

THE SYNERGY OF LANGUAGE IN THE UNIVERSITY - INDUSTRY RELATION

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Abstract: *One of the problems the UE has brought about is that of the language all the community members will communicate in with one another. In the Western civilization including the European countries and the United States, it is English that has increasingly been imposing itself, to the detriment of French, as early as the middle of the last century. The Humboldt's theory on the existence of some structural connections between language and culture or ethnicity, taken over by scholars in various fields who are referred to in this paper, points out the interdependence between language, thought and psychosocial personality, and at the same time, the threats entailed when a language imposes itself. Moreover, the use of technical languages implies changes in the human thinking. Confronted with these objective laws, the author of this paper asks himself what is to be done.*

Key words: *Humboldt's theory, language, culture, thought, psychological personality, interdependence.*

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