RESEARCH ARTICLE

GLOTALIZATION: ITS FORMATION, MEANING AND RELEVANCE IN CONTEMPORARY LIFE AND SOCIETY

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Abstract

One must not get confuse 'glotal' with 'glottal' since the word 'glotal' is formed by blending 'global' and 'digital', whereas the word 'glottal' stands for a speech sound produced by the glottis. The very word 'Glotalization' is a neologism. This very word is a matter of proper and rigorous evaluation for its consideration at present like the other terms 'globalization' and 'glocalization'. The term 'glotalization' is devised and blended form of the two words 'globalization' and 'digitalization'; and it demonstrates the globalization of digitalization. The present research paper strives to claim the word 'Glotalization' as a new word to be acknowledged on account of its relevance, scope and ubiquitous utility. It also strives to examine rigorously the word 'glotalization' and its prevailing use and relevance simultaneously in the contemporary life and society beyond region and time. How glotalization, involving all the dimensions of life, enriches the performance from individual to cosmopolitan and cosmopolitan to regional deed and growth. These paradigms are to be evaluated in this paper.

Key Words: Glotalization, Glotal-effect, Globalization, Digitalization, Contemporary Society

In this research paper the word 'Glotal' is formed by blending two words 'Global' and 'Digital' and this newly formed word holds pivotal significance as this research paper aims to explore its prevailing dimensions and relevance in day-to-day life and society across the world. One should not get confused 'glotal' with 'glottal' because the word 'glotal', is formed by blending 'global' and 'digital', whereas the word 'glottal' stands for a speech sound produced by the glottis. Previously a different coinage emerged and held our attention was 'Glocalization' popularized by the British sociologist,

Roland Roberts in the English-speaking world around 1990s. Another term "Glocalization is the simultaneous occurrence of both universalizing and particularizing tendencies in contemporary social, political, and economic systems." Glocal also "reflects or characterizes by both local and global considerations." Whereas the word 'globalization' reveals, according to OED, "the fact that different cultures and economic systems around the world are becoming connected and similar to each other because of influence of large multinational companies and of improved communication."(P.

659) The term 'glocalization', according to the OED refers to "the act of adapting products or services that are available all over the world to make them suitable for local needs." (P. 659) According to OED the word 'digitalization' refers to "the act of changing data into a 'digital' form that can be easily read and processed by a computer". (P.425) The globalization of digitalization appears to be the most dominant domain whereby people spread and exchange their thoughts and ideology flawlessly. The much-focused term 'glotalization' is formed that holds the chief characteristics of globalization of digitalization. The word 'glotalization' can be seen as 'neologism'. This neologism aims to elucidate and inculcate the merits and methods of tasks and how they are harnessed by the digital approach globally in the domain of human activity beyond regions. Globalization is strengthened by digitalization in all paradigms of life at every step of life because 'glotalization' helps to connect each dimension of life and society across the globe. In modern time life is running short for workers and professionals. Glotalization generates opportunity and power of connectivity for worldwide activities and is very significant and worthy to be acknowledged and propagated. The word 'glotalization' in broader sense tries to delineate, connect, establish, and characterize the human performance independently across the globe. It refers to any act or task which is done or popularized or propagated through digital medium flawlessly across the globe. Glotalization can be demonstrated in or by any act, thing, performance or person. 'Glotal-effect' reflects the effect of globalization of digitalization which seems to be a kind of tool that causes rapid spread of good ideas and thoughts globally.

There are certain domains where impact and effect of Glotalization can be seen. These domains can be taken as career building; global communication; educational institutions; contemporary socio-political dimensions; business domain; online teaching and learning; reformation and administration; and glotal approach to environment protection. Career building is the ultimate part of life and each of us strives to shape and succeed in their lives. The trend and cult, running at global level, can be assessed by the digital

means globally. One can discover oneself and one's skills and streams with the help of digital tools across the globe. He or she can get harnessed and modify his or her path of life, vision and destination. Glotal skills can be generated by attaining the knowledge of global trend and digital learning simultaneously; and these glotal-skills will help to build a strong digital-prolific bent of mind for human beings. Nowadays the young generation appears to be much acquainted and indulged with glotal dimension of life for dozens of reasons. Thus, 'glotalization' actualizes us and enriches our efforts and power of performance that may fetch opportunities. Similarly like 'glotal-skills', 'glotal-strategy', is crux of life because it prepares a situation that teaches us to use very sensibly globally used digital tools for better results. Global communication is a very powerful domain for any person, country and company because communication discloses their whole interiority and integrity. There has been innumerable means and methods to empower communication. They can vary from person to person and place to place. But here in this paper the word- 'glotal' holds pivotal importance with a view to making a global communication with the help of digital technology. The term 'global communication' indicates that communication occurring between two or more persons or companies or nations via digital media. This is how glotalization i.e. globalization of digitalization, influences and builds communication at global stage. Glotalization plays a very powerful role in building global communication. At every step of life digital plate-forms, which strengthen globalization, seem to develop themselves like the need of hour. Thus, the digital plate-form acknowledges the ability, possibility and power of speech of a local orator at a global level; and glotalization creates space for him across the globe. 'Glotal-effect' can also be seen in the enhancement of the oration.

Educational institutions, nowadays, are marked by various parameters but digitalization begins to be counted as their one of the greatest merits. During the Covid pandemic digitalization emerged more than a choice and it provided protection and service. The role of digitalization, especially in higher education, is a matter of serious

Dr. MITHLESH KUMAR CHAUDHARI

concern because any educational institution that has poor digital system gets poor performance overall. Sometime the grading of the institution is affected and underrated due to poor digital services. Teaching and research also require digital tools or mediums in the form of teaching-aids and research-aids. If any institution is deprived of digital tools, it will become out of date and will lag behind. The global and progressive vision, place or opportunity of the institution and its students will be hampered comparatively. All the educational institutions and the learners need to know how to strengthen themselves by the use of digital tools in the time of globalization and digitalization. It is glotalization that thoroughly provides them plenty of space in least time across the globe. According to the report "*Expanding Evidence Approaches for Learning in a Digital World*", "Technology in education is not new: experiments using computers in the classroom date back to the 1960s. What is new is the ubiquity of sophisticated, relatively low-cost digital technology in daily life and work"(P 01). Online teaching and learning happened to be necessary for particular time. Digitalization prepares plate-forms for innumerable virtual human activities across the whole world of academics and other practices.

Contemporary socio-political dimension of society is also not untouched from digitalization because digitalization became the part and parcel of life in twenty first century. Hence, whether it is the case of controlling crime or case of bringing reformation in any society, one has to understand the value of time and action with immediate effect caused worldwide by glotalization. Therefore, glotalization seems to play a pivotal role from Trust to Parliament because it not only connects but also it creates space for them worldwide without consuming much time of any person, organization or nation. In contemporary socio-political fields of life and society the prevailing use of digital tools establishes their tenets and principles in a short time over the most parts of the world. Hence, glotalization i.e. globalization of digitalization turns as a stepping-stone for thriving, advancement, and development. All kinds of reformation, control and administration can be empowered by digitalization

yet the implication of digital tools always depends on the users and defines their thoughts-perspective.

Glotal approach to environment protection in the contemporary life and society, hold crucial place because this approach always determines the quality of life and society across the world. It must be treated as a crux for growth. Digitalization focuses on the act of using digital technologies and these digital technologies can assist us in protecting environment in innumerable ways globally. The society, in which we live, comprises human beings, creatures, cultures, languages, festivals, ceremonies, rituals, nature, and many more seen and unseen things. It is very essential to be aware with the pros and cons of digitalization and one can see that "while digital technologies can have a negative impact on the environment, they can also contribute to solutions for more sustainable consumption and production patterns, as well as sound environmental management. The recent advances in technology offer ground-breaking opportunities to monitor and protect the environment, as well as overall planetary health." Digitalization is very ultimate stage particularly for human race because it technically assists the human beings to examine and evaluate the transformation and development in most of the fields. Now the point is that how glotalization can leave its good mark on environment. In order to protect environment one can use digital tools instead of paper for many possible formal and informal occasions, celebrations, cordial invitations, tasks and deeds. Ecological approach is feasible in our contemporary life, society, festivals and daily routine work that take place in our everyday lives by carefully embracing digital tools. Cultural celebrations and ceremonies, which are of pivotal importance to us and our society, play significant role in environmental issues. Many of such occasional celebrations should be handled digitally keeping ecological concerns in our minds. Thousands of such tasks are running virtually. Chatterjee opines that, "Waste management, waste segregation and control have to be initiated at all levels and the public must be made aware of how to dispose domestic wastes. A total ban on all festival extremities is not the answer. Rules and regulations

Dr. MITHLESH KUMAR CHAUDHARI

should be imposed on festive activities which have drastic impact on our environment. This will help us to address an ever growing problem of pollution in and around our cities and localities" (2010). In the twenty first century one should 'think globally, act locally'; and avoid the use of paper as much as possible.

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Dr. MITHLESH KUMAR CHAUDHARI