

PHILOSOPHY

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Change and transformation process in language cognition of the youth under globalization influence

Young people identify, realize themselves, their consciousness and are defined as part of the social group through language. Today, there are many processes associated with changing in the language of youth, impoverishment of vocabulary, use of borrowing under the influence of globalization. One of the reasons for the development of these processes is the refusal to follow the linguistic canons established by generations. The language consciousness of young people is not easy to define a concept. Initially, this concept can be described as the study and use of language, adhering to standards, a linguistically unconscious social group where a particular cultures and subcultures predominate.

Key words: culture, youth, language, linguistic consciousness, globalization.

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