

## GLOBALIZATION AND LINGUISTIC CHALLENGES

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### Abstract

*Globalization is a multi faceted concept. It has been defined and redefined every now and then. Different sections of a society look at this term from own points of view. Globalization has introduced from the financial benefits, which has arisen since late 80, s. It is to look at the world simply as a 'Global Village' or a 'borderless world'. But the process of Globalization has thrown up challenges before us; it has dislocated traditional livelihoods, Local communities and languages and threatens environmental sustainability and cultural diversity. In Globalization we have to face new linguistic challenges. Many research studies were organized to understand the impact of Globalization.*

**Key words:** - Globalization, Language, Challenges.

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### Introduction

#### What is Globalization

Globalization is a multi-faceted concept. It has been defined and redefined every now and then. Various sections of a society look at this term from own points of view. The term Globalization introduces by developed nation as colonialism which was by British rural. Both have a same purpose i.e. financial benefit, which has arisen since late 80's. So one of the aspects of Globalization is that the integration of national economy and trade with world economy. It has promoted to open economies and also a free exchange of goods, ideas and knowledge. The open market economy is today generally recognized as the necessary foundation for development and growth of nation, so local action as important as national and global action.

The Globalization is to look at the world as a 'Global village' or a 'borderless world'. So many things have become globalized as people come into contact. Its aim is to reduce disparities between countries and people. If we are really talking about globalized world then we to free ourselves of these barriers and allow the market mechanism to freely and be part of this large society. We know that Globalization has opened the door to many opportunities as well as crises.

The winds were blown in favour of Globalization; it has brought about sea change in the business environment- both across and within countries. The process of Globalization has thrown up new challenges before us; it has dislocated traditional livelihoods, local communities and languages and threatens environmental sustainability and cultural diversity. It is not only increased inequalities between countries but with in

countries and across also. Its impacts is seen all over the world specially people their life style, languages and communities. The advantages of its are too distant for too many, while it's risks are too real. Its volatility threatens, so many research studies were organized to understand the impact of it.

## **Globalization and Language -**

It is the time has come for us to think over the Globalization, as the current process of cross- border interaction and inter connectivity gathers speed. We are at a critical juncture and we need to urgently rethink over current policies and institution while becoming a part of Global village, it is necessary that we have to maintain our own identity. The identity is not possible without our own language. So our responsibility is to preserve the treasure and living traditions of our native languages for the self existence. In Globalization many languages are going to be disappeared. While Globalized we have to use only global language. It crates the excitement all over countries. Whatever the excitement creates, it is a closely related to the language. Language is not only the vehicles of its own culture but the identity symbol of a possible national consciousness. Language is not only an element in culture itself but the very basis of all cultural activities. H. A Gleason says 'Language has so many interrelation ships with various aspects of human life that it can be studied from numerous points of view'. All are valid and useful as well as interesting themselves. The supreme importance of language is used as a vehicle to transmit ideas from person to person and generation to generation, in this way helping society to march forward. No one ignore the fact that language is an act, which is essentially a social, an inter-organism activity.

The language is the product of its culture and man's social behavior which cannot be over emphasized. The facts about language are handed down the treasure from man to man of generation to generation through cultural transmission. It calls the carrier of culture. Culture is a potent symbol of identity and belonging. Globalization should lead to

multi-cultural diversity it is the process of creative redefinition in which global and local traditions and way of life join which recreate new forms at all levels. There must be recognition of the integrity and autonomy of different cultures. These are the source confidence and energy for people to undertake creative efforts across border. But when particular culture can be bruised uprooted or shaken, where the language has a great fear of loss. Disappearance of language means people would lose their cultural identity. It is true that own language enhances better communication which creates awareness of rights and identities and enable social movements. In Globalization natives languages got the second place or may be disappeared which is harmful for its existence. Many linguists and cultural anthropologist express the fear that before the end of the 21<sup>st</sup> century several hundred minority languages will disappear. Now days and indeed for some time now there has been a growing concern for the possible disappearance of many minor languages because globalization has suddenly thrown into contact with languages more widely spoken enjoying greater influence.

### **In the Globalization we have to face new linguistic challenges such as -**

- 1) The development of computer system which shows that the universe should have only one language. It shows that the original languages optionally the culture is to be found in crises/ trouble.
- 2) Language which is the product of our Identity, it should be mechanic or may be become passive in the course of time. It is the need to sustain and maintain our language and naturally culture.
- 3) It is insisted that English should be become the language of the universe. But it may be harmful for native languages and culture.
- 4) Interference of code mixing and code switching in language which loss the sense of original language. It creates new challenge for us.
- 5) One more great challenge due to use of the capsular syntax phrases and words.

6) The possibility is that the thinking process is to be frustrating due to mechanical or artificial language system which is the product of globalization. Man who in his own language where he brought up and live. If he has to be used the mechanical language in practice, it damages the basic sense of language. So one more threat of the existence of culture and language has arisen before us.

7) The language of SMS, advertisement, may be breaking the basic concepts of language. In the process of globalization which brings out a change in the character of various languages, particularly less developed countries. New words have entered the vocabulary of daily usage. The language of SMS on mobile phone which has become a craze among the youth, it has brought in new mode of conversation. There is a great deal of hybridization and undigested alien linguistic influences are clearly visible.

In this way while facing globalization, the issues concerning globalization are very severe and complicated; the countries need to examine themselves the perspective of merit; efficiency, and security. No step should be taken in haste and country and take some time for debate and a thorough discussion based on serious research before taking up the position of globalization.

The endangerment of languages can have a drastic effect on the cultures that disappears their identity. Effects on language loss on culture might include dismay at the realization that native language is disappeared, anti social behaviors as minority will desperately try to preserve their language.

## **Conclusion**

Globalization is unavoidable truth of our life style. The impact of Globalization is seen severely from throughout to rural and urban culture. Actually in some cases the original linguistic diversity has been maintained by giving access to languages other than the official one

The main condition to ensure the survival of a language in contact with others, is that speaker use it on all possible occasions, especially in the so that parents can pass the

language on. If this transmission is broken the language rapidly disappears. Family use is not sufficient. Since for a language need to maintain some status and be used by the younger generation it must also have some social scope. Indeed all moments for the recovery of a language begin with efforts to expand it socially. The survival of a minor language requires it to be somehow present in the written mass media and in the educational system. According to the new edition of *Atlas of the World's Languages in Danger of Disappearing*, published by the UNESCO, half the world's 6000 languages are under the threat of extinction. Globalization is an important factor responsible for this. It has led to outside groups interested in extracting minerals, timber and oil and natural gas coming to areas and communities barely exposed to external influences. Wherever they have established a position of dominance, they have seen to it that their own languages are used in schools, administration and the media at the expense of local languages. The Atlas has also underlined that the parents encourage their children to acquire the knowledge of the dominant language in order to further their job prospects. [67]

To this end; the language must first have a writing system- be codified so that its lexicon and grammar be fixed. It would be possible to conclude that despite its growing popularity, English will not necessarily become the universal language.

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