



LANGUAGE: THE MEANS OF COMMUNICATION CUM GLOBALIZATION

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ABSTRACT

When at present, in the age of globalization the whole world become a global village and where all the cultures are compressed into one super culture, so it become necessary for learners to understand and learn different languages and present oneself in the best way before the world. Various multi-national companies are inviting the linguists and interpreters because language is the basic tool of communication and better communication is the base of the success of any business or trade. The need to communicate triggers both the occurrence and the development of a language and this need arises and becomes stronger and stronger when one has someone else to communicate with, i.e. where there is a society. Some steps may be taken in the field of education and teaching to raise awareness among the students about the importance of knowing different languages at the regional, national and international level for the bright future and career as a linguist, translator or interpreter in the field of business, services, publication, education, media, ambassadors, travels and tourism etc. Thus we can say that at present language learning has a wide scope of opportunities not only in India but also abroad, it dissolves our narrow thinking of caste, creed, religion, region, nationality, gender difference and tie us in the golden thread of love, mutual understanding and international integration.

KEY WORDS: Language, human civilization, institutional learning, understanding of literature, globalization. foreign language education.

INTRODUCTION

Words bring with them inevitable distortions. They are linked to intentionality, metaphorical networks, and connotative meanings. For Smith (1999, p. 24), the word globalization is substituted for the word imperialism. In an increasingly globalized world in which people from a variety of different geographical and linguistic backgrounds must communicate with one another daily, the need for a global lingua franca is obvious. It wouldn't be wrong to compare the Language with a 'Prism' which like light, reflects the manifold shades of human knowledge and activity. Language and life are the two faces of same coin, interconnected, life always runs ahead and language follows it. Humans are gifted with a rare quality of speech which makes them distinguish to the other living beings. So, we can say we all are living in the world of words and learn how to think, feel and judge the things through our language. The experiences, dreams and wisdom of past generations are subtly and ineradicably preserved in language. Language makes possible the communication of meanings and the sharing of experiences among the people, enabling them to form an enduring society and to create and transmit a distinctive culture. The rich heritage of great ideas and actions passes over to the young generation in terms of its language. In the nation like India the people need to know three languages – regional language that is one's mother-tongue, national language, that socializes' the behavior of the whole nation and the international language that might be 'commonly used' by all the nations, at least in international affairs, far from the barriers of nationalities, political entities and other dividing walls of humanity. From the very beginning of human civilization, language

has been accepted as a major vehicle for conveying thoughts and feelings and there by preserving our experiences and establishing relationship in the society. Language is essentially a means of communication among the members of a society. In the expression of culture, language is a fundamental aspect. It is the tool that conveys traditions and values related to group identity. But it is also true that one can think more and more only when he has the vast knowledge of language and its literature. Just imagine a person who is illiterate, unable to read the literature of any language, though he know the language, he may have a wide range of life experiences, yet will remain so far from the world of words, such as the Dramas of Shakespeare, the articles of Bhagavad Gita, Mahabharata and Ramayana, Illied and Odisy and lots of literature written in prose and poetry in Hindi, Sanskrit and English etc. The reading of these classic texts and modern literature effects on us in an interesting manner, escape us from narrow thinking of time, place, caste and creed and finally force for socializing our behavior.

In the nation like India the people need to know three languages – regional language that is one's mother tongue, 'socializes' the behavior of the people living in a region, while a national language 'socializes' the behavior of the whole nation. The national language integrates the different strands of human thought in to the main stream of national life. The national and regional languages are complementary to each other. They are not rivals. Beyond this perception of regional and national language we talk about international language—a language that may be 'commonly used' by all the nations, at least in international affairs. Such a language always remains above the barriers of nationalities, political entities and

other dividing walls of humanity. It always encourages the integration of world cultures. The knowledge of various languages help in promoting the mutual understanding and breaking the barriers of region and nationality. Thus the knowledge of languages is the greatest force or means of intellectual integration by increasing our thinking power.

In the words of Louis H. Gray, "It (Language) is physical and external manifestation of a non-physical (emotional, intellectual, spiritual) and internal state, an endeavour to represent materially what is immaterial." So the main function of language is to communicate thoughts, feelings and emotions either in writing or in speech. Language and life are interrelated, though life always runs ahead and language follows it. The course of human evaluation begins with 'simple' and grew into 'complex'. The scope of language widened day by day with the widening scope of human activity. The best human thoughts, intellectual in formations, even each and every experiences of life can be preserving in the form of books or literature only because of language. When our words fail to convey our feelings and emotions we prefer a 'meaningful silence' and start thinking in the Shunya: an aesthetic aspect of language , that enable us to realize the conditions and truth of life. The authors, poets and dramatist are such persons who serve the language through literature and keep the life and language living together.

The knowledge of languages effects on ones personality. The mother tongue is employed essentially at family and in community gatherings. In India, the infants hear at least two-three languages within the family itself here, the mother tongue, most probably Hindi or Urdu becomes 'the language of emotions' occupying the affective domain whereas English become the language of thoughts' and occupies the cognitive domain of the individual. But such a crude division seems to occur only when the individual consciously tries to develop proficiency in the language. The conscious effort implies the risk-taking attitude on the part of the learner. Since expressions improve with practice and one can enter in the 'active' field from the 'passive' world of one's linguistic repertoire. It is language through-which one can perceive around the world' it can create or recreate virtual world in his imagination. It helps in developing higher thinking skills requisite for analytical purpose and planning for future.

At present, in the age of globalization, the working conditions are decreasing the boundaries of the nations day by day, so to understand the culture of various nations it become necessary to become a learner of different languages and present oneself in the best way before the world. One can easily intake his bright future or career as a linguist, translator or interpreter in any field. Various international companies are inviting the linguists and interpreter because language is the basic tool of communication and better communication is the base of success of any business or trade. Sometime language raise doubts in people's mind about what you actually want to speak.

In the age of globalization there is also a need to raise awareness about the importance of gender-neutral language for eliminating gender bias of the communication. This is the age of equality in the whole universe; there is no difference between men and women

at the workplace and in society. So in the language the gender-marked terms should be used fairly to strike an overall gender balance. The linguists can persuade the majority in this favor rather the enforcement. One can create a guideline in this regard of gender-neutral language because in some countries laws exist regarding the use of gender-friendly language in certain situations, such as job advertisements. So this step in the field of equality in language may take the form of parallel treatment for men and women and can justify the globalization in a true sense in this 21st century.

Language policy making is one of the most productive arenas within which to examine interactions among global, national, and local forces (Spolsky, 2004). It addresses issues as complex and diverse as cultural preservation, child development, global labor markets, and international development education practices. It also addresses the educational realities of a country. Despite a growing acknowledgment that language policies reflect conflicting visions for education, state building, globalization, and economic growth (Edge, 2006), little empirical research has been conducted on the implementation of language policies practices across countries. Some steps can be taken in the field of education and teaching to raise awareness among the students about the importance of knowing different languages at the regional, national and international level for the bright future and career in the field of business, services, publication, media ambassadors, travels and tourism etc.

1. There is an urgent need to announce the national policy on language orientation.
2. The recommendations of 'National Knowledge Commission' must be accepted by the government such as the establishment of the 'National Translation Mission'.
3. Some orientation programmes should be introduced on languages to analysis the possibilities of job in the field of language.
4. Certificate and diploma courses must be start in the inter colleges and degree colleges to develop the interest of the students in learning different languages.
5. Students ought to be motivated to know the regional, national and international culture through language.
6. The educated persons should come ahead and impart the cultural integration to understand and analyze the ancient heritage and civilization.
7. The computer teachers and engineers must work to introduce some new software programs to help in doing research studies in language.
8. The students must be motivated to learn language not only for job and business but also for starting a dialogue between culture, civilization, values, religion, economic and social development.
9. There must be a special guidance and counselling cell in the colleges which helps the students in choosing the career in the field of language in the present era of globalization.
10. The institutional change under study consisted in integrating standards through electronic portfolios in English Language Teacher (ELT) Education. The introduction of electronic portfolios and standards had deep cultural impacts as it clashed with local

values and ways of interacting among faculty members and students.

Studying and understanding of literature through language offers a challenging and personally rewarding experience to strengthen the decision making skills and to improve one's problem solving capacity and helping them in capacity building. The literature offers varying perspectives on the relationship among economic and political power, policy, and educational and linguistic practices at a transnational level. Neo-institutionalist theorists (Boli & Lechner, 2005) have argued that a convergent global culture, characterized by standardized educational models and policies, is being created around the world. The language doesn't mean a language only, it is in itself a specific culture, custom and bunch of values which enlighten the learners and make them better individual, better businessman and above all nice a human being. Language is an actor that both shapes, and is shaped by the social community in which it plays a significant role. Thus we can say that at present language learning has a wide scope opportunities not only in India but also in different countries, it dissolves our narrow thinking of caste, creed, religion, region, nationality, gender-difference, it tie us in the golden thread of love, mutual understanding and international integration.

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