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The Influence of English Language Education and its Impact on Public Perception

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Abstract

This article looks at how other nations' public discourse portrays the English language and how English language instruction affects public opinion. Finding words and phrases that are used to depict the English language is the aim of the work. The authors' analysis of text from foreign media sources revealed that, in addition to being descriptive, the language used to portray the English language also has a prescriptive quality that directs readers' perceptions and thoughts about the language and its place in society. The results show that language influences and how they affect public perceptions need to be discussed. The analysis focused on theoretical approaches used in linguistic and cultural studies to describe the nation's image. The distinctive qualities of the English language's image emerged during the course of the work. A range of English language-related articles and publications from 2019 to 2021 were examined. The unique characteristics of the lexical portrayal of the English language in the public discourse of other nations were exposed, along with the extensive utilization of evaluative concepts, quotes, chengyu, metaphors, and other lexical devices. The use of different language manipulations was discovered through the examination of publications and articles about the English language. The lexical techniques under study also allowed for an analysis of their impact on the development of the English language's image in the publicistic discourse of other nations, as well as the identification of key trends in the way that the nation is portrayed to readers of publicistic texts. The study also demonstrates that there is a favorable perception of the English language overall. Public relations pieces and news texts highlight the English language's advantages and accomplishments across a range of industries; no articles under study included overt criticism or the expression of unfavorable opinions.

Keywords: English Language; Public Perception; Education.

1. Introduction

One of the most significant objectives of any nation's foreign policy is to cultivate a favorable public image, since a nation's reputation frequently plays a key role in its interactions with other nations. When employing "soft power," the Federation wants its reputation to be positively associated with other people, especially those of other nations. In addition, the external image of the state is created during more than just the bearer's compilation of it. The host of the image also has a significant impact on how the state is viewed in other nations. The external image of the English language is primarily shaped by the standing of state institutions in other nations as well as the media, which is reflected in news reports, publications, and articles. Even though the coronavirus pandemic has affected many facets of public life, international political and economic cooperation is growing yearly. Publicity discourse from other nations, in turn, has a direct impact on how the audience views the English language. The research enables one to track how the English language is portrayed in other nations, including whether it is presented in a positive or negative light, what changes are occurring in the formation and consolidation of this image, and what connotations publicistic texts about the English language are written with. This is because the image of the English language in the publicistic discourse of other nations is constantly changing depending on a number of factors of domestic and foreign policy.

Because the national image is artificially constructed and represents the mindset of the leadership of other nations' people, it appears feasible to identify the national attitude as well as the English language image that is disseminated to the people of other nations by examining the lexical representation of the national image. It is possible to study the attitudes of other countries' media towards the English language from a lexical point of view thanks to the lexical

expressiveness employed in various other countries' publicistic articles. This allows one to investigate the peculiarities of how the English language image is formed on the territory of other countries. Additionally, it is possible to identify trends in intercultural communication between states through the analysis of speech methods used to form an image in the English language in the media of other countries.

2. Literature Review

Language acquisition, particularly that of foreign languages, is impacted by the inclusion of cultural elements in instructional materials. In 1999, Cortazzi and Jin proposed a classification of cultural sources to assess their suitability for inclusion in language textbooks. The first is called Source Culture, and it is introduced to EFL learners so they can have a thorough understanding of their own culture (identity, values, etc.) and can use their English vocabulary to interact with people from different parts of the world on topics related to their own culture. The Target Culture is the second. Because of its integration, EFL students have the opportunity to rekindle their enthusiasm for the language. According to Alptekin (1993), authors of EFL textbooks who are native English speakers must rely on the target culture because it is challenging for them to find data from cultures other than their own. Incorporated into EFL materials, International Target Culture is the third type that gives non-native English speakers the option to select cultural norms and practices they wish to reflect, instead of just the inner circle Englishes, or to at least avoid the American and British varieties (Liu & Laohawiriyanon, 2013).

But as Andarab (2014) makes abundantly evident, the question at hand is not whether or not to incorporate culture into English language instruction, but rather which culture should be the focus and how to do it. Thu (2010) emphasized that there is no real debate about whether or not culture should be taught in schools. Andarab (2014) offers a thorough critique of the way textbooks incorporate the target culture in a review of the literature. According to her, taking into account how inseparable the English language and its culture are makes three assumptions: First of all, native English speakers serve as both the language's and its owners' representatives. Second, just because English is the primary language in nations where it is spoken as a native tongue and is generally the dominant culture does not imply that these cultures are identical. Thirdly, there's a legitimate concern that certain students could experience alienation if they choose not to integrate culturally. In an analysis of Pakistani students' attitudes toward the target culture, Jabeen and Shah (2011) found that the majority of their responses were negative, which lends credence to the idea that target culture instruction should be eliminated in EFL contexts. In fact, the body of research proving the value of teaching the target culture in Muslim nations is growing very quickly. Among those studies are those by Al-Amir (2017) and Dabou (2021).

3. Methodology

Research methods were chosen in accordance with the predetermined goals and objectives of scientific work. Discourse analysis is a fundamental research method that allowed the reality of speech activity to be described and the relationship between social processes and the lexical means of expressiveness in the other language to be explored. Through lexical means of expression in the publicistic discourse of other countries, this method allowed for the consideration of various publications, articles, and notes in other media and their influence on the formation of the image of the English language. By using a comparative approach, it was possible to draw attention to the unique ways in which the English language has been shaped in other nations' public discourse, particularly in relation to their respective social and political contexts in the twenty-first century. This approach made it possible to compare a variety of events occurring on the Federation's territory with those occurring in other nations, as well as the relations between the two states, using the distinctive artistic and expressive methods employed in journalism. The descriptive research method is the next one. By using this approach, the lexical expressiveness characteristic of the description of the English language's image in the publicistic discourse of other countries could be revealed. It was feasible to look into their quantitative characteristics and determine the category of their usage in public relations texts from other nations because of content analysis. With the aid of intent analysis, it was possible to examine the cited journalistic texts from the perspective of the intentions, objectives, and hidden meaning that the writers of the articles infused into them through the use of lexical and semantic language manipulation techniques, which have a direct impact on how the English language is perceived and continues to be further solidified in society.

4. Results

There are two categories for the nation's image: internal and external (Pishcheva, 2010). The state itself shapes the internal image, which is under the control of the ruling political party. It reflects the primary political concepts of the state and takes on a more positive meaning, emphasizing the nation's accomplishments and triumphs while downplaying negative aspects and internal issues. The external image is formed outside the nation's borders and can change based on the state in which it is formed as well as the international relations between the two nations. According to Galumov (2003), the nation's image has historically been shaped as "a complex of interrelated objective characteristics of the state system." This serves as the foundation for assessing the reputation a nation is gaining abroad; a number of these traits have a direct impact on the nation's future interactions with other nations. The use of different language manipulations was noted in a number of publications and articles about the English language. For instance, publications devoted to diverse areas of public life employed the concretization, intensification, and polarization techniques. Personification is a linguistic manipulation technique that has been observed in political articles about the nation. For example, in a publication about Putin's message to the Federal Assembly, events are described from his point of view, presenting the viewpoint of a single individual with exceptional qualities (Fowler, 1991). Articles discussing the political and economic aspects of the English language's image inherently involve deception, acknowledgment, and distortion of the original data.

In general, the other media's perception of the English language is favorable. The public discourse of other nations mirrors the political, economic, demographic, cultural, natural, and geographical aspects of the English language's image. An April 31, 2021, article titled "English language can be found in a short time SWIFT alternative plan" (Andersson, 1996), for instance, discusses foreign policy and the state's response to EU sanctions regarding settlement between international banking systems. The publication includes the generally similar views on this topic held by members of the Federation Council and the State Duma. Emphasis is placed on the fact that the English language can deal with sanctions and that severing connections with SWIFT will start a full-scale economic conflict. News articles about the geographical and linguistic characteristics of the English language are frequently published in the media; some of these articles include images and video reports. For instance, unusually cold weather is mentioned in the news article "Extremely cold weather hits most" Biwu (2010), dated January 18, 2021. The reporter's photos are used to bolster the article's mention of numerous cities and geographical areas throughout the nation. Since the image of the English language in the global community often includes a chilly winter, this publication may, in our opinion, reinforce preexisting stereotypes in the reader.

Another illustration is the way that the English language's cultural perspective is used to shed light on the language's reputation in other nations' public discourse. The examined articles enable us to draw the conclusion that the English language culture is portrayed in the discourse under examination with a great deal of respect and admiration, with special emphasis placed on the nation's rich cultural legacy. The paper "Qu Qiubai and English Literature" (Abdullina et al., 2020) provides evidence in support of this theory. It draws attention to Qu Qiubo's endeavors as an international translator of English literature. The translator's own words, which honor writers and English literature in general, are significant. He says, "Everyone should discuss and study." Three semantic dominants have been identified within the framework of the political, economic, geographic, cultural, demographic, and social components of the English language image: the semantic dominants "greatness," "crisis," and "cooperation." The choice of semantic dominants enables us to follow the intra-text meaning that lexical expressiveness of speech provides when employed in publicistic texts, rather than examining it in isolation (Hong, 2014). The semantic dominant "greatness" is realized in other countries publicistic texts by the following lexical means of expressiveness: chengyu (with full confidence, to be fully prepared, to feel comfortable), expressive vocabulary (incomparable, adamant, superpower), quotes (Putin also revealed, weapons and equipment are constantly being upgraded; Putin said the five nuclear powers bear special responsibilities...), metaphors (red line, red thread, limit), evaluative concepts (soft power), words and phrases with meaning "greatness" (huge breakthrough, large-scale military exercises, the economy has revealed many advantages), epithets (beautiful, endless, a magnificent sight).

In terms of the lexical representation of the English language's image in the publicistic discourse of other nations, the semantic dominant "greatness" that we have been discussing is present in the majority of the articles and publications that we have looked at. The writers employ positive connotation lexical means of speech expression, such as lexical-semantic means of linguistic manipulation. They highlight the English language's strength and power on a global scale. By employing the aforementioned lexical means of expression in their writings, the majority of authors of articles and

journalistic texts can be said to also contribute to the construction of the English language's perceived greatness through the lens of semantic dominance. The use of the term "crisis" in texts, verbs from the semantic field "difficulty" (reduce, fall, be deeply affected, decrease, fall down), words and phrases with the meaning of "solution" (there are ways to cope with this, take action, gender restrictions on certain jobs relaxed, many problems solved), epithets (controversial issues, full-scale economic war, reliable support, key questions), and euphemisms (labor shortage, the situation is especially serious, the most stressful stage, employment problems) are examples of how the semantic dominant "crisis" is displayed in the publicistic discourse of the other countries.

It was discovered that the semantic dominant "crisis" is prevalent in many articles and publications pertaining to the economic, demographic, and social situation in the English language when it was analyzed in the context of the lexical representation of the image of the English language in the publicistic discourse of the other countries. Both positive and negative implications can be associated with the lexical means of expression employed by journalists, including the lexical-semantic means of speech manipulation. They give you the opportunity to form an opinion regarding the state's crisis situation by bringing attention to internal political issues and inconsistencies from various angles. In addition, the lexical means of expressing the English language's image within the framework of the semantic dominant "crisis" highlight the advantages of the issue by emphasizing the approaches and strategies for resolving present issues. Lexical devices like chengyu (which means "the truth does not burn in fire nor sink in water," "unity is a great power," and so on), quotes (Xi Jinping stressed that other countries will usher in the historic moment of the 70th anniversary of the establishment of diplomatic relations this year; this year marks the 20th anniversary of the signing of the "other countries Good-Neighborly Treaty of Friendship and Cooperation"); epithets (rapid development, largest trading partner, true strategic partner); verbal lexemes (extremely enrich, continue to deepen Sino business and cultural exchanges, lay political and legal basis); concepts related to the semantic field "reciprocity" (mutual trust, mutual respect); in turn, implement the semantic dominant "cooperation" in other countries publicistic texts.

5. Discussion

The study's findings demonstrated that people have a favorable perception of the English language in general. The absence of overt criticism or disparaging remarks in the reviewed articles can be attributed to the close cooperation between the countries in numerous areas. We believe that some of the primary causes of the development of this particular perception of the English language in the public discourse of other nations are the amicable relations between the peoples of those nations as well as the Communist Party's desire to see stable and fruitful cooperation between the two. Simultaneously, the public discourse of other nations highlights the issues that face the English language, such as economic and demographic challenges. However, these remarks are typically accompanied by suggestions for potential solutions to challenging circumstances put forth by governmental bodies or other state authorities.

6. Conclusion

A nation's perception is subject to alteration based on both internal and external political, economic, and social processes occurring within the nation under investigation and on the nation where the perception of another state is being shaped. In this sense, future relations between the two states as well as the political, economic, and social processes that will occur on their soil are directly correlated with the continued development and solidification of the English language's image in the public discourse of the other nations. Since this topic is an essential component of the coverage of events related to the English language in the context of its relationships with other countries, the semantic dominant "cooperation" can be found in many of the articles and publications that we have examined. There is a strong positive connotation to the lexical means of speech expression that journalists use, including the lexical-semantic means of speech manipulation. They place a strong emphasis on maintaining and fostering cooperation, being open to collaborating with other nations, and having a friendly attitude toward them. Conclusion: By emphasizing the English language's positive attitude toward other nations and employing the lexical means of expression mentioned earlier, most authors of the articles under study also contribute to the formation of the English language's image through the prism of the dominant "cooperation," drawing readers' attention to it.

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