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LANGUAGE PRESERVATION IN THE DIGITAL AGE

Сохранение языков в цифровую эпоху

The rapid decline of linguistic diversity has become one of the key cultural challenges of the twenty-first century. According to UNESCO, almost half of the world's 7,000 existing languages may disappear by the end of the century if no active preservation measures are taken [1]. The loss of a language means not only the disappearance of a communication system but also the extinction of unique worldviews, traditional knowledge, and collective memory of entire communities. The purpose of this research is to analyze how digital technologies can contribute to the revitalization of endangered languages and to identify the most effective strategies for their preservation in the digital age.

Important tendency is the rise of e-learning platforms and mobile applications designed for minority languages. Unlike traditional textbooks, digital language courses use interactive tasks, gamification, and multimedia content, which make the learning process appealing to younger generations. Projects such as FirstVoices and the inclusion of indigenous languages in applications like Duolingo prove that digital education can serve as a modern form of cultural continuity, allowing new speakers to emerge even when natural language transmission is weakened.

Social media and digital storytelling have also become powerful instruments of revitalization. Platforms such as TikTok, YouTube, and Instagram provide space where endangered languages can be used in creative, everyday contexts – from memes and short videos to music and blogs. This informal visibility helps normalize the use of minority languages and strengthens identity through shared digital participation.

However, the use of digital technologies does not eliminate the existing challenges. Many communities lack stable Internet access, funding, or sufficient digital literacy. Ethical issues also arise, as linguistic data must respect cultural ownership and cannot be exploited without the consent of indigenous groups. Therefore, technological solutions must be combined with community-based efforts, educational policies, and cultural programs. Digital tools can amplify revitalization, but they cannot replace the social function of language, which is rooted in daily interaction, collective memory, and identity.

In conclusion, the digital age provides unprecedented opportunities for preserving endangered languages, offering accessible platforms for documentation, education, and cultural expression. At the same time, technology alone is not enough: successful revitalization depends on collaboration between researchers, local communities,

governments, and digital developers. When combined with cultural participation and renewed interest among young speakers, digital strategies can transform endangered languages from fragile remnants of the past into living systems of modern communication. Thus, the future of linguistic diversity in the twenty-first century will be shaped not only by innovation but by the ability of humanity to integrate technology with cultural responsibility.

Reference

1. Multilingual education, the bet to preserve indigenous languages and justice // UNESCO. – URL: <https://www.unesco.org/en/articles/multilingual-education-bet-preserve-indigenous-languages-and-justice> (date of access: 05.11.2025).

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INTRODUCTORY WORDS IN BUSINESS LETTERS

Вводные слова в деловом письме

It is believed that letters are a thing of the past, but this is far from the truth. If you need to file a complaint or establish contact with a future business partner, your writing skills and ability to choose the right words will be invaluable.

Competent use of introductory words plays a special role in this skill. Introductory words are words, phrases, or expressions used to connect sentences or parts of sentences, to add expressiveness and emotional nuance to the text, and to convey the speaker's opinion. They serve as tools to improve the flow, clarity, and emotional tone of communication [1].

Introductory words are categorized into several groups: those that define the letter's purpose; contrasting phrases for opposing opinions; linking words that ensure logical flow; evaluative expressions conveying the author's attitude; cause-and-effect links connecting ideas; and final phrases that summarize and conclude the letter.

Business letters have a certain structure. A business letter begins with a salutation, where you greet the recipient and address them appropriately. After this, you include an introduction – a brief paragraph that clearly states the purpose of your letter. Following the introduction, the main body of the letter provides the detailed information or explanation related to your message. Finally, the closing section summarizes your points, often includes a call to action or expression of gratitude, and ends with a polite farewell phrase. The letter is completed with your signature [2].