



## PRESERVING AND RETAINING CULTURE BEING GLOBAL

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### Abstract

Today the process of Globalization cannot be denied. We now call this world as a global village. The ever-increasing flow of cross-border traffic regarding money, information, people and technology isn't going to stop. Politically and economically it aims at expansion of businesses worldwide with its own impact and effects. As we come closer and closer we tend to lose our variety and homogeneity creeps in. This can be felt in every aspect of our life. Uniqueness of individual, cities, States or Nations is getting hampered. The major game changer has been the Global language 'English'. It has affected social structures, traditions, culture and religious beliefs across the Globe. Language is in a sense the substance of culture. It serves as an important symbol of social structures, enabling different groups of people to know what ethnic groups they belong to, and what common heritage they share. In Asian and African countries knowing English language is associated with being modern and upmarket. This leads to the probability of extinction of some politically and economically weak cultures and languages. To overcome this possibility it has become essential to retain local language and culture while becoming Global. This can be achieved by making a few changes in the Teaching-Learning process. The importance of English as a global language cannot be denied in this materialistic competitive world. Hence learning of English language has become the need of the hour. Thus major changes are required in the approach, teaching and learning of language.

Keywords: Globalization, homogeneity, diversification, communication, extinction.

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### What Is Globalization?

Globalization is defined as a process that, based on international strategies, aims to expand business operations on a worldwide level, and is precipitated by the facilitation of global communications due to technological advancements, and socioeconomic, political and environmental developments. According to Stiglitz, Globalization may be referred to as an increased

speed of development in which modern technologies, production techniques, organizations, consumption patterns and worldviews are spreading across globe.

It is the tendency of investment funds and businesses to move beyond domestic and national markets to other markets around the globe, allowing them to become interconnected with different markets. The goal of globalization is to provide

organizations a superior competitive position with lower operating costs, to gain greater numbers of products, services and consumers. This approach to competition is gained via diversification of resources, the creation and development of new investment opportunities by opening up additional markets, and accessing new raw materials and resources.

### **Impact of Globalization**

Huntington states that globalization has created integration that may foster economic trade, international corporations, and rapid movement of goods, capital and technology across the borders. Globalization brings reorganization at the international, national and sub-national levels. Specifically, it brings the reorganization of production, international trade and the integration of financial markets. This affects capitalist, economic and social relations, via multilateralism and microeconomic phenomena, such as business competitiveness, at the global level. Proponents of globalization say that it helps developing nations 'catch up' to industrialized nations much faster, through increased employment and technological advances, and Asian economies are often highlighted as examples of globalization's success. Actually the transformation of production systems affects the class structure, the labor process, the application of technology and the structure and organization of capital. Globalization is marginalizing the less educated and low-skilled workers. Business expansion no longer automatically implies increased employment. Additionally, it causes high remuneration of capital, due to its higher mobility compared to labor.

The ever-increasing flow of cross-border traffic regarding money, information, people and technology isn't going to stop. Some argue that it is a classic situation of the rich get richer while the poor get poorer. While global standards of living have risen overall as industrialization takes root in third-world countries, they have fallen in developed countries. Today, the gap between rich and poor countries is expanding, as is the gap between the rich and poor within these countries.

For business leaders and members of the economic elite, globalization is good. Cheaper labor overseas enables them to build production facilities in locations where labor and health-care costs are low, and then sell the finished goods in locations where wages are high. Profits soar due to the greatly reduced wages for workers. Low wages enable retailers to sell clothing, cars and other goods at reduced rates in western nations where shopping has become an ingrained part of the culture. This allows companies to increase their profit margins.

### **Effects of Globalization**

Some economists have a positive outlook regarding the net effects of globalization on economic growth. These effects have been analyzed over the years by several studies attempting to measure the impact of globalization on various nations' economies. Although they provide an analysis of individual components of globalization on economic growth, some of the results are inconclusive or even contradictory. However, overall, the findings of those studies seem to be supportive of the economists' positive position, instead of the one held by the public and non-economist view. Less wealthy countries from those among the industrialized nations may not have the same highly-accentuated beneficial effect from globalization as more wealthy countries, measured by GDP per capita etc. Although free trade increases opportunities for international trade, it also increases the risk of failure for smaller companies that cannot compete globally. Additionally, free trade may drive up production and labor costs, including higher wages for more skilled workforce, which again can lead to outsourcing of jobs from countries with higher wages.

In the globalization battleground, outsourcing is a double-edged sword. The massive outsourcing of U.S. manufacturing jobs that began decades ago continues today. White collar jobs, such as call center workers, medical technicians, and accountants have also joined the outsource parade, leaving many to argue that those profiting from the arrangement have little incentive to change it, while those most impacted by it are virtually powerless. Competition for jobs also stretches far beyond the

immediate area in a global marketplace. From technology call centers in India to automobile manufacturing plants in China, globalization means that workers must compete with job applicants from around the world.

Domestic industries in some countries may be endangered due to comparative or absolute advantage of other countries in specific industries. Another possible danger and harmful effect is the overuse and abuse of natural resources to meet new higher demands in the production of goods.

Homogenization of the world is another result, with the same coffee shop on every corner and the same big-box retailers in seemingly every city in every country. So, while globalization does promote contact and exchange between cultures, it also tends to make them more similar to one another. David points out that globalization is the process that is detrimental to the cultural values and beliefs of devastated countries in Africa.

#### **Globalization and Language**

Globalization has many effects on language, both positive and negative. However, with globalization allowing languages and their cultures to spread and dominate on a global scale, it also leads to the extinction of other languages and cultures. A global language ranks high both in terms of the number of countries where it is spoken as well as the sheer number of people who speak that language either as native speakers or as second language speakers. A global language is an enabler for international communication. Language is in a sense the substance of culture. It serves as an important symbol of social structures, enabling different groups of people to know what ethnic groups they belong to, and what common heritage they share. Without a language, people would lose their cultural as well as geographical identity. In turn language is the bonding force among the social structures.

English is distinguished from other languages by having very significant numbers of non-native speakers, thus making it language most affected by globalization. It's clear that globalization is making English especially important not just in universities,

but in areas such as computing, diplomacy, medicine, shipping, and entertainment.

English is a language before Globalization and English is the language after globalization The main reasons for language Globalization are a] rule of British colonies b] exchange of socioeconomic, political and technological advancements c] new trends in education system d] changing trends in market and world economy e] improved means of communication. English language has taken u-turn after globalization. The musing language has become an item of economic value. Due to Globalization the companies are using English language as a medium to sell their products across the globe. There are constant advertisements in print and electronic media. English language sweeps all the advertisements. Globalization leaves no stone unturned, as current Globalization seems to demand comprehensive transformation of a society, its impact on language and culture be detected in every facet of life. Robertson underlines this fact when he says that Globalization intercedes in the cultural life of populace.

In Asiatic and African countries, Globalization is always associated with, Westernization and Modernization. Following this idea globalization is changing the social approach towards the existent cultures and local languages. Adapting western ideologies in contradiction to local cultures or introducing the local cultural flavors globally in English have become the trend. Cumming points at cultural diplomacy and refers to compatibility of cultural exchange across the globe which may benefit some nations by the cultural values of others.

If English language is not your mother tongue you may still have mixed feelings about it. You may be strongly motivated to learn the English language because you know it will put you in touch with more people than any other language. It gives you scope to work anywhere across the globe. Moreover it will give you economic, political and cultural status in the society.

Global language somewhere leads to rapid changes at social and cultural level. It accelerates disintegration of traditional social fabric and

traditional religions. The politically and economically weak languages and cultures may one day become extinct. This surely becomes a point of concern while running the race of becoming global. Today English language cannot be denied with the laurels of being a global language. This fact has to be accepted with a pinch of salt whether we like it or not. So the prominent concern now lies with how we preserve our culture and language.

#### **Suggestions and Conclusion:**

The looming danger of losing our identity while becoming global can be delayed by considering following points-

1. Learning English language as a subject.
2. Learning of English literature should be a matter of choice rather than enforcement.
3. Rhymes and poems in English should be concerning local culture and traditions.
4. Promoting history, culture and tradition from local perspective in English.
5. While teaching the language stress should be laid on Communicative English.
6. Language learning should focus on development of the four skills of reading, writing, speaking and listening.

The idea behind this is to retain ones culture and identity while becoming global. Learning of a language should be the primary focus to remain an athlete in this politically and economically growing world.

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