

BEYOND OF SELECTION OF ANOTHER LANGUAGE IDENTIT

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Abstract

Language is seen as a social asset and identity, but linguistic orientation of individuals, the selection of one language in addition to another one, is a personal problem. In this view language is considered as a right of the individual. Today we no longer live in an isolated society, people are free to move and it has brought confrontation with other languages and cultures. In these circumstances, individuals are free to make their choice: to preserve its cultural identity or to represent a new identity? But what happens with linguistic identity? Linguistic identity often depends on the historical, social, economic, pragmatic conditions. In terms of globalization, technology has changed the concept of linguistic identity. Should individuals remain faithful to just one linguistic identity? The purpose of this study is to see the conditions in which the selection of another linguistic identity occurs, focusing on the case of Albanian language speakers. Observations show that especially young people who study in other countries try to preserve national cultural identity and transmit it through another language identity by selecting a language understood by all, usually English. In literature, this type of language communication is called intercultural communication. There is also another run towards another linguistic identity especially Albanians living abroad seeking to keep the Albanian identity, especially in culture, while in terms of linguistic identity, especially for their children, they select a different identity, in some cases, when the child begins to speak. Is it an individual or group selection? Does the selecting preference of another linguistic identity bring the disappearance of linguistic diversity?

Keywords: *language identity, culture identity, Albanian, linguistic orientation*