

DEVELOPMENT OF THE NATIVE LANGUAGE AND IMPROVEMENT OF LANGUAGE COMPETENCE IN MODERN SOCIETY

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ANNOTATION

This article examines the importance of developing the native language and improving language competence in modern society. It analyzes the role of education, government policy, and digital technologies in strengthening the position of the native language. The impact of globalization and information technologies on language use is also discussed, highlighting both positive and negative aspects. The article emphasizes the need for preserving linguistic identity while adapting to modern technological changes.

Keywords:

native language, language competence, language culture, education, globalization, information technologies, digital communication, linguistic identity, innovation

In the modern era of globalization and rapid technological advancement, the issue of developing the native language and improving language competence has become increasingly important. Language is not only a means of communication but also a fundamental element of national identity, cultural heritage, and intellectual development. Therefore, strengthening the role of the native language and enhancing its potential is one of the key priorities for any society. The native language plays a crucial role in shaping an individual's worldview, thinking patterns, and cultural awareness. It reflects the history, traditions, and values of a nation. Through language, people express their thoughts, emotions, and social relationships. Consequently, the level of language development directly influences the overall development of society. In recent years, significant attention has been paid to the development of the native language at the national level. Various reforms

and initiatives have been implemented to increase its status and ensure its effective use in all spheres of life. These efforts are aimed at strengthening linguistic identity and preserving cultural heritage for future generations. One of the most important areas for the development of the native language is the education system. From early childhood education to higher education, it is essential to provide high-quality language instruction. Students should be taught not only grammar and vocabulary but also how to use the language effectively in real-life situations. Developing speaking, writing, reading, and listening skills is crucial for improving overall language competence. Modern teaching methods and innovative technologies play a significant role in enhancing language education. Interactive methods, multimedia tools, and digital platforms make the learning process more engaging and effective. These approaches help students develop critical thinking skills and improve their ability to communicate clearly and accurately. At the same time, the development of information and communication technologies has had a profound impact on language use. The widespread use of the internet and social media has created new forms of communication. While these platforms provide opportunities for language expansion, they also introduce challenges such as the misuse of language, the spread of slang, and the decline of formal writing skills. In digital communication, users often ignore grammatical rules and use abbreviated forms of words. This trend can negatively affect language culture, especially among young people. Therefore, it is important to promote proper language use in online environments and encourage individuals to maintain linguistic standards even in informal communication. Another important aspect of language development is the role of mass media and cultural institutions. Television, radio, newspapers, and online platforms influence language norms and public speech. High-quality content that follows linguistic standards can contribute to the improvement of language culture. Cultural events, literary activities, and language competitions also play a significant role in promoting the native language. Government policies are essential in supporting language development. Legal frameworks, national programs, and strategic initiatives help strengthen the status of the native language. These measures ensure its use in official communication, education, and public life. In addition, supporting linguistic research and developing educational resources contribute to the long-term development of language competence. Globalization has increased the influence of foreign languages, which can have both positive and negative effects. On the one hand, learning foreign languages enhances communication and access to global knowledge. On the other hand, excessive borrowing of foreign words can weaken the purity and uniqueness of the native language. Therefore, it is important to maintain a balance between openness to global influences and preservation of linguistic identity. Scientific research and

linguistic studies play a vital role in the development of language potential. Creating dictionaries, studying language structure, and developing teaching methodologies help improve language education. Research on language use in digital environments is particularly important in the modern context. The development of language competence also requires active participation from society. Families, educational institutions, and communities should work together to promote respect for the native language. Encouraging reading, writing, and public speaking can significantly improve language skills. Special attention should be given to young people, as they represent the future of the language. It is essential to instill in them a sense of pride in their native language and encourage them to use it correctly and effectively. Educational programs should focus on developing creativity, communication skills, and cultural awareness. Furthermore, the integration of modern technologies such as artificial intelligence offers new opportunities for language development. Language learning applications, translation tools, and speech recognition systems make learning more accessible and efficient. However, these tools should be used responsibly to avoid over-reliance and superficial understanding. In conclusion, the development of the native language and the improvement of language competence are complex and continuous processes. They require coordinated efforts from the government, educational institutions, and society as a whole. By promoting proper language use, supporting education, and utilizing modern technologies effectively, it is possible to ensure the sustainable development of the native language. Ultimately, preserving and strengthening the native language is essential for maintaining cultural identity and achieving long-term social progress.

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