



## CURRENT STRATEGIES IN ASIAN MEDIA SECTOR

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### **ABSTRACT**

*In the information age represented by the Internet and World Wide Web, the language representation online has evolved from the mono-linguality of one English language into the multi-linguality of more than 1000 languages across the world.*

*As a natural outcome, multi-lingual websites have become a common ground for online communication for people across national boundaries. With the Internet population becoming more multi-lingual, there will be a greater demand for new Information Technologies and services to provide solutions to meet the following:*

#### **Challenges:**

*Language Barriers, Cultural Barriers, Technological Barriers, Technical Barriers, Political Barriers, and Legal Barriers, etc.*

*In current as well as in the future, challenges will exist in terms of global E-Commerce is how to make multi-lingual content retrievable by search engines such as Google, Yahoo, MSN, etc.*

#### **Solutions:**

*Website Globalization [Website Globalization + Website localization], Website Translation, Unicode Adoption, Machine Translation, Internationalization, etc.*

*There exists a vast online market for multi-lingual information availability, therefore along with the booming multi-lingual website design services; there is also the need for multi-lingual Search Engine Optimization [SEO]. These services will certainly help the company and the individual to meet these challenges and thus having more competitive edge in E-Commerce.*

*Future trends will definitely provide positive solutions to the challenges of Multi-lingual Issues related with Data Transmission, Access to Information through Websites which in the Asian Perspective is An Important Key to stabilize the Asian IT Sector.*

**Keywords:** Mono-linguality, Multi-linguality, E-Commerce, Website Glocalization, Search Engine Optimization.

### **INTRODUCTION:**

In the information age represented by the Internet and World Wide Web, the language representation online has evolved from the mono-linguality of one English language into the multi-linguality of more than 1000 languages across the world.

As a natural outcome, multi-lingual websites have become a common ground for online communication for people across national boundaries. With the Internet population becoming more multi-lingual, there will be a greater demand for new Information Technologies and services to provide solutions to meet the challenges brought up by Language Barriers, Cultural Barriers, Technological Barriers, Technical Barriers, Political Barriers, and Legal Barriers etc.

### **CHALLENGES:**

#### ➤ **LANGUAGE BARRIER:**

Among the Internet population, 58% were English speaking and 42% were non-English speaking. The dominance of English language on the Internet came to an end in 2000 when

the number of non English speaking users surpassed the English speaking users. According to Global Reach, a Marketing Research Consultancy, 49.1% Internet users spoke English, 50.9% users did not speak English.

Ten most popular languages on the Internet: 29.5% English, 14.3% Chinese, 8% Spanish, 7.7% Japanese, 5.3% German, 5% French, 3.6% Portuguese, 3.1% Korean, 2.8% Italian, 2.6% Arabic.

This shows that 3 out of 5 Internet using Nations were not English speaking nations namely – China, Japan, India, while different in Germany, UK, The US of A. Future growth is predicted to be in non English speaking countries such as China, Japan, India, S.Korea, Russia, Brazil and France. This implies that while the Internet is becoming more multi-lingual, it is more crucial and challenging for companies to create and maintain multi-lingual websites to gain a competitive edge in the Internet Global Market Place.

In written communication, languages around the world differ in display, alphabets, grammar, and syntactical rules. In Asian Region, Languages such as Chinese, Japanese, Korean and Vietnamese do not use lower and upper case letters.

Many idioms and expressions may have different meanings and interpretations when literally translated into another language, and Regional variants of the same language also exist which create gaps in communication. Example- Simplified Chinese language in Mainland China, Traditional Chinese language in Taiwan.

#### ➤ **CULTURAL BARRIER:**

People have different cultural preferences in different countries and regions especially the Asians. Even symbols, icons, and colors may have different associations in different cultures. Bangladesh which is highly dependent on its neighbor India because of geographical reasons, India with its bullying attitude can make matters worse as both the nations have economic as well as security issues that require cooperation. Three issues in particular have brought in such vulnerability.

China's claim on Arunachal Pradesh, as China regards these areas as part of Tibet. This aspect has turned on the links of separatism of Indian North Eastern states. [Comparing insurgency operations in Assam as compared with Kashmir]. Lack of development in the regions like Bihar, Jharkhand which are bordered by these areas which has spawned the growing insurgency which is also a major barrier in the growth of a nation. Given the depth of influence of China on Myanmar and its fostering of relations with Bangladesh, India needs to make efforts to treat their neighbors with respect. This in return would open a new chapter in relations between nations to share culture, language and history.

#### ➤ **TECHNOLOGICAL BARRIER:**

Lack of standard encoding language for operating systems and applications has made it hard to share data and support multi-lingual user interface. Bandwidth limitations reduce



**accessibility of websites.** In South Korea, users were blocked from uploading material on websites as the government imposed rules requiring contributors to register with their real names and identities. This was specifically for the law which intended to curb anonymous abuse that is said to have contributed to suicides, but the critics have called it as stifling political dissent.

France recently has enacted a law allowing Internet connections to be cut off if a user is pirating copyrighted material. Germany has rejected this approach, but Britain is waiting and watching the outcomes of such actions.

➤ **TECHNICAL BARRIER:**

Online Shopping is very popular in the Western Regions by usage of Credit Cards which is the most preferred method, but unlike in Japan, people avoid such transactions. The English system of weights and measures are used in America, whereas the Metric System is used in rest of the world.

➤ **POLITICAL BARRIER:**

Some countries oppose a policy of Free Access to information and limit the use of Internet. Politically sensitive material on a multi-lingual website may cause problems in some countries. Shut down of foreign social –networking sites such as Twitter and Facebook because of their role in protests in Iran after its stolen elections had alarmed the government. In December, Yeeyan a site with translations of articles from foreign newspapers like Guardian, New York Times was closed. The reasons cited were Publication of Politically Sensitive Pieces.

It is bad news for Indian IT-ITES Sector that US President Obama said that he will slash tax breaks to American firms that move jobs abroad. To let the businesses stay within their borders, it is time now to slash the tax breaks for the companies that are shipping the jobs overseas and give only such benefits to those companies which are creating jobs in the USA. It is expected under current scenario that 3.3 Million American jobs are likely to be lost by the year 2018 only in the areas of outsourcing as half of the Indian IT-ITES sector's \$71.7 billion revenue comes from the USA. American companies primarily move jobs abroad to save costs with no dent in the services provided in countries like India, Malaysia, Philippines etc as these countries boast of English educated workforce, be it IT Engineers, or the jobs and assignments done on the Internet or telephony. Indian IT-ITES sector will definitely suffer if US President Obama has and maintains his vision that his country's number one focus will be JOB CREATION for the Americans.

**FACT FILE OF ITES Sector in Navi Mumbai: No Of Companies: 716.**

**Total Number of Employees : 67,901 Approx.**

**Income wise % age Distribution of Employees:**

Income	ITES
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Upto7500	0	0.00%
7500-10,000	15689	23.11%
10,000-20,000	24625	36.27%
20,000-30,000	17651	26.00%
30,000-50,000	6691	9.85%
50,000-75,000	3100	4.57%
75000-1 Lakh	60	0.09%
1-5 Lakh	40	0.06%
Above 5 Lakh	45	0.07%
		100%
<b>Total</b>	<b>67901</b>	

### **Average Income & by Type of Employment:**

<b>Type</b>	<b>ITES</b>
Permanent	25789
Temporary	20236
Contract Basis	0
Daily wages	0
Others	0
<b>Total average</b>	<b>23086</b>

#### ➤ **LEGAL BARRIER:**

Countries have different laws that affect **E-Commerce** in general and in particular areas such as privacy in data collection and copyright laws, for example-disclaimers, private policies etc. **Legal perspectives** also have to be taken into consideration as there are differences in treatment of Free speech and international transfer of Data in different countries and regions. For example- China cannot tolerate anyone to exercise freedom of expression. And the latest trends that Google walking out of China. Its video sharing site YouTube has been blocked because of the footage of Chinese Police beating up Tibetan Monks, raising the issue of Human Rights violation. In recent weeks the Chinese authorities have tightened restrictions of websites under the .CN domain name [only businesses may apply].

#### ➤ **TRADE BARRIER:**

Clearly dissatisfied with the lack of specific commitments offered by the Chinese government to facilitate the export of Indian goods and services to China, the commerce ministry in a stern diplomatic move handed an official demarche to the Chinese government listing specific items on which India expects China to take urgent action in the coming days. This is the first step that India has taken on the economic front. The Indian government's move shows that it is very serious about correcting the trade Imbalances between India and China.



The Demarche on China also demands REMOVAL of Local content requirement and recognition of International IPR registration regime in order to create favorable investment environment.

### **SOLUTIONS TO CHALLENGES:**

**Internet Communication**, Data Transmission, Access to Information through Websites which also include four important aspects like: Website Translation, Website Internationalization, Website Globalization, Website localization.

Website Glocalization, Machine Translation, Internationalization, Unicode Adoption, Future Trends will definitely provide positive solutions to the challenges of Multi-lingual Issues in the Asian Perspective: AN Important Key to stabilize Asian IT SECTOR.

- **Website Glocalization** [Website Globalization + Website localization],
- **Website Translation,**
- **Unicode Adoption,**
- **Machine Translation,**
- **Internationalization, etc.**

### **Example:**

There exists a vast online market for multi-lingual information availability, therefore along with the booming multi-lingual website design services; there is also the need for multi-lingual **Search Engine Optimization** [SEO]. These services will certainly help the company and the individual to meet these challenges and thus having more competitive edge in E-Commerce.

Formation of an International Cyber Regulatory Appellate Tribunal to deal with Copyright violations and control on organized Cyber Crimes.

Future trends will definitely provide positive solutions to the challenges of Multi-lingual Issues related with Data Transmission, Access to Information through Websites which in the Asian Perspective is An Important Key to stabilize Asian Media Sector.

### **CASE STUDY:**

Chinese companies today are both backward and more advanced than most Americans realize. There are actually two Chinese economies today. There is the communist Party and its affiliates; let's call them **Command China**. These are the very traditional state owned enterprises. Alongside them, there is a second China, largely concentrated in coastal cities like Shanghai, Hongkong etc. This is a highly entrepreneurial sector that has developed sophisticated techniques to generate and participate in diverse, high-value flows of business knowledge. Let's call that as **Network China**.

The key is to understanding the Google story and why one might decide to short the Chinese Communist Party. Finding way to connect with people and institutions possessing new knowledge becomes increasingly important. Since there are far more smart people outside any organization than inside. And in today's flat world, you can now access them all. Therefore, the more your company or country can connect with relevant and diverse sources to create new knowledge, the more it will thrive.



That command China, in its efforts to suppress, curtail and channel knowledge flows into politically acceptable domains that will definitely sustain control of the Communist Party- i.e., censoring Google-is increasingly at odds with network China, which is thriving by participating in global knowledge flows. That is what the war over Google is really about. It is a proxy and a symbol for whether the Chinese will be able to freely search and connect wherever their imaginations and creative impulses take them, which is critical for the future of Network China.

Have no doubt, China has some world-class networked companies that are “in the flow” already, such as Li& Fung, a \$ 14billion apparel company with network of 10.000 specialized business partners, and Dachangjiang, the motorcycle maker. The flows occurring on a daily basis in the networks of these Chinese companies to do design product innovation and supply chain management and pool the best global expertise” are unlike anything that US companies have figured out.

The orchestrators of these networks encourage participants together among themselves in an adhoc fashion to address unexpected performance challenges, learn from each other and pull in outsiders as they need them. More traditional companies driven by a desire to protect and exploit knowledge stocks carefully limit the partners they deal with.

Command China has thrived up to now largely by perfecting the 20<sup>th</sup> century model for low-cost manufacturing based on mining knowledge stocks and limiting flows. But China will only thrive in the 21<sup>st</sup> century and the Communist Party survives in power- if it can get more of its firms to shift to the 21<sup>st</sup> century model of Network China.

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