



GLOBALIZATION: ITS IMPACT ON THE USE OF ENGLISH LANGUAGE

Dr. M. PRATIBHA

Professor & HOD

Department of H&S

Mahaveer Institute of Science & Technology,

Hyderabad, Telangana, India - 500 005

m.pratibha77@gmail.com

ABSTRACT

This study portrays the effect of globalization on the usage of English language. Globalization, "is the increased interconnectedness and interdependence of people and countries" WHO (World Health Organization) (2021). Globalization has a direct effect on language learning and particularly on the English language. Globalization resulted into several changes all over the world. These changes include cultural, economical, social, etc. The renewed interest of the last thirty years in English language among people throughout the world has been linked to technological developments in different sectors. A number of people, who are using English language, are increasing day-by-day. Demand for using and learning English language is growing because of better employment opportunities, social recognition, increased business opportunities, the smooth running of day-to-day activities, it is fashionable, it is modern, etc. Globalization leads to several changes in the English language, which can be lexical, phonetic, morphological, semantic, syntactic, etc. As a result of these changes some non-standard varieties of English are also in vogue.

Key words: Globalization, use of English, impact on English, employable opportunities

INTRODUCTION

Globalization is, "the process by which businesses or other organizations develop international influence or start operating on an international scale" (Oxford, 2020).

"Globalization, or the increased interconnectedness and interdependence of peoples and countries, is generally understood to include two inter-related elements: the opening of international borders to increasingly fast flows of goods, services, finance, people and ideas; and the changes in institutions and policies at national and international levels that facilitate or promote such flows" (WHO, 2021).

In other words, Globalization is, business or other organizations develop international influence by opening or widening the borders through changing policies to enable smooth flow of goods, services, finance, people and ideas.

The globalization of English is the continuous increased use of English as a second and foreign language (Heather, 2006). In the process of developing international influence, a universal language has been developed, that is the globalization of English. Globalization of English is two way: how English language entered into the other languages and how the other languages entered into English language.

The main feature of ELF (English as a foreign language) is stress on its function, in other words, its use as a means of intercultural communication, and not on its form, which is can be

influenced by the speaker's first language. Thus, foreign language education needs to be reorganized with a view of shifting to multilingual teaching in which English is regarded as the language of worldwide communication (Vladimir et. al., 2014).

Since Non-native speakers are more in number than the native speakers of English (Dewey, 2007), there are several effects on the use of English. These effects include: linguistic, social, cultural, technological, educational and employability.

LINGUISTIC EFFECT

Some of the noticeable features of English language as a result of globalization are:

- Lexical changes: Some new words from different languages have entered into the English language. For example, 'yoga' from Sanskrit. The language is active in placing some new words and some of the archaic words are obsolete. For example, 'thou', 'thee', 'thy'.
- Phonetic changes: One of the English linguistics vowel change is most obvious; vowel pronunciation tongue rose, and is also reduced a lot, especially after the vowel and unit has had the change, only the double vowel pronunciation method is comparably stable. Consider, the vowel of a vowel [a] is moved forward and gradually improved; when the vowel [e] is pronounced, the tongue moves forward, and the opening degree becomes smaller and more similar to [I] (Li, 2018). It was found through the research that the pronunciation of a set of news readers is changed over period of time.
- Morphological changes: Spelling changes, such as, 'color' instead of 'colour', etc. also noticed in some of the words because of Americanization.
- Semantic changes: A term acquires a negative, positive, broader or narrower meaning. For example, the term 'romance' is popular for love between the opposite genders.
- Syntactic changes: English grammar varies in important ways, as a function of differences between genres, as a function of language change, and as a function of differences between dialects. Consider now the "try and VERB" construction (e.g. they should try and do it tomorrow). This is a construction that is prohibited in style guides in the United States and Canada (Davies, 2014). Some structural changes are also noticeable among the native speakers over a period of time.

SOCIAL RECOGNITION

English is dominant in every field of the present globalized world (Rao, 2019). It is common to notice, increased social recognition for the users of English language. Both, urban populations of non-native speakers and native speakers of English have been respected as highly knowledgeable educated class throughout the globe. Social acceptance of English speaking tourists is quite common phenomenon. English language educators and news readers are also placed high in the local platform.



CULTURAL INFLUENCE

Culture is, “the way of life, especially, the general customs and beliefs, of a particular group of people at a particular time (Cambridge, 2021).

Culture is, “the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts” (Zimmerman, 2018).

Religion – partial changes or additions in existing rituals. For example, mechanization of drums in temples

Music – Apart from English words in songs, the English band and music within the local songs is common.

Arts – Formation of Modern art including use of certain colours, paintings in these arts is commonly noticed

Cuisine –Food preparations, particularly baked food became part of non-native users of English

Social habits – hand shaking, etiquette, and table manners are quite common social habits in many cultures

Clothing – Use of English or western clothing, particularly, the entire urban population is quite common.

The participants from USA experience a greater impact on their first language and culture (Poggensee, 2016). The users of English, certainly, have influence on their native language and culture. As a result, certain English words are used as part and parcel of day-today life in different languages. For example, the usage of English words such as; bus, train, internet, stand, fan, etc.

TECHNOLOGICAL INFLUENCE

Technology has affected different angles of our life and mingled with several cultures and traditions by moving and merging some habits, customs, and cultures of different societies into each other to create the concept of globalization. With the rapid pace of globalization, there has been a major change in the field of ELT (Alfehaid, 2014).

Digital revolution has entered part and parcel of the world and into many homes and businesses (Alfehaid, 2014). As a result of globalization technology has entered in teaching-learning. Technology has influenced by entering a number of English words into almost every language. For example, computer, bus, bicycle, car, etc. Similarly, English language has also opened gate for the other languages. For example, rucksack (German), moped (Swedish), Chocolate (Mexico), etc.

EDUCATIONAL OPPORTUNITIES



Since English is used as an official communicative language around the globalized world knowledge of English provides candidates with increased educational opportunities (Poggensee, 2016).

Jia-Huey's (2007) study revealed that including the changing profile of tertiary students, the changing nature of English curricula, and the increasing need for English teaching staff to be adaptable, highly qualified and active in research, and the increasing pressure on institutions to introduce proficiency courses in English language. Each one of these issues can be because of the globalization of English.

Candidates with English communication have more educational opportunities within their native country and throughout the World. The reasons are:

- (i) Many courses are through English as a medium of instruction having been increasing, particularly professional courses.
- (ii) Availability of wide range of books, both online and printed
- (iii) Many online courses (MOOCs) are in English, which extends the knowledge horizons of professionals.
- (iv) At tertiary level, students can have more resources and add-on courses.

Many higher education curricula adapted into English language communication, growing demand for teachers with English language communication.

EMPLOYABLE OPPORTUNITIES

Candidates with English language communication have more number of employable opportunities, since they can communicate with a wide range of employers and customers throughout the globe. Increased employability opportunities are directly proportional to increased improved English language communication. Apart from having the required professional skills, English language communication (both oral and written) is the bench mark for employability for professionals.

Improved communication skills in English can result to an improved social life and better employment opportunities., Communication skills are important from job interviews to the actual professional world (Pandey and Pandey, 2014).

DISCUSSION

Since people in various parts of the world have varied environments and pronunciation habits, English language and phonetics have changed constantly with the changes of time (Li, 2018). Mother tongue influence is the one of the major causes of phonetic change, apart from pronunciation habits and the other variations.

Regarding Taiwanese national curriculum through teachers of English in the tertiary sector has revealed several issues relating proficiency problems and coherence problems,

consistency and transparency problems in some areas and had received no training in English teaching. These problems may be related to the initial phase of transition from a grammar-based curriculum to a more communicatively-oriented and outcomes-centered (Jia-Huey, 2007).

Teachers need training in English teaching. Not only English has entered into every professional course, particularly at the tertiary level, but also curricula changes occurred since communicative language education is the need of the hour than the grammar based- language education.

These days, the entire world is mesmerized with new information technology and its digital control (Alfehaid, 2014). Since the globalized world has been digitally controlled, it is noticeable that, increased number of English language users, easier control of various traffic, communication and professional activities.

The term 'the globalization of English' can be interpreted in different ways; it is more and more intrusion of the English language into the lives of town and city inhabitants all over the world. It may threaten to contaminate or root out local languages and cultures and also inclines the socio-economic order to those, who are proficient in English (Heather, 2006).

Though there are several positive changes due to globalization, there are certain noticeable negative changes, which occur throughout the globe. These include:

- (i) Intruding the local language and culture
- (ii) Threatening the local language and culture
- (iii) Favouring the English language speakers over local language in socio, educational and employment opportunities.

CONCLUSION

As a result of globalization, the use of English language has gained momentum in various directions. The changes are continuous. Apart from positive changes such as; enriching the language by addition of new words from the other language, social recognition, increasing educational and employment opportunities; the negative changes include: intrusion of English into local language and culture, threatening the nativity and favouring the English language users in education, employment and business.

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