

# **English as a Trademark of Modernity and Elitism**

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# Outline

- ▶ Uzbekistan: Overview
  - ▶ Theoretical Framework
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  - ▶ Research Methodology: Data Collection and Data Analysis
  - ▶ Research Findings: The Sociolinguistic Profile of English in Post-Soviet Uzbekistan
  - ▶ Conclusion
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# Uzbekistan Map

<http://www.infoplease.com/atlas/country/uzbekistan.html>

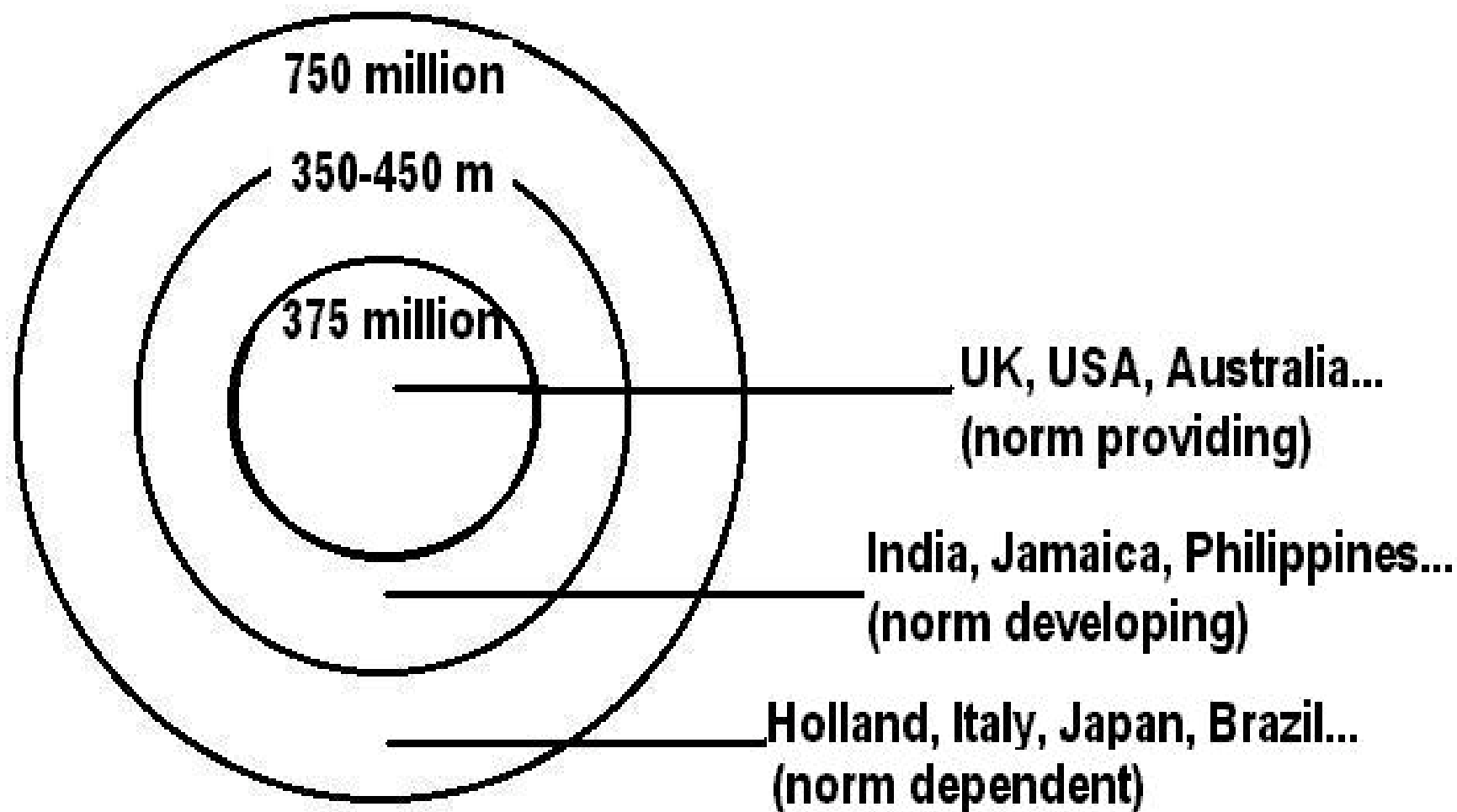


## Uzbekistan: An Overview

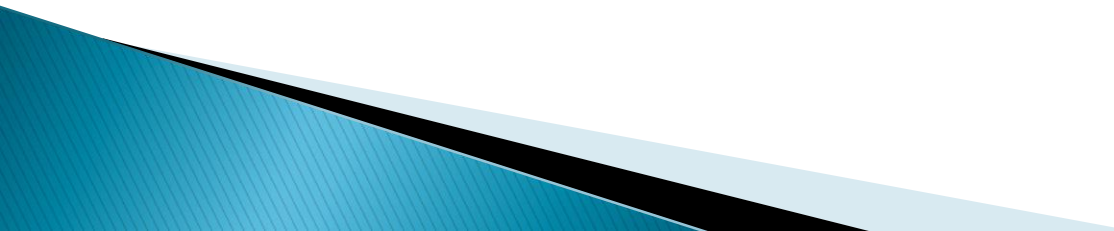
<https://www.cia.gov/library/publications/the-world-factbook/geos/uz.html>

- ▶ **Location:** Central Asia, north of Afghanistan
- ▶ **Area:** 447, 400 sq km
- ▶ **Population:** 29,199,942 (July 2015 est.)
- ▶ **Government type:** Republic, authoritarian presidential rule
- ▶ **Independence:** September 1, 1991 (from USSR)
- ▶ **Ethnic groups:** Uzbek (80%), Russian (5.5%), Tajik (5%), Kazakh (3%), other (6.5 %)
- ▶ **Languages:** Uzbek (74.3%), Russian (14.2%), Tajik (4.4%), Other (7.1%)
- ▶ **Literacy:** definition: age 15 and over can read and write  
total population: 99.3%

# **Theoretical Framework: World Englishes; Kachru's (1985) concentric circles**



# English in Uzbekistan- The Soviet Era

- ▶ **English as a Foreign Language (EFL) education** was introduced in the early 1930s.
  - ▶ **Teaching methods-** grammar-translation and audio-lingual.
  - ▶ **Teaching approach-** prescriptive (formal and rigid with heavy emphasis on grammar and translation).
  - ▶ **Attitude towards English –negative:** English was considered as the language of capitalists and bourgeoisie.
  - ▶ **Variety of English-** British English.
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# EFL Education in Post-Soviet Uzbekistan

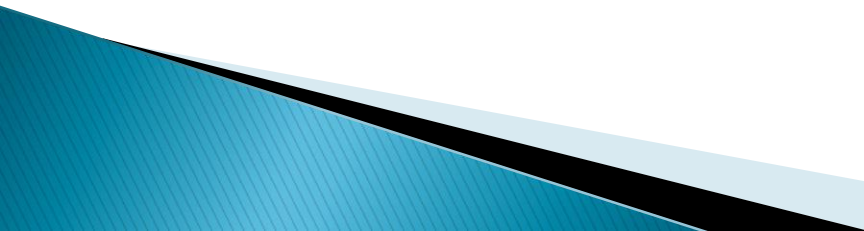
## **Educational Reforms (early 1990s):**

- ▶ Promote incorporating the new pedagogical methods and technologies into classroom teaching.
- ▶ EFL education starts as early as in preschool.

## **EFL methodology:**

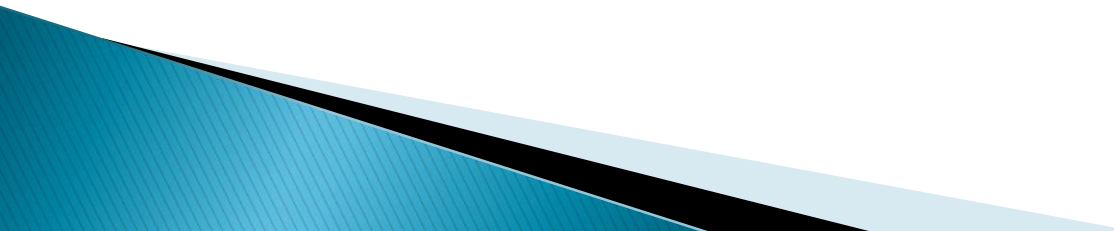
- ▶ the shift from grammar-translation methods to communicative language teaching (CLT).
- ▶ Variety of English- American English

**The new curriculum:** unable to provide teachers with clear subject objectives and learning outcomes;



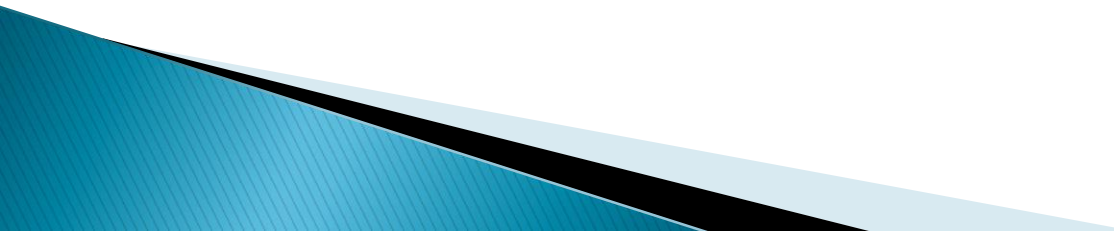


# EFL Education in Post-Soviet Uzbekistan cont.

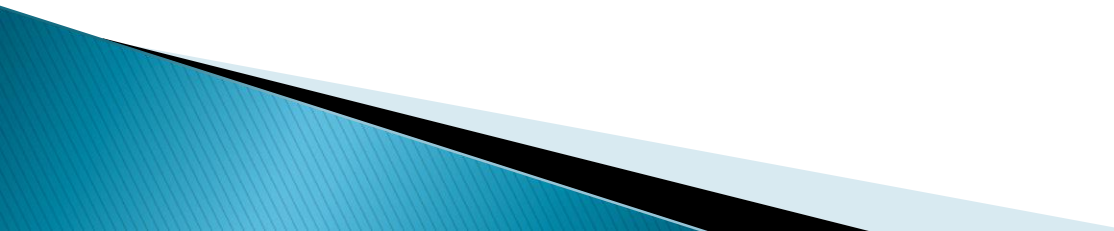
- ▶ **Teacher Training:** insufficient teacher-training; local teachers lack practical understanding of the principles of CLT,
  - ▶ **Other obstacles delaying the implementation of CLT** are: (a) grammar-based standardized admission tests; (b) outdated textbooks and shortage of teaching materials; (c) lack of administrative support.
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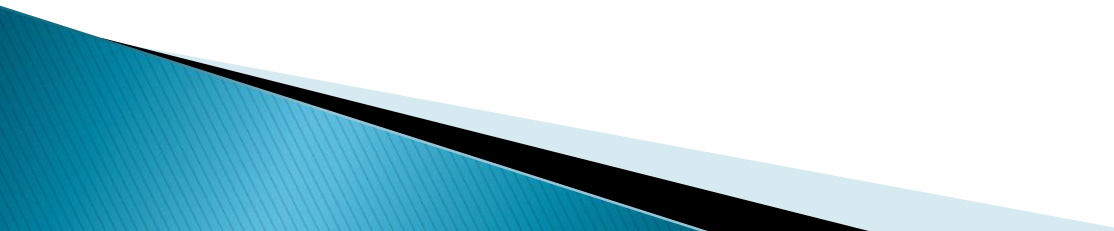
# Research Methodology

- ▶ **Method:** Qualitative
  - ▶ **Roles of the Researcher:** Participant Observer, Interviewer
  - ▶ **Research Sites:** Bukhara City, Shopping Centers, Schools, Language Centers
  - ▶ **Data Collection:** Observations, Surveys, Interviews
  - ▶ **Data Analysis:** Inductive (categories emerged from data); SPSS – surveys
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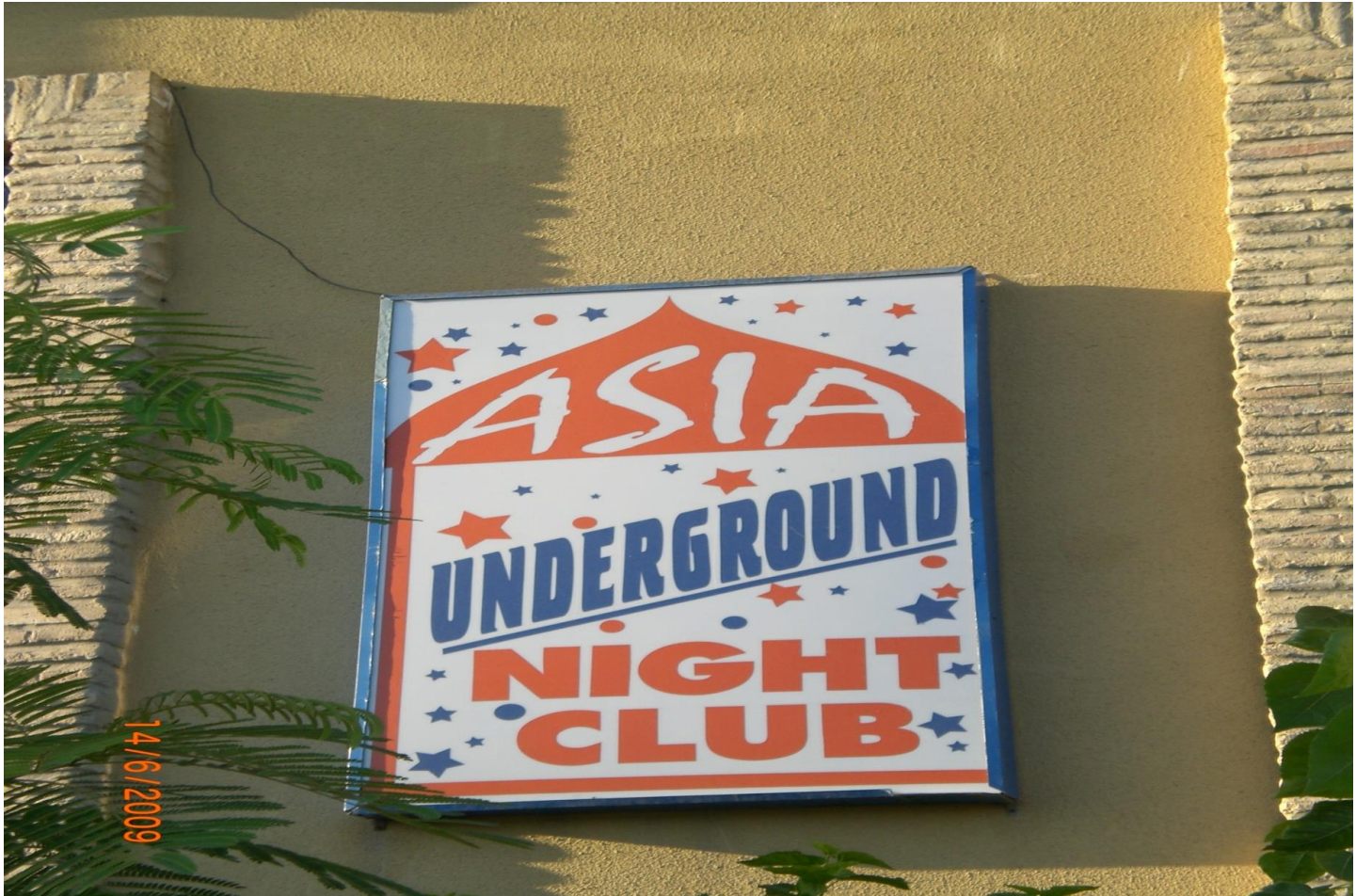
# Users of English

- ▶ **Professional-** men & women 22 years of age and older, especially, computer scientists, doctors, CEOs, researchers, educators, employees of joint ventures, etc.
  - ▶ **Ambitious Youth-** high school students, college students, interns, etc.
  - ▶ **Pop music fans-** mainly teenagers and college students.
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# The Interpersonal Function

- ▶ **Uzbek**- official language
  - ▶ **Russian**- the language of interethnic communication
  - ▶ **Spoken English**- non-Russian speaking people and native speakers of English
  - ▶ **Written English**- online chats, google, international publication
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# English in public texts





# English in public texts



# English in public texts





# English Shop Signs in Bukhara

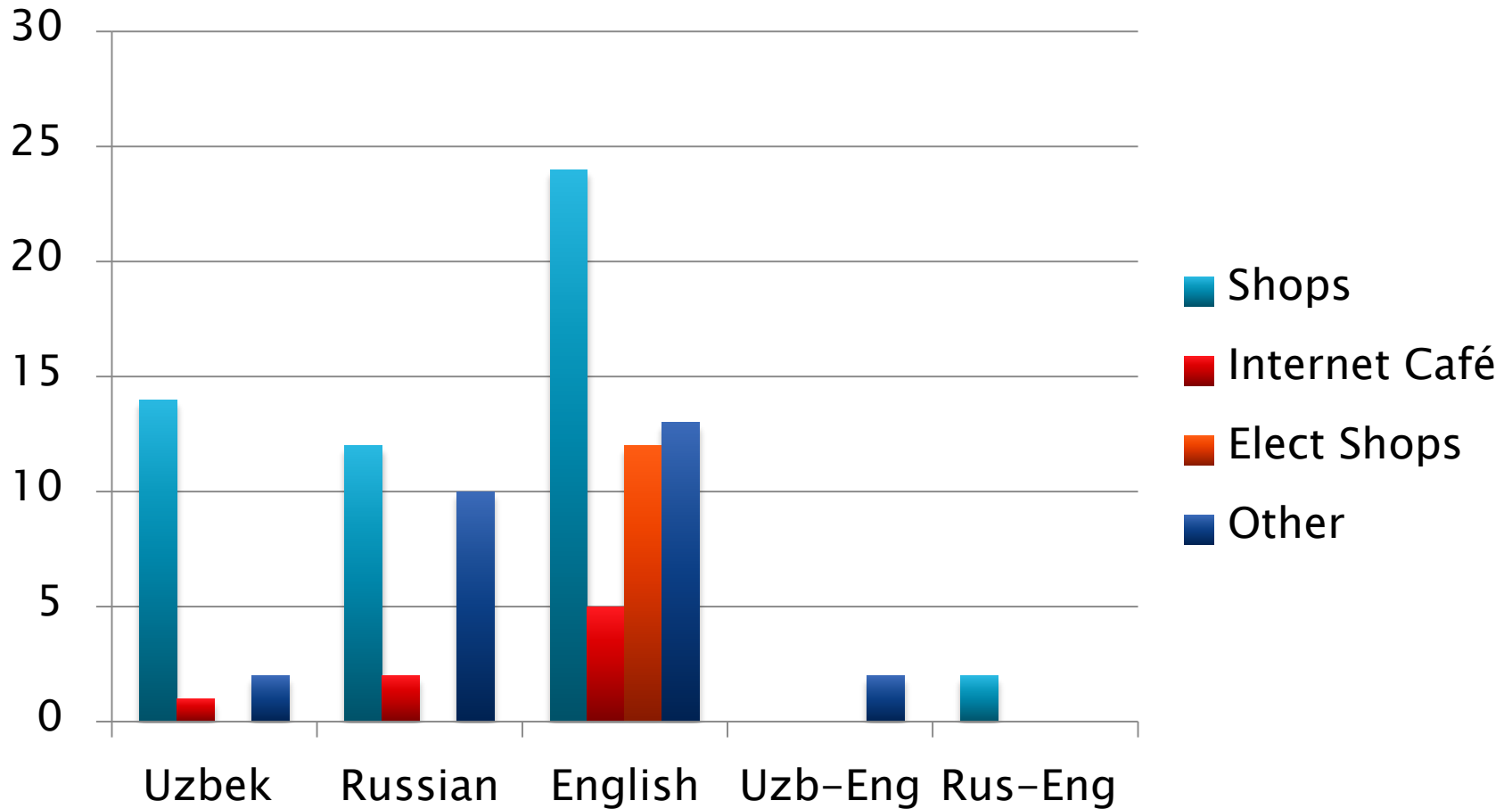




# English shop signs in Bukhara



# Summary of languages used in shops signs and services in Bukhara



# Conclusion

- ▶ English is the most widely learned FL in post-Soviet Uzbekistan.
- ▶ English has become an indispensable tool for the achievement of personal growth, better career opportunities, and advanced education.
- ▶ The use of English in shops and service names is the result of globalization, elitism, late-fashion, and high quality.