

INTERFACE BETWEEN COMMUNICATION & GLOBALISATION

Dr. Manoj Dayal

Professor & Dean

Faculty of Media Studies

Guru Jambheshwar University of Science & Technology

Hisar (Haryana)-125 001

Communication and globalisation are deeply interlinked and interwoven. Both are interdependent. They are just like two sides of the same coin and two poles of the same magnet which cannot be separated from each other. If food is our biological need, then communication is the social and psychological need of the globe. Communication is like such an oxygen without which the world cannot survive.

Globalisation means different things to different people. However, the generally accepted definition relates to the increasing trend in global communicational integration." A well-known communication scientist Marshall McLuhan predicted in 1950's in his book "Medium is the Message" that due to communication revolution, the world will become very small. So small that it will be described as "global village". His prediction has really proved to be true. Communication being at the core of these transformations touching every life on this planet, the onus to manage relationships, perceptions and consequent impact on ecology through appropriate communication is the biggest challenge for the PR practitioners.

Communication is a process of bridging the gap between people through a common set of symbols. But in India and in the world, we have linguistic diversity which is really a great communication challenge before the communication and PR practitioners. In today's competitive world due to privatization, marketisation, liberalization, neo liberalization and globalization, various multi national companies having varied cultural backgrounds are coming closer for commercial purposes. Communication being the lifeline of any organization, has become essential for professional to understand the cultural differences in globalised world. Culture refers to the behavioral characteristics typical to the group which are

reflected through their verbal and non verbal communication within that group. Other than language, it consists of many aspects such as religion, rituals, dress, traditions, values, interest, food habits, etc. Differences in cultural values and perceptions can be an invisible source of great misunderstanding between people from different cultural backgrounds. A poor understanding in areas such as languages, etiquette, non-verbal communication, norms and values may lead to mysterious blunders. On the other hand a better understanding of cultural differences can pave the way for effective communication at various levels and different work places. The rise of satellite television, internet and geo-linguistic media markets have created new structures of media productions and consumption, undercutting the pre-existing dominances of state-controlled media. The focus of academic work has shifted from a paradigm of international communication to one of media globalization, where cultural, economic, political, social and technical analysis of communication patterns and effects between nations has given way to studies of exchanges between transnational corporations, local and regional media companies, consumers and Media Workers.

Appadurai (1994) in his article entitled "Disjuncture and Difference in the Global Cultural Economy", centralizes and problematizes the inherent tension between homogenization and heterogenization. He argues that global cultural process is fundamentally characterized by "radical disjunctures between different sorts of global flows and the uncertain landscapes created in and through these junctures" (p.296). The global movement of media technologies into every aspect of individual lives and the unprecedented mass migration of peoples across the world together define, "the core of the link between globalization and the modern"

(p.297)

In this new millennium, one of the most striking features, is the increasingly complex interplay between localism and globalism, and its implications for disciplinary boundaries. No doubt, this was under process for centuries, but its pace has risen sharply during the past fifty years. This interplay has generated drastic changes in politics, economics and culture. On the other hand, Dissanayake (2006) writes “A productive way to understand the dialectic between the global and the local is through an examination of the production of more complex localities. In this context, various key words like regionalism, territorial complexes, deterritorialized publics, borderlands, glocalisms and transregional have emerged as these words are ideally suited to the analysis of communication challenges in globalised world. That is why these days Media Research journals are flooded with studies in global communication access, international traffic in media content, international news agencies, free flow of information, global news flow and transborder data flow.

Yet another communication challenge in the globalised world is that of competition of being a knowledge society. Every country wants to get the information at the earliest beating everybody. No doubt, this is adding to the development, but sometimes leading to an uncivilized society. The need of the hour is that development and civilization must go hand in hand with.

Another communication challenge is generation gap within the countries, between the countries and between the technologies. This often leads to conceptual and perceptual differences. The generations whether these are related to man or machine, must understand each other and converge their thoughts, visions and approaches to meet the growing communication challenges in the globalised world.

Last but not the least important is that the media coverage of international news and international developments have gone up tremendously in print,

electronic and internet media. With the rapid growth of internet, all kinds of international events are easily transferred from one part of the world to the other part in a fraction of a second. So international events are easily available to Indian media, since most of our Indian media whether print or electronic are now frequent users of internet and all the tools of information technology. With the digitalization of technology, even photographs, cartoons, graphs, charts, animated versions, etc. are very easily sent or received with the help of information technology. Web camera has further added to the coverage of global news and views in our media. But somehow, I find this also as communication challenge in globalised world because of unequal distribution of news. Even today our media and media of other developing countries are giving more space/time to developed countries as compare to the developing countries. This imbalance is really a communicational challenge. Sometimes, it may be due to the fact that the developed countries are faster in collecting, compiling and immediately sending their stories to different parts of the world including India. Secondly, it may be due to our attitude and approach that we try to collect more news, views, reviews, previews and interviews from developed countries. Thirdly, since Indians are more scattered in US, UK, Canada and Australia, so these countries get more coverage in our media. Proximity makes news. But proximity is of two types: geographical proximity and emotional proximity. Thus, the more coverage of US, UK, Canada and Australia is due to emotional proximity, since Indians are in good number in these countries.

Further, the challenge of imbalance of news flow must be improved. The information and knowledge of developing countries are equally important for our people. Then only we can understand where we actually stand and what we can do for them and what we can gain from them whether they are developed or developing.