

ESSENCE OF TRUE GLOBALIZATION

By Ved Prakash

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We often hear the term 'globalization' being used in reference to increasing trade and commerce across the boundaries - is this true picture of globalization. The true meaning involves the inter-dependence between different countries around the world - doing business together, trading, as well as the cultural and linguistic impact required to do this. Technology and language are critical factors which need to be addressed in controlled manner. Ignorance of any of these two can lead the world to the state of confusion. Technology and language is the vital force in the modern form of business and cultural globalization. Technology has revolutionized the global economy and has become critical competitive strategy for businesses across the globe. It has globalized the world, which drive all the countries to more ethical standards. Technology revolution is sweeping the globe and the transition from manual to electronic delivery of services both in public and private sector leads to advancement of business community throughout the world. Globalization has lead to new markets and information technology is one of the technologies fostered to the new market in this increasing competitive world. Technology has helped us in overcoming the major hurdles of globalization and international trade such as trade barrier, lack of common ethical standard, transportation cost and delay in information exchange, thereby changing the market place.

But while talking about the development of language we cannot say the same with full confidence. Language being the strong improviser of the technological and cultural advancement is not getting the required impetus from public and private entities. A lot of efforts need to be taken for bridging this gap. The endeavor to adapt to emerging technologies and globalization if it fails to accord adequate priority to expanding its scientific and technological base through education and research will be difficult without giving due importance to linguistic development. Now this is one of the biggest question that how to integrate technological development with language. It is one of the biggest concern and need to be addressed on priority basis. Linguistic diversity is the biggest hurdle and still one of the hidden crisis which the world will witness in coming years.

It is really good that boundaries have shrunken and shaped into a so called global village. But the concept of global village raised so many questions as well. Are we prepared to achieve globalization in true senses? Is it possible without streamlining other important factors? Recently in past whole world experienced the impact of small economic slowdown in American economy which was well known as sub-prime crisis. I was surprised to see that strong growing economies also crumbled without any reason. What the whole world witnessed in mid 2008 was a wakeup call. This is an information era in which how information flow is taking place across the border and how it is conceived is a big question. In a globalised society, rather than this being a localized event, only relevant for the American people, it impacts more nations - not only to job loss - but in the economy.

The mismatch between the growths of any one of these agents of globalization can make the situation more complicated. Today we have already started facing digital divide and this is the beginning. Let us think over this issue and develop proactive plan so that the true essence of globalization can be achieved.