

LANGUAGE EFFICIENCY IN CHANGING HUMAN SPACES

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Abstract:

By the nature of Language definition and practical uses, Language is an important human entity that makes humanity and human existence feasible and real. On one hand, human languages make it possible for all the human communities to extend social and real-life bonds that guarantee living sources and secure necessities of the living communities. On the other hand, and beyond its original use as a medium of communication, a human Language is a source of confirming human inventions and spreading knowledge about their skillful use.

In this present study the prime goal and objective is to trace the efficiency of human languages in today's rapidly changing human communities either in terms of the great technological advancement, or in terms of pure humanity and social dimensions in terms of humanity equality or human rights which are now greatly considered and respected by the international institutions which preserve and put legislations for these humanity rights.

For the sake of data collection, analyses, interpretations and discussion, the study will adopt the qualitative approach and a historical survey through which all the related data and studies will be tackled to process the study. The study will include all the essential research tools and sections such as the statement of the study, its importance, methodology, discussion, results, recommendations and suggestion for further future studies.

Key Words: Language, Efficiency, Changing, Human, Spaces, Communities, Needs.

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Introduction

The term space in current research projects is a term that is used to express the rapid changes that all scientific fields encounter in today's world of science and technology. Therefore, we always come across expressions of the kind that 'the whole world is just a small village' in the process of always changing rapid technological and scientific advancements which will by itself lead to other advancements in the social and economic spheres. The language is a central tool within these changes as it conveys information about these great advancements in the humanity material and spiritual issues, and on the other hand preserve these advancements by recording them as linguistic codes on which other future advancements will be built. Without language, and language change that copes up with these advancements, there will be no real opportunities of advancements and their sustainability and confirmation.

The rapid changes in all the components of the communities, necessitates the importance of influential language changes that equate these great advancements in the humanity gigantic scientific, technological, social, and economic fields advancements and developments. Therefore, great interests have started to be given to languages and their teaching and learning whatever the linguistic statuses of these languages are. That is because the knowledge of any language is a safe guard and a guarantee that brings revenues more than losses. Therefore, languages teaching, learning, and planning have witnessed great reforms and advancements for more effective teaching, learning, and planning strategies to bring more efficiency, advantages, and rewards out of this persistent interest.

It is a normal phenomenon in all human languages that they should change to meet the encountered changes in all the humanity activities. For Juola (2003: 83) the following can be causes of language change "*Urbanization, industrialization, and technological advances have produced changes in occupation and in the implements used in the workplace and home, which have led to changes in vocabulary ...*". Language changes can be detected in all the features of the language such as phonological, syntactic and morphological structures, or even semantic components. However, our interest in this present study will be directed to the lexical changes. If a language does not change, it will die and vanish. For Harya (2016: 103) language change is a slow internal development within the language itself; and it can also happen as a response to the developments that encounter the language in the human fields of education, culture, and mastery of technology. The changes within a language give it its efficiency and the capability of serving the material or social advancements in the society, economy, and science and technology which is the focal point in this study to study language efficiency on this point of language change.

Language efficiency could be traced across history because the issue of language is of great interest along history due to its importance socially and politically. In the periods of the Islamic state which was established first at Medina and then spread all over the subsequently submitted states there was great interest on translation from other languages

for one reason to strengthen the state through the language ties that could be established between the Islamic state and the newly submitted nations. On the other hand translation could help in spreading knowledge about Islam in particular and science in its broadest dimension of human language. The same interest in translation can also be said about the role of translation within the era of renaissance in the West because through translation all the Islamic science and knowledge were translated to the other Western languages on which the modern science and technology have been built. Therefore, language efficiency is an essential linguistic, sociological, and political aspect that helps a lot in fostering prosperity and developments in nations on one hand; and on the other it can also be a factor of social solidarity among nations as well.

The Importance of the Study

This study is important as it is an attempt first to fill a gap within the previous research projects. The study serves two important aspects of the linguistic exploration of language efficiency in today's rapidly changing space of humanity with its vast technological and scientific advancements. The study will renew interest on language change that runs after preserving the great humanity advancement in all the humanity endeavor and scientific heritage. The study is also important as a result of its set up recommendations and suggestions for future studies. The study will also be an attempt to confirm the previously obtained results; moreover, these results will be the base on which this present study will be processed.

Methodology

The study follows the qualitative approach and a content analysis of certain selected previous related studies and literature. The results of these previous studies will be correlated with the contents analysis survey which will be done through comparisons of languages status across some historical language changes and advancements to cope up with the innovations within the technological and scientific advancements. The study will also run after the policies of language planning that nations try to follow to strengthen native languages efficiency and follow up strategies to keep the pace between the native language and the international language, and in particular English language which is always acquiring new grounds to strengthen itself as the most efficient lingua franca all over the world.

Procedures

To process this study any possible related study will be explored to get out its importance and the main findings and results obtained by the study. These studies will be correlated with instances of language change mainly those concerned Arabic language as

our native language and the target language of science and technology, English language. Our own observations of language change will also be considered in this process of correlation between the content analysis and the reviewed literature and previous studies. The language changes for the sake of efficiency will be traced to aid the discussion in this present study, and for that end samples of certain television programmes will be mentioned in this present study.

The theoretical frame work and some related studies

Due to the quick advancement and development of science and technology in the modern world of spaces an urgent need for language to cope up with this speedy world has become a noticeable interest in all human communities. Therefore, more awareness and importance about the vital role of languages in this respect has started to be observed to the extent that knowledge and learning of other languages have become to be essential factors of success in all the economic and financial fields. Languages are the tool through which all human activities can be fostered and directed to serve humanity needs for stability and mutual comprehension among nations. For Soepardjo and Warsono (2017: 292) language as a means for conveying ideas and human inventions should change to support and confirm these ideas and inventions through maintaining communications with other communities. Therefore, different linguistic phenomena and practices are observed whenever social communities come to live in contacts with each other, as will be discussed in details below, these practices run after finding possible means for communications among those people who do not share common languages. Human beings, as social beings, should interact with each other for the exchange of knowledge and ideas for mutual benefits and shared advantages. In our Islamic heritage it is known that knowing other people's language is a safe guard to avoid any potential harm that may come from these people.

In a study by Bolbanabad and Hanifi (2014: 20) they maintain at the beginning of their study the common concept that languages normally change under the development and evolutions in political, cultural, and historical revolutions of human communities. They went on saying that language change is a must due to its nature and prime function of serving the needs of its community either as a result of external factors in terms of the ongoing humanity advancement in the material fields such as industry or technology, or internal changes to address changes within the societies concerned with these languages. Language change is the essence of its vitality and efficiency to attain all its related linguistic function in all the humanity activities and practices whether economic, financial, or social. The language may change internally in all its aspects of structure, and it also changes conceptually to include all the newly recurring inventions and even the social and spiritual matters in the fields of cultural and fine arts aspects of communities. Language changes have established academic institutions that plan and codify these aspects of language change. These institutions will be products of language planning strategies as will be discussed below within the subsequent paragraphs of this part of the theoretical framework.

Language change is a bidirectional process on the parts of outside forces of change in the concerned social communities; as their individuals need to spread the knowledge about their invented products as producers of industry and technology, and on the part of the consumers of these products they need to be creative users of these products so as to use them in their living environments and daily uses skillfully to gain benefits and avoid harms.

Brumfit (2001: 116) says that as a result of certain changes in the use and status of a certain language the nonnative speakers may come to be interested in that language to use it in a variety of uses. This point in particular makes English language a lingua franca that is used nearly all over the world to attain variety of communicative functions. Seidlhofer (2003: 7) confirms Brumfit's ideas by saying that the nowadays acquired status of English language as a global language is the result of the power of the people who use the language to the extent that the number of the nonnative speakers is greater than its native speakers. In a study about the required skills for employment **Vuorinen and Jansova (2021: 241) mention the competent knowledge of foreign languages and in particular English language as an essential requirement for getting a job.** Patel (2023: 16) expresses a more extreme notion of English language as a required skill that should be used skillfully to attain a variety of requirements in more advanced levels of communication and interaction among employees when used English language as a global lingua franca that is flexible in its dimensions of use as the language of science and technology in today's rapidly changing world. These points indicate clearly that English language is becoming more and more the most efficient language all over the world. However, the knowledge of other languages is also an urgent requirement that should be considered by all the communities for attaining variety of advantages and even revenues and profits. Crystal (1997: 3) defines a global language as the language that reaches a status in order to be described as: "A language achieves a genuinely global status when it develops a special role that is recognized in every country." This status of a language is definitely attained through a variety of language planning processes by which the chosen language will be accepted first as an official language in that concerned country, and other linguistic techniques that make this language as a global language such as its means of codification and linguistic qualities and its methodology of teaching and learning. Graddol (2007: 9) enlisted the main points for English to be the global language as follows:

« that the future development of English as a global language might be less straightforward than had been assumed

» that the global spread of English raised not just linguistic, educational and economic issues but also cultural, political and ethical ones

» that the key drivers of change were demographic, economic, technological and long-term trends in society

» that the relationship between English and globalisation was a complex one: economic globalisation encouraged the spread of English but the spread of English also encouraged globalisation

» that the growth of China would have a significant impact on the world in which English was used and learned

» that countries like India in which English is spoken extensively as a second language will play a major role in the development of global English.»

In a report about the effect of English language Robson (2013: 8) outlines the spread of English language in a number of countries outside its traditional countries in which English language is the first language, these countries include India, China, Brazil, Pakistan, Mexico, and a number of African countries such as Nigeria, Ethiopia, Sudan (fig. 1). The main cause for this spread is the search for globalization and urbanization which are connected with the technological and scientific dimensions.

For more confirmation of the global status of English language McKenzie (2008: 268 - 9) (fig. 1), in agreement with other authors and researchers about this status of English language, subdivides the use of English language into three circles of use and dimensions of influence. The first circle, 'the inner circle', which is the circle in which English is used as the native language in its traditional areas of use as in the United Kingdom, the United States of America, Canada and Australia where the language is used in multifunctional dimensions, and to attain normative and codification process as the official language in education and all the official institutions that is determined by the constitutions of these countries and its language planning strategies and procedures. The second circle, 'the outer circle', which is the one that is brought about as a result of colonization policies in the previous centuries by which English language has acquired a status to be considered as a second language that is used also in different functions and official uses in education, economy, and politics. The status of English has started to acquire distinctive features to the extent that we nowadays come across varieties such as Nigerian and Indian English. This circle includes countries such as India, Nigeria and Malaysia. The third circle is the circle that includes all the other countries in which English language has started to acquire the status of a language that is taught at schools as a foreign language and a language that has started to be used in a variety of functions in the media and some official settings, but it does not have any dimensions of norms or specialized varieties of English as in the second circle. These countries include countries such as Japan, China, South Korea, etc. this circle is called 'the expanding circle' to imply that English is extending to be more and more a global and influential language.

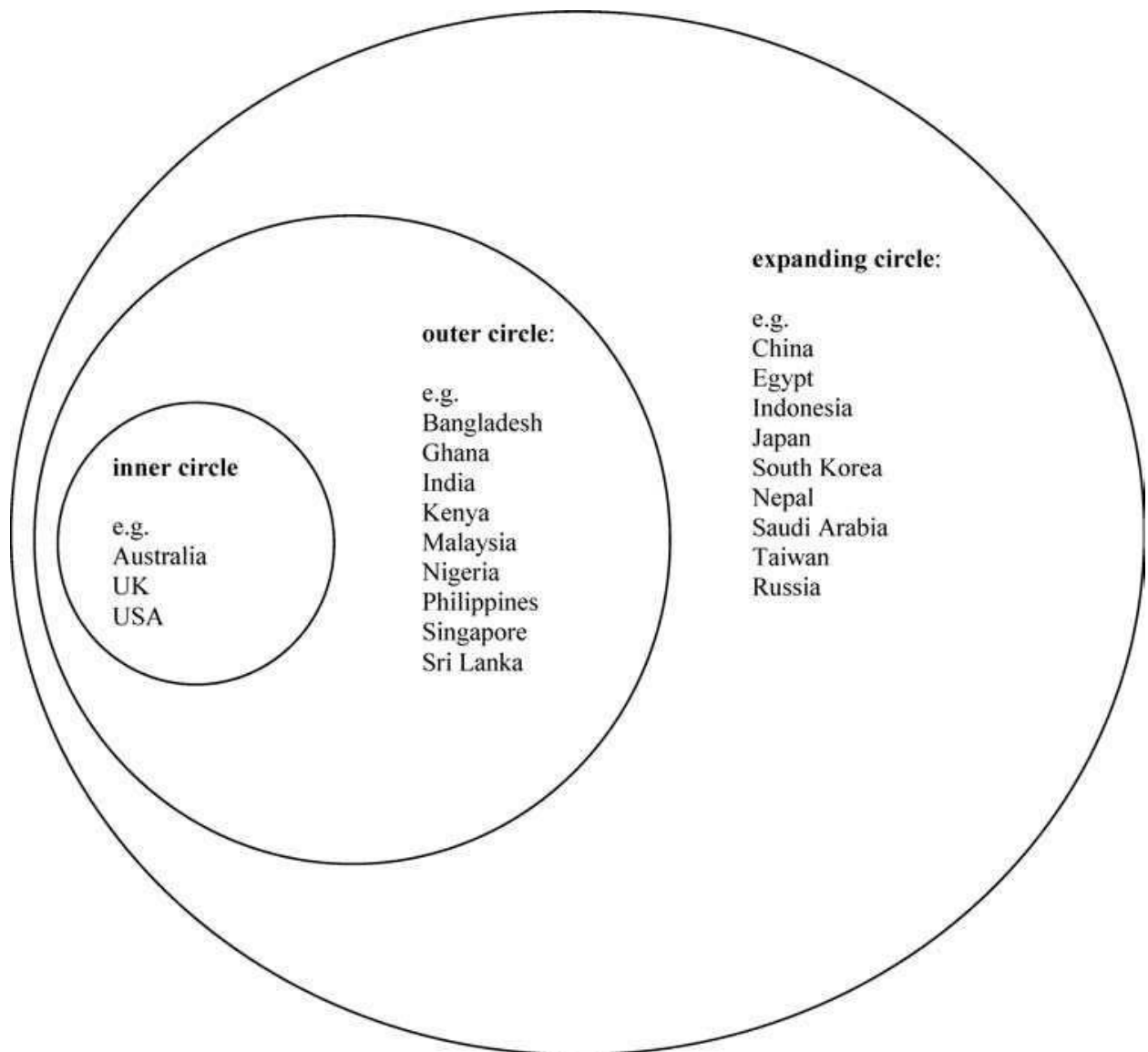


Figure 1 Kachru's concentric circles of English (adapted from 1996: 2)

The acquired status of English language is an ideal indication of the efficiency of language in the current changes spaces. The word space in fact is used to imply the rapid powerful changes within particular field of activities, and in this study it is used to imply the fields of science and technology that make the world as one unified village in which people have access to all the means of culture and knowledge. Therefore, language should play a vital role in attaining the efficiency that helps the people to benefit from these great advances in the fields of science and technology. The same idea is more or less expressed by Botez (2015: 101) by saying that the learning of a foreign language is important in all essential life activities. English language has acquired its globalized status due to its engagement with the American advancements in the fields of industry, technology, and science. In other words English language has its efficiency all over the other languages on earth. The general observations that we have about the use of English language the world

wide confirm its current globalized status. Code switching between English language and the other languages has become a common observed phenomenon in different communicative acts mainly in cases of media apps and programmes and other similar activities in the fields of fine arts and fashion parades and fashion designing activities; that is because the participants in such activities feel that the use of English language is more efficient in such cases. Still in another dimension of the issue Crystal (2003: 31) confirms the status that nowadays the acceptance of more languages rather than fewer languages is better in today's rapidly changing communities. The observed phenomenon in this respect is code switching, and in particular the type of code switching that Wardhaugh and Fuller (2015: 98) classify as situational code switching which is the switching between different languages varieties that happen to be mixed up as a result of changes in communication situations. According to Fasold and Connor – Linton (2013: 278) contacts among nations are considered as causes of language change. Such kinds of change lead to additional sociolinguistic phenomena such as borrowing which implies either lexical borrowing whenever a lexical item is taken over from another source language into the borrowing language to fill in a communication gap in this language, or loan borrowing which is the borrowing of concepts from other languages so as to be given native language lexical forms. In addition to this type of sociolinguistic phenomenon, there are also what are known as mixture of varieties as in pidgins and creoles which are related to some extent by their nature of formation; that is to say, first the pidgin is created by pidginization as a result of contact between a dominant social group and a subordinate one who need to communicate as a result of a contact need; through this process the pidgin is created according to a mixture between the lexicon of the dominant group and the structural norms of the subordinate group for interaction at the context for which it is created. Pidgins are defined as reduced languages because they lack all the criteria that let them be normal languages. However, whenever the pidgin turns out to be used for communication at home within a family, and its use in additional contexts, it turns to be classified as a Creole through a sociolinguistic process that is called creolisation, then decreolisation to be a language in its own pace of the other normal languages.

According to Graddol (2004: 1329) the world's linguistic map is changing 'rapidly' due to some 'demographic' features, technological advancement, and changes of universal linguistic interactions. These changes will have great influences on language skills of writing and speaking in order to cope up with these great technological advancements. As a result of these changes an urgent need for multilingualism to meet the growing need for more global communication. Ramos and Schleicher (2016: 4) discuss what they call global competence which is the readiness that individuals in the community should develop to be able to deal with the rapid worldwide changes and developments in all the fields of the living conditions, the technological and scientific advancements, together of course with the great demographic changes in a world that is becoming smaller and smaller despite of the vast areas and spaces. The language competency is of immense importance in this respect. Then

Ramos and Schleicher (2016: 12) went on saying that “*Speaking more than one language is a clear asset for effective intercultural communication.*” This last point confirms what we mentioned above about the importance of multilingualism in today’s rapidly changing universe.

The discussed studies in this part will help us to run the discussion in this present study so as to obtain the main findings of the current research. On the findings some points will be outlined as suggestions and recommendations for future implements in other research projects and studies by other researchers so as to bring the study to its logical end.

Discussion, Results, Conclusion and Recommendations

The discussion in this part of the study will be based on the theoretical framework of this study. The studies that are quoted, and the general observations that are connected with the issue of this study will be the data on which the analysis will be run. Language efficiency is of historical nature as it has been stated within the theoretical framework of this study that previous civilizations and movements such as the Islamic State and the Western civilizations in the period of the renaissance and the active movement of translation for transmitting knowledge and science at that time. This translation movement was a great indication of the efficiency of language in an earlier period of humanity history. Translation is a powerful approach for transmitting science and knowledge in different influential communities across time and history. Translation could be identified as a powerful tool of language efficiency because it makes global knowledge and science accessible to all concerned communities.

The general overall perspective of this study revolves around language change as a sociological phenomenon that runs after giving a human language its efficiency and vitality in its associated community. Language change is an inevitable sociolinguistic process that happens in all normal human languages that have the potentials of attaining their communities’ urgent communicative needs. The internal changes within languages are generally slow and may not be observed by the communities members just like the other slow gradual developments such as those of the growing up of a child within his/her family. These changes cover all the aspects and structures of languages across long periods of time. Therefore, it is a normal phenomenon in all languages to have varieties which are connected with certain periods of language such as that of classical Arabic in the period before Islam, and what is known as Shakespearean Language, etc. to the extent that the native speakers of these languages may frequently look up lexical items in dictionaries as a result of the gap that is created between the current used language and the old version of this language. However, the rapid scientific and technological advancements have led to the supremacy of languages which are associated with these advancement over the other languages; namely in this respect English language has started to be classified as a global language because of the direct connection between English language and science and technology. As a result of

this status of English language, languages, all over the world, have started to have approaches to deal with this global language. That is to say, English language has started to acquire a respected status among the communities of nonnative speakers of English because of the vast potentials of English language as a world's lingua franca.

Under the influence of English language all the other language communities have started to develop some linguistic practices and behaviour to gain advantages of this global language. Some of these linguistic practices could be those of language planning processes to deal with English language as a language to be taught as a foreign or second language, or even to state some formal uses of English language at the economic, political, and cultural institutions. Within the broad communities of different nations English language has started to be of immense use in different social or economic activities. We believe that communities run after more efficiency of their interactions. Moreover, code switching between the native languages and English language has become a noticeable feature of these communities' interactions. Out of these remarks about the global status of English language, it can be said that language efficiency can be practiced through the use of a global language, or even through a mixture between this global language and the other concerned native languages, namely in the form of code switching.

There are other practices of language efficiency that occur in communities whenever people of different linguistic varieties or languages come to live in contact with each others, to bridge this gap of communication interaction they rely on linguistic phenomena such as pidgins and creoles so as to be able to communicate efficiently with each other. Pidgins and creoles indicate clearly the abilities that communities have to solve communication barriers and problems. Moreover, linguistic communities have the abilities to mix up linguistic codes in different ways such as the loan translations which depend on borrowing ideas from other languages communities to which native terms can be used to express these newly acquired concepts. Sometimes linguistic items can be taken over with their forms and meanings but with slight changes of pronunciation, or a process of assimilation or transliteration; that is to say these items are taken over from other source languages and used in that borrowing language with some native phonological features such as 'restaurant' which is taken from French into English language; we can also enlist some borrowed linguistic items from other languages in Arabic with somewhat phonological features of Arabic language.

From our observations of linguistic behaviours we feel that a lot of English terms and to some extent French terms are common among speakers of other languages such as Arabic language (table 1. 1). These terms are mainly cultural and technical terms that are used in particular in the fields of fashion design or in the different media apps. These lexical items are intensively used among a greater number of people who concern themselves with these modern activities in these communities. Therefore, we find expressions of phatic communion and greetings such as 'hello, hi, good morning, good evening, etc.'; In addition to the media expressions such as 'email, chat, tweets, apps, mms, etc.'; There are also expressions of fashion such as 'fashion, design, parade, brand, iconic, collections, models,

etc.’ The use of such expressions is mainly activated by the feeling that their use increases language efficiency and belonging to these spheres of modern living conditions. Moreover, people may feel that their native languages are inefficient in today’s global status of English language. Therefore, they tend to find opportunities of English – based education in which English language is the means of instruction. They also give great interest to readings and literature in English language to provide their children with a rich English learning experience because of the potentials that English language will give them for future careers and jobs opportunities.

Table (1. 1) Some Common English Words in Communicative Stretches of Arab Speakers

o.	Mass Media Words	Fashion Terms	Common Interactions Words
	Email	Mode	Hi
	Apps	Model	Hello
	mms	Event	God bye
	Chat	Collections	Good morning/ bonjour
	Tweets	Parade	Good evening
	Chat	Design	Like
	Roaming	Tour	So

Findings and recommendations

In the light of the discussions and correlations among the related studies and the observations and analyses of the related data the following are the main findings of this present study:

There are great evidences to confirm that language efficiency in today’s changing spaces leads to the following practices and trends in different linguistic communities:

1. For language efficiency there was a great movement of translation in the past history for transmitting knowledge and science.
2. There is an increase acceptance of English language as a global language for more language efficiency.
3. There is a great interest in learning other international languages.
4. A great use of code – switching is becoming a more and a more noticeable feature of communicative stretches.
5. Transliteration of borrowed lexical items which are mainly taken from English language.

6. International languages are becoming more and more required terms for promising future careers.

Out of these results the following recommendations will help further this present study in future research projects:

1. Enhancement of Native Language Reform in the Sphere of Dominant International Languages.
2. The Impact of Translation on Enhancing Native Language Efficiency.
3. Strengthening Language Planning for Strengthening Language Efficiency
4. The impact of code – switching on language efficiency.

Summary

This study has been designed to tackle the issue of language efficiency through tracing language changes that serve such efficiency. For that end, this study as a qualitative process follows some of the previously related studies that tackle language efficiency through language change or through some sociolinguistic phenomena that occur in case of having efficient language requirements such as translation, code switching or borrowing from other different linguistic communities. These related studies are supported with our own observed linguistic behaviour that runs after attaining language efficiency either in the form of different mixtures of different languages varieties, borrowing, or event the use of some culturally related terms in the cultural concerned groups such as those of fashion design or media related terminologies and apps which can be traced and detected in mass media and TV programmes.

The study has all the required parts of a scientific research mainly those of the research scope, its importance, methodology, procedures, discussion and interpretation of results and findings. Some suggestions for future studies and recommendations have been outlined to let this study be furthered in future research projects for more in-depth analysis of topic under investigation.

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