

## Impact by Globalization on English Language of Communication

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*Globalization is the gift of the twenty first century to the World. Though it is considered more in social and economic sectors, yet it also has many effect on language, both positive and negative. The global face of language is changing slowly, in turn affecting the structure and grammar of language. These changes are developing new culture of language in many ways.*

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This paper is meant to discuss about the changes which occur due to globalization in the use of language specially communicative and also an attempt to discover the effects of these changes on society.

Key words : Language, Society, Globalization, Culture, Communication.

Language is always considered as the collection of codes used by particular group of people for exchanging thoughts, views and opinions. Where as culture is defined as, the customs, ides, beliefs, etc. of a particular society, country. These definitions made clear the correlation between language and culture. They are like two sides of one coin. Culture interprets through language and in a true sense, language is the substance of culture. They are pillars of the social structures, creating awareness among groups of people about their common heritage and ethnic belongingness. Language is having vital role to play as the bonding force amongst the social structures.

Globalization is the vague concept which can be a contested and divisive issue. Giddens (1990, p.64) defines globalization as, "the intensification of worldwide social relations which link distant

localities in such a way that local happenings are shaped by events occurring many miles away and vice versa." Whereas Rothenberg's (2003, p.2) defines globalization as 'the acceleration and intensification of interaction and integration among the people, companies and governments of different nations'. This definition (2003, p.2) also comments on the effects of globalization on human well being, on the environment and on culture (including ideas, religion, political system, language) as well as the economical development and prospersity of the world. These definitions make the concept of globalization crystal clear that globalization is an attempt to create a world without boundaries in which people of this world can communicate with each other, interact their culture, tradition and political, social, economical developments.

This process of globalization is made possible because of English communicative language. Other languages also played their role but English is the most dominant. There is a close relation between English and Globalization Gray (2002)

### **Explains :**

In the first place, the rise of transitional corporations does much to promote the spread

of English. Typically these organizations have headquarters located in Europe, North America or Japan and geographically dispersed (yet flexible) centres of production, all of which are connected electronically.

This can imply business and legal documentation being produced in English, oral and written communication skills training in English for staff, possible spinoffs for the local hotel and tourist industries, and more English being taught in local schools. Secondly, the increase in the number of world organizations, many of which are themselves implicated in globalized networks, means that English continues to be in demand globally... The third area is linked specifically to the internet. English currently predominates on the internet. (Block and Comeron, 2002, p.153-154)

The number of people using English is growing fast. There are various reasons for the growth of the English speaking people in the world. Crystal (2003) maintains that the increase of using English is attributed to the British colonization era of the seventeenth century and the industrial revolution headed by Britain during the eighteenth and nineteenth centuries. He also argues that America's economical and military leadership across the World is major reason for this increased use of this language. Globalization gives boost to this situation further and converts this language as the medium of global communication.

Naturally English Language Teaching comes into demand. It is considered to be a kind of service industry (Pennycook, 1994). He also observes that 'now English is a global commodity to be bought and sold on the world market'. (1994, p.158) Even Phillipson (1992, p.48) states and English Language seems to be marketable worldwide. Globalization provides promising atmosphere to present different cultures and traditions from various societies worldwide in English language. This also gives the birth of new English i.e. English for specific or special

purpose (ESP).for example in India English seems to be the only instruction medium in medical, engineering and computer sciences.

These impacts of globalization creates many more complications also in the use of English language. Global language is started using by local people and their tone, intonation, influence of mother tongue naturally mix with English. This causes a tremendous change in the structure of English language. It becomes a border language which people appropriates to act in life socially making the language work locally and globally. (P.Danilo arcs org.br) The problems and issues of the present world is found same at every corner of the world and it is clearly understood by any sensible human being only because of English language. The globalization phenomena creates the need for an efficient way of technological friendly communication around the world. English becomes mandatory need for any professional in any field. Even universities around the world today are putting more value to the domain of English language.

It is quite impossible, for even to linguists also, to give an acute report on the total number of world languages. Approximately it is consider the around 7000 different languages are used for communication. In these languages, English is distinguished from others as it stands not only the language of a particular country but also as an international language or lingua franca of the world. Naturally this language is more affected than other languages by globalization. English is in the present times, important not just in an education, but in areas such as technology, computing, medicine, entertainment and diplomacy. English is used more popularly in the world of internet with a new style and globalized manner. The impact of globalization on language is more significant. Language develops and changes as per the culture of society. But in the world of information technology, what has been traditionally defined as "culture begins to undergo change as newer understandings are integrated

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into traditional conceptions. with globalization, it is nearly impossible to keep original norms and rules of language intact. Language is the essential medium in which the ability to communicate across culture develops.” When it is about English Language, it enables us to perceive new horizons, to think globally and to increase universal understanding all of these factors make English the very lifeline of globalization. It can be called today Global English. This global English is regarded as the key to the store house of production and productivity English makes easy to promote cultural and traditional aspects across the globe. Globalization has changed the scenario of the use of English language drastically.

The most important affecting factor by globalization on the use of language is that language doesnot remain only the language of oral or written communication; also become language of fast communication in the mode of internet and electronic media. To cope with the speed of the present world, language has undergone through various changes and these changes are used by the net users for communication. The language of muse has become an item of economic value. Now days in globalization English is used by world famous companies as a medium to sell their products. It is the fact that the globalization demands comprehensive transformation of a society, so naturally its influence on language and a culture be detected in every facet of life. All over the world in the social media, English is commonly and effectively used which can be the best example of the impact of globalization on the use of language the conventional parameters of language is never followed in the language of social media. Typing friendly, time and space saving language is evolved for the use in the social media and accepted from every level of users.

The following table gives us a clear idea of changes which can be considered as the impact of globalization:

LoL	OmG	ILy
Laugh out loud	Oh my god	I love you
PPL	IDK	TBH
People	I don't Know	To be honest
AmA	Jk	ImO
Ask me Anything	Just Kidding	In my Opinion
GG	FyI	THx
Good Game	For Your Information	Thanks
BRB	BTW	IKR
Be Right Back	By the Way	I know Right
IDC	SmH	TGIS
I don't Care	Shaking my Head	Thanks God it's Saturday
IRL	Bff	YoLo
In real life	Best friends forever	You only live once
Dm	Fomo	GR8
Direct message	Fear of missing out	Great
m8	L8R	TBT
Might	Laughter	Throwback Thursday
ICYMI	(In Case You Missed It)	FOMO

These Changes can be called by the smash of social media; but basically the increasing ratio of using social media is one of the major consequences of globalization. The speed at which new Vocabulary is introduced online, used, quickly over used is phenomenal and ironically with the same speed these uses are also discarded. So there is a huge Seismic generational gap found regarding how modern communicative language is being used.

This impact of globalization is not developed in vocabulary also in grammar and other aspects of language. Some of actual posts published by an individuals on social media are referred here how grammar is misused:

1. mean my boo at the movie 2 cute.
2. you look so happy ! great pic
3. u sd of call me if you need something
4. grs thx ill be k
5. Td! can't tel
6. wat s happening sat ??? O wait ... is itguna b Sitas BIRTHDAY ???!!!
7. long drive, but money baby
8. So sad ... cant believe Such a amazing entertaine s gone

The emojis are substituting language could be the next phase of communication. In fact it is “back to Nature” phenomena in the use of language due to the use of internet which is the product of globalization. There is a huge popularity of the use of audio and visual messaging through social media. We are again moving to a more pictographic form of communication with the increasing popularity of emotion. In near future pictures and icons are used more instead of words and letters. Now a days “text speak” terms are created a lot of confusion among users of language. Even some new words are coined due to the impact of globalization. For an examples “flek” and “bae”. Only 10% of the 2,000 surveyed being able to identify the true meaning of “bae” – a term of affection and 57% don't know the meaning of “flek” – looking good.

## **Conclusion**

It is globalization has changed the face of English Language. Basically globalization has changed human life style and its culture altogether. Along with these change, we can state that English language has given a new life and culture to the modern man. The use of this new language is the sign of modern man. English language is the very lifeline of globalization; and vice versa, without globalization, there would be no development of English as a world language. English with a wave of globalization creates awareness among people about similarities amid cultures, instead of difference. Globalization successes in connecting people from every corner of the world into a common thread by the use of Global English It certainly can help us move forward towards the promising future. It also bears cultural, political and economical implications associated with globalization. It is a great achievement of the cause, the process, and the product of globalization. It is a crystal clear now that English is closely tied to processes of globalization and globalization leaves its impact on the use of this dominant international language.

This paper has presented some recent definitions of globalization and described how it is related to English language of communication. Indeed, globalization promotes English language which considers as the starting index of radical changes in our life. This paper has the purpose to argue and try to prove that globalization has serious and permanent influence in the field of use of English language for communication purpose all over the world. Though this influence might have introduced different unusual forms of language culture that are not suitable for a standard language context.

The term globalization got its significance just a decade ago. Originally its was started in the world of trade then spread like a wild fire to all fields of human life. It transforms the world into the global village. English Language has made globalization more easy and effective.

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