

## The issue of preservation and development strategies of Kabardian-Circassian language in the conditions of globalization

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### Abstract

The article suggests questions of preservation of the kabardino-circassian language in the context of modern language policy. Functionality of the kabardino-circassian language in Kabardino-Balkar Republic is investigated. Decision The article offers for preservation and development of the kabardino-circassian language. The authors conclude that the language policy in Kabardino-Balkar Republic has to provide protection of the national identity of the people and guarantee the prospects of further development of their literary language.

**Key words:** Kabardian-Circassian language, Kabardino-Balkar Republic, language preservation, strategies of language development, globalization

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### Introduction

During an era of the growing globalization and the related processes, maintaining unique cultures and languages of the small people is one of the current problems of the present.

Preservation and transfer to the next generations of ethnic language and culture has huge value for all world community. Linguistic and cultural diversity promote the best understanding language and cultural traditions of people of the world, mutual understanding and the world between the people. In this regard a problem of preservation of public functions, formations, and strengthening of language consciousness of ethnos – a problem of paramount importance.

Under the influence of the processes happening in the modern world limits of language and cultural distinction of the people actively are erased. The problem of maintaining language variety becomes a problem of morale of the planet (Gabunia, Tirado, 2010).

For Kabardino-Balkar Republic one of the most important aspects of the state normalization of a language situation is the bilingualism existing and developing as a result of the objective need of the multiethnic population of the region. Being language of international communication in the Republic, Russian performs functions of the second language for the people of Kabardino-Balkar Republic. The scientific, art and publicistic bilingualism became the characteristic phenomenon. However development of scientific and methodical base of training in the kabardino-circassian language is absent; sections of lexicon and terminology of the kabardino-circassian language are in a formation stage; in average educational institutions the deficiency necessary scientific and methodical, educational and fiction on the kabardino-circassian language and national literatures of the people of Kabardino-Balkar Republic is observed.

Reduction of spheres of the functioning of the kabardino-circassian language, decrease in the level of proficiency in the native language of various groups of native speakers, destruction of ethnic consciousness can lead to full or partial language assimilation and destruction of the ethnoforming signs of the kabardino-circassian people.

## **Research Methodology**

Now many languages of the North Caucasus are under the threat of disappearance. According to M. Krauss's (1992) forecast, in the 21st century from 6000 languages on Earth there will be 600, that is 90% of languages of the world will disappear irrevocably. M. Krauss (1992) marks out three categories of languages: dying, being in danger and being in safety. He carries those languages which have already ceased to be taught children as the family to the first. It is in danger, according to him, there are those languages which if the existing conditions remain, won't be taught children as the family next century. Safe languages are concerning what there are no doubts that children will learn them as the family in the near future (Krauss, 1992).

As for languages of the North Caucasus, UNESCO in "The atlas of the languages which are under the threat of disappearance" has defined the majority of these languages as disappearing. There is no one and an only indicator by which it would be possible to determine whether language is in danger. Specialists of UNESCO have marked out nine criteria which have to be considered in total: total number of native speakers, a share of native speakers in the total number of the population, availability of materials for studying of language and acquisition of skills of literacy, use of language in new areas and media, a look and quality of documentation, state policy concerning this language, including his official status and use, the fields of the use of language, the relation of members of community to the native language, transfer of language from generation to generation. Languages, according to the classification of UNESCO, can belong to one of six categories: "is in safety", "situation causes concern", "language is under the threat of disappearance", "language is in serious danger", "language is in critical condition", "language has disappeared". So, endangered are among kabardino-circassian, karachaevo-balkar, ingush, chechen, abkhazian, ossetian (Atlas of the World's Languages in Danger, 2010).

It is possible to distinguish from the main reasons for the disappearance of languages of the people of the North Caucasus: socio-political, historical and cultural, geopolitical position, religious factors, number of carriers, features of mentality, household (Zhemukhov, Şener, 2015). The process of the disappearance of languages happened at all times. However now scientists note that rates of extinction have accelerated. It in many respects is explained by process of globalization and replacement of separate languages by other, stronger languages (for example, total studying by the youth of English). For the small people the danger to lose the native language exists, and the problem of prevention of this loss has to be solved urgently in the shortest possible time. Unfortunately, today it should be noted that many languages have already lost writing, are reduced to the household use or are on the verge of disappearance.

## **Results and Discussion**

In Kabardino-Balkar Republic various mechanisms of preservation of the kabardino-circassian language have been at different times developed: the creation of courses, projects for training in the circassian language, institutions of public organizations, the edition of newspapers.

Now in all republics of the North Caucasus research institutes, the centers function, however practically nobody knows about North Caucasian Mountain Historical and Linguistic institute of S.M. Kirov. Without scientific activity of institute the kabardino-circassian language, probably, would disappear at the beginning of the last century. Thanks to scientific works of staff of institute modern scientists can be engaged in further research of languages of the North Caucasus. Now the appeal to works of the scientists who have made huge efforts for the preservation of languages

in the 20-30th years of the XX century as they have cardinally changed a language situation at a turn of the 19-20th centuries is necessary.

Now it is expedient to address activity of the North Caucasian Mountain Historical and Linguistic institute of S.M. Kirov for the purpose of preservation and further development of the kabardino-circassian language. Studying of scientific heritage of scientists of the North Caucasian mountain historical and linguistic research institute very significantly now as practically all languages of the North Caucasus are recognized by UNESCO disappearing.

The Higher Educational Council (YÖK) have decided The Circassian language and Culture to be studied as a Foreign Language at the universities and as, a result, The Branch of Circassian language and Culture was enacted to be opened under The Department of Caucasian Languages and Cultures.

The offer of the Rectorship of the Erciyes University about the initiating of the department at the Faculty of Literature was appraised at the meeting of YÖK executive committee in 23/11/2011. Consequently, The Branch of Circassian language and Culture was enacted to be opened under The Department of Caucasian Languages and Cultures at the Faculty of Literature was established by the Law of YÖK 2547-2880 7/d-2.

The Kabardey-Circassian linguist and expert in Circassian culture Associate Professor Dr. Albek Abazov has been employed as a senior lecturer at the department in 12 September 2013.

The department aims to educate experts and linguists in the field of Circassian language and culture. The graduate students are expected to utilize their expertise in the fields of education, tourism, business and cultural relationships.

The important extralinguistic factor influencing the preservation of the kabardino-circassian language are family, kindergarten, school which have to participate in language construction. There is a set of mechanisms of preservation of language from which the most effective is their legal, economic, social task. Among them: establishing releases of textbooks and manuals in the native languages, the social programs directed to maintaining standards of language, behavioural norms, cultures out of the historical homeland.

In modern conditions, it is possible to allocate also other mechanisms of preservation of language. So, in a post-industrial society with emergence and development of new information technologies, some forms of existence of language move to virtual space (Internet). It is not only an important factor of preservation of uniform ethnocultural space, but also a reunion of the people divided in the historical past (Kulturbayeva, 2007). With the advent of various social networks (Facebook, Skype) the Circassian youth had had more opportunities to communicate to compatriots. Also on the Internet, there are training courses (for example, "TeleStudio" (lessons of the Kabardian and Balkar languages) (TeleStudio, <http://www.telestudio.pro>), the North Caucasian news (2017) which give the chance considerably to increase the level of proficiency in the kabardino-circassian language.

The language situation in regions of the functioning of the kabardino-circassian language are alarming about his future. The prospects of further development and expansion of functions of modern kabardino-circassian language depend, first of all, on language policy in the country and Kabardino-Balkar Republic and also on language construction in areas of distribution of the studied language. Both the language activity and the language interests of native speakers isn't less important. The very important role is played here by the level of scientific development and development of the most kabardino-circassian linguistics, as well as philological science in general (Besleney, 2014).

The language policy as in general in the country, and in Kabardino-Balkar Republic has to provide protection of the national identity of the people and guarantee the prospects of further development of their literary language.

T.T. Kambolov (2007) considers necessary to consider the use of language in the following spheres: spheres of production, intellectual activity, and art creativity; the sphere of household communication; social and political sphere (Kambolov, 2007).

We will consider these directions in the context of the real functionality of the kabardino-circassian language in Kabardino-Balkar Republic:

1. Use of language in the social and political sphere: a language of international communication and official office-work in Kabardino-Balkar Republic is Russian. In this regard in the activity of the state and local authorities languages of the people to Kabardino-Balkar Republic can't be used. kabardino-circassian language is partially used in the activity of public organizations (any holding public meetings, actions).

2. Spheres of production, intellectual activity, and art creativity: in Kabardino-Balkar Republic the kabardino-circassian language in the form of individual communication are used in the industry, agriculture.

3. In preschool and school education (preschool education and education, primary education, the secondary general education) the kabardino-circassian language is learned as a subject (partially – as a training subject).

4. In the higher, postgraduate education and in science the kabardino-circassian language is used as a subject of studying and a research.

5. Kabardino-circassian language is used in culture, fiction, mass media (periodicals, radio, and television) in publishing activity. However, it should be noted low indicators of frequency of a release of newspapers, lack of magazines in the kabardino-circassian language, an insignificant share of broadcasting time for transfers in the native languages, low indicators of publishing activity in Kabardino-Balkar Republic.

6. Sphere of household communication: in family, with relatives, at the place of residence, with friends, in public places, in personal and Internet correspondence language is used depending on possession by him.

7. In a services sector (trade, public catering, municipal, transport, etc. services) language is used as means of individual communication.

8. In rituals of traditional culture and a religious cult only the native language is used. Thus, the kabardino-circassian language doesn't function in spheres of office-work, legal proceedings, science, and education system.

One of the important factors of development of language is functioning of the native language in an education system. However attempts of creation of an effective system of national education in the North Caucasian regions at certain historical stages faced with serious personnel, educational and methodical, financial and social (desire of parents) problems that formed the basis for reduction of a share of the native language in education.

For efficiency of functional development of regional languages of education, culture, communication, and information at the present stage of development of title languages of the republic can become primary and determine their functional power.

The language situation in Kabardino-Balkar Republic requires the solution of questions on the organization of purposeful language policy – to language construction and language planning. It is necessary to adopt the Program of support and development of languages of the people of Kabardino-Balkar Republic as a component of the Constitution of Kabardino-Balkar Republic, Concept of national policy to Kabardino-Balkar Republic and the Law “About Languages of the People of Kabardino-Balkar Republic” (1995).

We offer the main directions of the Program:

1) improvement of a national school education system with an increase in the number of weekly hours;

2) creation of new generations of textbooks, manuals and multimedia materials for schools and higher education institutions;

- 3) unification of the literary language;
- 4) creation uniform bilingual, sensible, standard, etymological and other dictionaries as prerequisite of conscious normalization of language;
- 5) standardization of graphics and spelling of kabardino-circassian language;
- 6) ensuring grant support of the teachers and students dealing with problems of national philology;
- 7) introduction of the native language in the Internet as the factor contributing to distribution and the development of language
- 8) expansion of functions of language in education, cultures, media.

For the purpose of preservation and development of the kabardino-circassian language it is necessary:

- to enter training of children in initial classes in the kabardino-circassian language;
- for a Russian-speaking part of the kabardino-circassian youth wishing to learn the native language, to prepare adapted audio-and video versions of courses of the accelerated learning of foreign languages;
- to create network of mass media, in particular, telecasting in the kabardino-circassian language;
- to organize and to financially support the edition of national books and magazines for children; also to state schools and national departments of higher education institutions with textbooks and educational and methodical literature;
- to duplicate names of geographical objects in places of compact accommodation of Kabardians and Circassians in their native language, previously having brought them into accord with spelling and orthoepic standards of the modern literary language;
- to develop scientific terminology in the kabardino-circassian language. If the Kabardian and Circassian scientists managed to resolve in common this problem, to come to a consensus at least of the area of linguistic terminology, undoubtedly, it would help to reduce to some extent a gap between regional components of modern kabardino-circassian language, the disparate in use of terms promotes their distance from each other. To translate the art text into the kabardino-circassian language – a task feasible, it is almost impossible to translate the scientific article due to the lack of terms or a disparate in designations of concepts.

For preservation and functional development of the kabardino-circassian language Kabardino-Balkar Republic needs to make changes to laws on languages of the people on expansion of spheres of use of languages of the people to Kabardino-Balkar Republic including the kabardino-circassian language which in laws on languages of the people to Kabardino-Balkar Republic are limited generally to spheres of media and education systems.

In Kabardino-Balkar Republic the language system has to be focused on a variety of the coexisting cultures. The most expedient is mutual acceptance of cultures, active cross-cultural interaction. And to prevent the disappearance of language, it is necessary to create favorable conditions which would allow native speakers to speak on him and to train in him the children. A certain policy of the state by means of which importance of small languages can be recognized is required, and the system of their protection is developed. The existence of educational systems which will promote distribution of training at the native language is necessary. As the great value is related members of the community to own language, it is necessary to create a social and political environment which will promote multilingualism and respect for small languages that use of these languages became an advantage, but wasn't a shortcoming.

## Conclusion

The language situation in Kabardino-Balkar Republic is difficult and contradictory owing to replacement by Russian of the kabardino-circassian language in many spheres of communication that has been historically caused by some factors: socio-political, historical, cultural, geopolitical, religious, household.

For preservation and functional development of the kabardino-circassian language it is necessary to make changes to laws on languages of the people of Kabardino-Balkar Republic on expansion of spheres of use of languages of the people of Kabardino-Balkar Republic which in laws on languages of the people of Kabardino-Balkar Republic are limited generally to spheres of media and education systems. It is necessary to develop and approve the State program of preservation, studying and development of the kabardino-circassian language.

It is the language that expresses the ethnic unity and identity of the people. But, as we know, language is also exposed to the effects of the environment, adapts to the changing conditions of society. Today, our attention should be paid to preserving the achievements and values that the people have accumulated throughout the historical path, preserving the experience of previous generations. Nowadays, in the conditions of information wars and information technologies that accompany globalization, language can be preserved only by uniting the efforts of all interested persons and organizations with the active support of the state. The preservation of the language should be the prerogative of the state, and until that happens, the situation will not change for the better.

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