

Globalize Economy and Sinhala Language Identity

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Many ethnic groups operate within a strong historical identity relative to the religion, language, and culture. This identity contribute to instilling group norms, expectations, and preferences. Today the world is becoming a global village within the globalization of a new economy parameter. The globalize economy is bound up with transformations of language and identity in many different ways. In this research it is expected to probe how the globalized new economy has resulted in the commodification of language and identity of Sinhala language. According to the language policy of the Democratic Socialist Republic of Sri Lanka of 1978, Sinhala language was prescribed as one of the National and Official languages. At the same time the government introduced the open economy system. As a result of that English language was selected as trade and commercial language by the private sector. In 1987 according to the 13th amendment to the Constitution, English was introduced as one of the Official language and mediums of instruction in school and higher education. Under this situation English language became an essential factor for the Sinhalese speaking people to meet their language needs in education and other functions. This problem influences two areas: the language situation and the language planning. Information about the language situation includes the essential social, political, and economic structures which condition the language planning and which constitute the setting for its implementation. Data was collected from official reports and questionnaires given to the Sinhalese speakers. This language policy and globalized economy will affect the language shift and its identity.

Key words :- globalization; identity; commodification, language shift, language planning

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