

ENGLISH LANGUAGE AND GLOBALISATION: ISSUES AND ASPECTS

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ABSTRACT

Language plays a vital role in society as it is primarily used for linguistic communication. It can be used in two ways for the purposes of communication i.e. it can be either spoken or written. English is spoken almost all over the world though a number of accents have crept into it showing various features of the speaker's mother tongue. In a country like India where a number of English is an international language that is used widely all over the world. Do you want to talk and write letters to interest people that others can't communicate with? Impress whenever you are speaking or make a big jump in your career and stay success miles forward? The best way is by mastering English languages are spoken, the accents vary from the northern part of the country towards the south. The main feature of the English language that has made it so popular globally is the language's adaptability. The English language has taken on words from many other languages and cultures, giving it great diversity.

KEYWORDS: *Diversity, Linguistic, Accents, International, Mastering*

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INTRODUCTION

Man has been using as a tool of communication to inter act with the environment in which he lives and to regulate his social behaviour. Though there are a number means of communication, language is the most widely used means. Man transmits meaning through a sophisticated system of symbols. Language plays a vital role in society as it is primarily used for linguistic communication. It can be used in two ways for the purposes of communication i.e. it can be either spoken or written. Hence with the help of the same language we can communicate using the spoken medium or the written medium. Language is a system of communication through speech and written language.

The medium of speech enjoys greater importance than the medium of writing for various reasons , firstly a person starts speaking before he would learn to write, secondly even those who cannot write can communicate through speech, thirdly written language is just a representation of spoken language by using signs or symbols, fourthly, with the advent of electronic media of communication such as telephone, radio, tape-recorder and other devices of speech has gained tremendous importance in our life.

English is spoken almost all over the world though a number of accents have crept into it showing various features of the speaker's mother tongue. In a country like India where a number of languages are spoken, the accents vary from the northern part of the country towards the south. Being a foreign language, English is spoken by a very small minority of the

population, but with the growth of the concepts of privatization and globalization, great emphasis is being laid to an urgent need to learn English at the level of business communication.

The process of language learning requires great skill in so far as the reproduction of the sounds and patterns by the learner of the other language has to be cautiously maintained. Every language has a system of its own and in learning a foreign language one tends to hear and speak on the basis of the system of one's own language. A constant resistance to the pull of the mother tongue is required for a better understanding and reproduction of sounds and patterns of the foreign language.

ENGLISH AS AN INTERCONTINENTAL LANGUAGE

English is an international language that is used widely all over the world. Do you want to talk and write letters to interest people that others can't communicate with? Impress people whenever you are speaking or make a big jump in your career and stay success miles forward? The best way is by mastering English. The aim of the paper is to highlight the noteworthiness of teaching and learning of English language which is an important tool for effective success. It is an effort to trace elements responsible for improvement in teaching and learning of English language and at the same time the paper intends to explore the significance of learning and teaching for global competence in present global and technical saturated world. This paper will generalize about how English can help you learn, communicate and advance your career to face global competition and highlight some of the challenges that we have to prepare to face in this technical global world.

ATTRIBUTES OF ENGLISH LANGUAGE

The main feature of the English language that has made it so popular globally is the language's adaptability. The English language has taken on words from many other languages and cultures, giving it great diversity. No matter where you are in the world, English is a global language and once you should really consider mastering. By learning English, you can get a better job, have a better career but more importantly, keep up-to-date with world events and developments.

English has taken over as the language of commerce and industry. Telecom, banking and insurance, consumer goods, electronics, IT, pharmaceutical, hospitality and tourism you name it every trade needs a workforce which is equipped with communication skills in English. So now the users use English in business communication as part of new language of power, conviction sophistication and success. English is the language of education, sports, communication international travel, aviation, the internet, trade diplomacy, finance, international law and popular culture such as movies, music and entertainment. English has become an international commodity, and English language has made the world a global village, by giving it a global language for communication. No one community can claim sole ownership over the English language which has gone genuinely global. Its use is not restricted to anyone country or continent; it is used in all the continents of the world.

ENGLISH AS A GLOBAL LANGUAGE OF INTERCOMMUNICATION

We can make use of communication skill in English to promote our World- view and spiritual heritage throughout the globe. Swami Vivekananda established the greatness of Indian view of religion at world conference of religions Chicago in 1893 addressing the gathering in impressive English. Many spiritual gurus have since converted thousands of English people to our spirituality by expressing their thought and ideas in masterful English. Though the importance of the ability to speak or write English has recently increased significantly because English has become the symbol of status or standard. Learning the English language has become popular for business, commerce and cultural reasons and especially for internet

communications throughout the world. English is language that has become standard not because it is widely used by many information and technology industries and recognized as being standard. The call centre phenomenon has stimulated a huge expansion of internet-related activity establishing the future of India a cyber-technological super power.

By the end of 21st century English begin to emerge as a global. It has a great acceptance at social, economic and political levels. The outlook behind the usage of English has been changing significantly. In our country middle class is also not keeping itself in isolation by neglecting the importance of communication skills in English. No can get mastery over communication skills in English in a day or two. Nearly more than half population of world is speaking English as their first or second language. It is universal and international language are also called lingua franca.

APPLICABILITY OF ENGLISH AS GLOBAL LANGUAGE

There are other intrinsic features of the English language that set it apart and make it an appropriate choice as a global language.

- The richness and depth of English's vocabulary sets it apart from other languages. By some estimates, by over 8500 words a year, although other estimates put this as high as 15,000 to 20,000. It is estimated that about 200,000 English words are in common use, as compared to 184,000 in German and mere 100,000 in French. The availability of large numbers of synonyms allows shades of distinction that are just not available to non-English speakers. Add to this the wealth of English idioms and phrases, and the available material with which to express meaning is truly prodigious, whether the intention is poetry, business or just everyday conversation.
- It is a very flexible language. One example of this is in respect of word order and the ability to phrase sentences as active or passive. Another is in ability to use the same word as both a noun and a verb. New words can easily be created by the addition of prefixes or suffixes, or by compounding or fusing existing together.
- Its grammar is generally simpler than most languages. It dispenses completely with noun genders, and often dispenses with article completely. The distinction between familiar and formal addresses was abandoned centuries ago.
- It is also relatively simple language in terms of spelling and pronunciation, although this claim is perhaps more contentious. While it does not require mastery of the subtle tonal variations of Cantonese, nor the bewildering clusters of consonants. Also it has been estimated that 84% of English spellings conform to general patterns or rules, while only 3% are completely unpredictable.
- The cosmopolitan character of English (from its adoption of thousands of words from other languages with which it came into contact) gives it a feeling of familiarity and welcoming compares to many other languages.(such as French, for example, which has tried its best to keep out other languages).
- Despite a tendency towards jargon, English is generally reasonably concise compared to many languages as can be seen in the length of translations. The extent and quality of English literature throughout history marks it as a language of culture and class. As a result, it carries with it a certain legitimacy, substance and gravitas that few other languages can match.

CONCLUSIONS

The use of the English language is considered as a requirement in many fields of modern business, especially in the information technology era. Even in countries, where English is not the country's primary language, a basic knowledge of English is generally required. This fact is definitely true in the fields of medicine and computing, where one is bound to have to communicate with someone that was not born in the same country that you were. And in these fields, having a lingua Franca is something that definitely can come in handy. Also American economic and cultural supremacy- in music film and television, business and finance, computing, information technology and the internet etc. has consolidated the position of the English language and continues to maintain it today. American dominance and influence worldwide makes English crucially important for developing international markets, especially in the areas of tourism and advertising and mastery of English also provides access to scientific, technological and academic resources which would otherwise be denied developing countries. Therefore the emergence of English as a global language is a unique, even an irreversible event

Effective communication in English in various genres impact understanding and collaboration in an interdependent world. English language learning helps students to investigate the world beyond their immediate environment. Language learning explores a range of domestic and international texts and media to identify and frame researchable questions of local, regional, or global significance. Students can communicate their ideas effectively with diverse audiences. Students express their ideas and findings into appropriate actions to improve conditions. They can reflect on how effective communication in English in various genres impact understanding and collaboration in an interdependent world.

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