languages act as a means of international communication, facilitating the exchange of information between different cultures and geographic regions. Specifically, Oriental languages play a crucial role in business and diplomacy, where they are used for negotiations, agreements, and fostering international relations.
- Oriental languages serve as carriers of a rich literary and artistic heritage that is preserved and transmitted across generations. Preserving linguistic traditions and heritage contributes to maintaining the identity and uniqueness of each culture, which is a valuable contribution to the global cultural heritage.

- Oriental languages are used for teaching scientific material and exchanging knowledge, promoting cultural exchange in the field of education. Additionally, through the use of Oriental languages in international scientific and cultural initiatives, a platform for intercultural communication and understanding is created.
- Oriental languages are crucial in studying religious texts and promoting understanding among different ethnic groups.

To effectively implement these functions in modern information society, Oriental languages must demonstrate flexibility and adapt to the demands of technological development. In recent decades, speakers of Oriental languages actively implemented their approaches to writing, reading, and communication in electronic formats. This involves the development of digital platforms, messengers, and social networks in local languages. WeChat is a Chinese messenger that combines communication functions, a payment system, a social network, and many other services. It is popular not only in China but also among users in other Asian countries. The Republic of Korea also has a communication service called Kakao Talk (Kim & Chung, 2025). LINE is a Japanese messenger that has gained popularity in many Asian countries. It offers various functions, including group chats, video calls, and payments. Moreover, Western social networks are also used in Eastern countries, indicating the absence of cultural isolation and integration into the global context. In various Eastern countries, Western social networks, such as Facebook, are adapted to local realities and used for communication, content exchange, and community support. In Iran, where popular alternatives are blocked, Viber is widely used for instant messaging and voice communication.

Furthermore, Oriental languages actively interact with Western internet culture, creating domestic online trends, memes, and virtual communities. This contributes to the emergence of new linguistic phenomena and images reflecting contemporary realities. The development of online resources and platforms for learning Oriental languages in the field of education promotes the popularisation of language learning through the Internet. From virtual lessons to interactive exercises, Oriental languages are actively integrated into modern education.

There are several mobile applications, such as HelloChinese or ChineseSkill, which provide interactive lessons and exercises for learning the Chinese language. Online platforms such as Duolingo, Rosetta Stone, or Babbel allow learning Oriental languages through interactive exercises and visual-aided tasks. This contributes to the spread of Oriental languages not only in countries where they are primarily used but also in other regions (Zheng, 2021). Additionally, the development of machine translation technologies makes Oriental languages more accessible for global communication.

The integration of machine translation into many platforms and internet services helps overcome language barriers. Many social networks, such as WhatsApp, Telegram, and WeChat, use built-in machine translation systems to automatically translate textual

content, allowing users from different countries to communicate in their preferred language. Internet services like Google Translate, Microsoft Translator, and others also provide instant translation of text or web pages between different languages. Currently, developments in the field of speech machine translation help translate oral speech in real time. The integration of these technologies into various aspects of daily life promotes the free exchange of information and culture among different language communities.

The Japanese language has successfully integrated into the digital world through the use of Kanji-based input systems (Park et al., 2022). Modern Japanese keyboards allow users to type in Hiragana or Katakana, which are then converted to the appropriate Kanji characters. This adaptation ensures the intricate Japanese script remains functional and accessible in digital communication. Japan's gaming industry has also played a role in preserving and promoting the language through video games with rich Japanese storytelling. Cultural exports like anime and manga have also contributed to the global dissemination of the Japanese language, allowing non-Japanese speakers to experience the language.

The Chinese language has undergone significant changes in the information society, thanks to advanced speech recognition technologies with companies like iFLYTEK and the rise of e-commerce platforms like Alibaba and JD.com (Lew, 2018). These platforms support Mandarin Chinese and facilitate communication between buyers and sellers through integrated chat systems. The Chinese government has also implemented policies to promote the language's prominence in cyberspace, including the development of Chinese language educational resources and online courses. These efforts aim to ensure the continued use of the language in both formal and informal settings, despite the complexity of character input in China.

The Korean language has successfully integrated into the globalised information society through the development of Hangul-specific input systems optimised for digital communication (Roy & Das, 2022). The Korean alphabet's scientific design makes it well-suited for digital adaptation, and modern Korean keyboards and mobile devices offer quick and efficient typing. The Hallyu wave, a cultural phenomenon involving K-pop, dramas, and films, has expanded the language's global reach, with platforms like YouTube hosting extensive content in Korean. The South Korean government supports digital archiving of Korean historical and cultural texts, allowing greater global interaction with Korean literature, history, and cultural studies (Lee & Chung, 2025).

At the same time, globalisation changes pose several challenges for Oriental languages, requiring careful consideration and the development of new strategies to preserve language diversity and cultural heritage. In particular, with the influence of global mass media and communication technologies, there may be a tendency towards linguistic homogenisation, where certain languages become more dominant while less popular languages are at risk of extinction or loss of activity (Kyrychok, 2021). This can lead to changes in global language preferences and result in the loss of some language traditions.

The use of online slang or abbreviations to denote emotions in internet communication can also affect formal style and grammatical rules, causing changes in language and contributing to the emergence of new lexical and grammatical forms, which are both positive and negative shifts (Liu, 2024). Therefore, the preservation and development of Oriental languages in a globalised world require a comprehensive approach that addresses various aspects of their functionality and cultural significance. Within states, it is important to establish an effective language policy that considers both global trends and the needs of specific language communities to ensure a balance between global and local. Strategies for preserving and reproducing cultural values through language may include the development of language learning programs in the context of cultural traditions, the organisation of language events, and support for local literary works (Bidzilya et al., 2022). This also applies to the field of education: modern teaching methods and expanding access to education for various segments of the population are important for supporting the study of Oriental languages.

At the global level, engaging youth in the study of Oriental languages is necessary for preserving and disseminating the cultural codes of these languages worldwide. Firstly, educational programs and initiatives should be developed to encourage youth to learn Oriental languages and cultures, including youth exchanges and interactive platforms for sharing experiences and knowledge. There are language exchange programs for learning particular languages. Educational institutions can establish partnership agreements within these programs for student exchanges to learn Japanese, Chinese, Korean, and other languages. The European Voluntary Service (EVS) is well-known for allowing young people to gain experience in volunteer projects abroad. EVS projects may involve learning and teaching Oriental languages in countries where these languages are official. Another popular platform is the International Volunteer Exchange Programme (IVSP), which allows students to visit other countries for language learning and teach English. Within this program, experience in teaching Oriental languages in schools or communities can be gained.

Utilising technology for digital archiving and documentation of linguistic aspects is also an effective approach to preserving valuable resources and materials associated with Oriental languages. Digital archiving enables information to be stored in electronic format, facilitating access, search, and preservation. Linguistic resources such as dictionaries, texts, audio, and video materials can be archived and made available online. Documentation projects that include audio and video recordings of language material, genealogy, textual material, and other important aspects of minority or endangered languages should be compiled for their protection. Keeping literary works, historical documents, and other materials in Oriental languages in electronic libraries also significantly contributes to their accessibility and preservation.

4. Discussion

Research on Oriental languages in the rapidly developing modern information society has gained the attention of numerous scholars. This topic is complex, so it should be considered not only from the perspective of linguistics but also from related fields such as linguocultural studies and sociology.

Konyratbayeva et al. (2021) and Yu (2019) argue that worldview, especially its cultural aspect, plays a crucial role in intercultural communication when comparing Oriental and Western languages. The researchers emphasised the linguacultural aspect of the Eastern and Western worldviews and created a linguacultural map of both civilisations through the worldview of students. The researchers emphasise that a worldview can be studied by comparing it with the culture of a foreign language. The study explores various methods based on the concept of associations as one of the key aspects of comparing cultural images of different languages. They conclude that due to the intensification of cultural dialogue between the East and the West, the creation of a linguacultural map opens up new opportunities for studying topical issues of intercultural communication. The study aims to identify cultural-cognitive stereotypes among youth in Kazakhstan and other countries, providing a deeper study of worldview and culture, including national values expressed through linguistic means. In comparison with this research, this article focusses on linguistic principles. On the contrary, this research considers worldview as a component of a culturological approach. Along with the comparison of the cultural worldviews of the East and the West, this provides a more comprehensive understanding of the topic under investigation.

Konyratbayeva et al. (2021) and Nakamura et al. (2018) address different aspects of the field of linguacultural studies and intercultural communication. Konyratbayeva et al. (2021) argue that worldview, especially its cultural aspect, plays a key role in intercultural communication. They created a linguocultural map of both civilisations through the prism of the worldview of language speakers. On the other hand, Nakamura et al. (2018) use new probabilistic approaches to conditional expressions in natural language, focussing on parallel connections between indicative conditional statements and conditional suggestions among Eastern participants. Both studies are important for expanding understanding of the interplay between language, culture, and worldview in different cultural contexts. However, a drawback of both works is the lack of detailed analysis of the influence of gender, age, and other factors on communication perception. In this study, these factors are considered and recognised as significant for identifying cultural-cognitive stereotypes of different nations.

The studies by Yakpo (2020) and Li et al. (2022) address demographic and socio-economic aspects as determining factors influencing the outcomes of language contact processes between Oriental languages and other global languages. The researchers focused on the examination of areal convergence in heteroglossia small societies as well as the analysis of structurally arrested standard languages in monoglossia national states. The spectrum of these studied positions covers both Oriental and other languages with

large communities of late participants, which are places of intense contact and changes on a global scale. The scholars emphasise the significant role of social factors in shaping language contact. The article is valuable as it utilises not only the basic principles of linguistics but also methods of historical research and political-economic analysis, relying on theoretical data of the linguistic sciences. It is noted that global changes in the socio-economic development and demography expected in the coming decades are likely to affect the current limited understanding of how social factors determine language contact and its changes (Sych et al., 2024). For Oriental languages, this means expanding the understanding of how language groups interact in different sociocultural conditions.

The study of Kagan et al. (2017) is useful for understanding the contemporary development of the heritage language (HL) education field in the context of rapid growth and globalization. The study aimed to provide an overview of HL programs and practices for supporting and developing languages. Various cultural and linguistic contexts characterising the 21st century are prioritised. Key aspects of teaching Oriental languages, such as Albanian, Arabic, Armenian, Chinese, Hindi-Urdu, Japanese, Korean, Pacific languages, Turkish, and Vietnamese, are discussed. Thus, the conclusions of the study can help in the development and implementation of educational paradigms for HL by considering the experience of local participants – language speakers who adapt to modern conditions. In combination, these two recent studies complement each other, contribute to a deeper understanding of the interaction of language groups, considering both social and linguistic aspects, and make a significant contribution to the study of modern challenges related to language contact and heritage language education.

These challenges are also extensively analysed by Premaratne (2014). In 2009, Japan and China adopted different strategies in the field of literacy policy in response to the challenges of globalisation and the needs of their national languages. Japan focused on expanding and improving its literacy, particularly increasing the number of official kanji characters, which was prompted by the influence of digital media on Japanese writing during globalization. In contrast, China directed its reform towards standardising and optimising Chinese literacy for effective functioning in the digital environment. This strategy reflected China's attempt to adapt its literacy to the needs of the post-industrial knowledge economy and globalised information society, similar to developed industrialised countries. This demonstrates different approaches to preserving and transforming languages in countries experiencing the impact of globalisation in contemporary conditions. This aspect is closely examined in this study as a basis for deriving key principles of language heritage preservation. In particular, based on the language strategies of these and other countries, new strategies for preserving linguistic diversity have been identified.

A detailed examination of the impact of globalisation and neoliberal educational policy on the university sphere was conducted by Villares Maldonado and Pérez-Llantada Auría (2019). The study highlighted the unfolding of internationalisation discourse in university policy from top to bottom as a result of globalisation trends. The main focus is

on identifying and analysing the challenges and consequences arising from the use of English and other languages in the internationalisation process of primarily monolingual universities. The study results demonstrate that the internationalisation of universities occurs through strategies of international mobility and approaches to internationalisation in the context of English language instruction. Languages emerge as a key element in university internationalisation programs, confirming previous research indicating the "Englishness" of higher education. Regarding language policy, it encompasses a dual mission: on the one hand, English is associated with international visibility and attracting an international audience, and on the other hand, the support of local languages, particularly Oriental ones, and an emphasis on multilingual competence.

5. Conclusion and Recommendations

The research provides a thorough examination of the dynamics and adaptability of Oriental languages in the context of globalisation, cultural paradigm shifts, and the rise of information society. It acknowledges that Oriental languages are becoming increasingly important in worldwide communication, notably in commerce, diplomacy, and scientific exchanges, where they enhance intercultural contacts and the spread of cultural legacy. The study also emphasises these languages' resilience and adaptability in the face of technological advancements, with many Oriental languages successfully integrating into digital platforms, social networks, and machine translation technologies, broadening their reach and utility in today's information environment.

The study examines the influence of globalisation on Oriental languages, noting both beneficial and negative outcomes. While globalisation has expanded the exposure and usage of these languages worldwide, it has also created issues such as linguistic homogenisation and the degradation of traditional forms. Despite these problems, there is a rising dedication to conserving linguistic variety and cultural history via various projects. The study emphasises the importance of strategic measures at the local and global levels, such as effective language legislation, focused educational programs, and digital archiving, to protect linguistic resources. It also implies that involving youths in the acquisition and maintenance of Oriental languages is critical to retaining their cultural value in a globalised society.

This leads to the general conclusion that a clear linguistic strategy is necessary for both the successful implementation of internationalisation and the preservation of the linguistic characteristics of Oriental languages within countries in the context of the information society and the changing global cultural paradigm. Future research should focus on investigating the specific impacts of socio-political factors on the preservation of Oriental languages and exploring the role of less commonly studied Oriental languages in the global digital landscape.

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Acknowledgments

Authors' Biodata

Oksana Asadchykh is a Doctor of Science in Pedagogical Studies, and a professor at the Department of Languages and Literatures of the Far East and Southeast Asia, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine. Her scientific interests include methods of teaching foreign (oriental) languages, and comparative studies. Her dissertations were dedicated to "Methodology of teaching students of language majors oral Japanese monologue speech at the initial stage" (2008), "Methodical system of integrated training of future philologists of Japanese academic speech" (2018).

Tetiana Dybska is an assistant at the Department of Languages and Literatures of the Far East and Southeast Asia, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine. She teaches the following courses: Practical Japanese Language Course, First Language Translation Practice (Japanese), and Audiovisual Japanese Translation. Her scientific interests cover the fields of researching the latest approaches to teaching Eastern languages in institutions of higher education, developing a model of blended learning of the Japanese language, as well as audiovisual translation and the use of multimedia and game technologies for learning Japanese.

Oksana Kindzhybala is an assistant at the Department of Languages and Literatures of the Far East and Southeast Asia, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine. Her research interests include the Korean language, language teaching methods, and linguistic and cultural studies. She is currently working on a dissertation "Formation of Future Philologists of Korean Linguistic and Sociocultural Competence in Speaking".

Tamara Komarnytska holds a PhD in Philology, she is an associate professor at the Department of Languages and Literatures of the Far East and Southeast Asia, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine. Her research interests are lexicology, derivation of the Japanese language, language culture, and sociolinguistics. Her dissertation was dedicated to "Structural-semantic and functional features of modern Japanese legal terminology" (2010). She is a co-organizer and moderator of the International Webinar "Ukraine – countries of the East: dominants of Communicative Culture and National Stereotypes" (2021).

Liubov Poinar holds a PhD in Philology, she is an assistant at the Department of Languages and Literatures of the Far East and Southeast Asia, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine. Her scientific interests include cognitive linguistics, linguistic and cultural studies, phraseology, psycholinguistics, and neurolinguistics. In

2014, she defended her PhD thesis on the topic: "Verbalization of key moral and ethical concepts in the Chinese chenyu phraseology". She teaches the courses of Translation of Chinese-language economic and commercial texts, Practical Chinese language course, Peculiarities of oral translation, Genre theories of translation, and Modern political discourse.

Authors' Contribution

Oksana Asadchykh led the conceptualization, validation, data curation, and drafting. *Tetiana Dybska* undertook the formal analysis, the investigation, and particpated in the drafting of the manuscript. *Oksana Kindzhybala* was concerned with the methodology, investigation, and drafting. *Tamara Komarnytska* contributed to the formal analysis, drafting, and visualization. *Liubov Poinar, in her turn,* particpated in the Methodology, validation, resources, and reviewing the manuscript.

Declaration of conflicting interest

The authors declare no conflicts of interest with respect to the research, authorship, and/or publication of the article.