

BOOK REVIEWS

Globalization-Language, Culture and Media

Dripta Piplai

The book under review is an outcome of a seminar on Globalization-Language, Culture and Media, IIT, Kanpur, 2001.

The objective of the book was to have a discussion on globalization-homogenization of culture, and the ability of people to share their individuality.

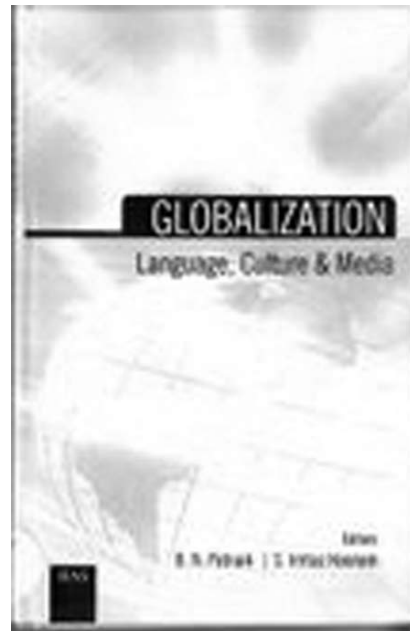
The first chapter is 'Globalization, Language, Culture and Media-Some Reflections' by S. Imtiaz Hasnain and R.S. Gupta. Anxieties of academic world as a result of globalization, its possible negative impact and the birth of new hegemony have been discussed here. Another important focus here is the movement of ideas and customs 'from west to the rest', which is also a contribution of globalization. Complexities created by the global culture, local process of 'nativization', politics to kill minority languages have also been emphasized.

Anjani Kumar Sinha's 'Globalization-The linguistic Perspective' has tried to view globalization by relating it to the crisis of international economy and efforts of the developing nations. The new power game and English language and the resulting language shift have become a key issue in this article. Issues like minority English

speakers and Indian language policy makers, widespread use of English in research and tech-domains have been discussed here.

'Once were languages "Languages as Property in a solved world' by Peggy Mohan has aptly mentioned that the Indian languages which are strongly associated with poverty are ambitious about the big world of English. Issues related to the myth of multilingualism and intellectual ability, village dialect continuum, language birth outside power-domain have been discussed in the article. Mohan's claim that the empowerment of poor people will lead them to sacrifice their own language is an extremely important statement.

Chaudhury's 'Will India become an English speaking country' has discussed the hegemony of global English which is killing both elite and non-elite languages. The author's declaration 'let all tongues become languages of education, mass media and market' has echoed the constitutional demands but lacked the discussion of the possible-impossible in the mapping of Indian language policies. Post world war English-dominance, issues of Hindi as a national language have also been discussed in this article.



B.N. Patnaik and S. Imtiaz Hasnain

Indian Institute of Advanced Study, Shimla, 2006.

Rs. 375

Pages 308

Munmun Jha's 'Language, Dominance and Rights' is a comment on Chaudhary's paper. But Jha has not agreed with Chaudhary's view that multilingual India will become an English speaking country, she has mentioned that it will remain a multilingual country.

'English as a global language-Implications and Apprehensions' by Anju Sehgal Gupta has discussed issues like post world war America's super power and English and the decline of the French, nativization of English in various zones, e.g. in cyberspace.

The paper on 'Language Globalization and Market Realism' by Shailendra Kumar Singh has asserted that the 'rapid economic liberalization' for the formation of global village is very much related to language globalization. The paper has mentioned that, Globalization is bringing, as opposed to imperialism, national and international communities together. It has also been remarked that, in multilingual India, language choice is market-forced. But English has consolidated the market-field.

In 'Globalization, media and linguistic numbness (With special reference to Gujarati)' Bharati Modi has mentioned the Anglo centric education of Gujarat, where the 'good' and 'poor' English-knowing classes were born. Modi has said that the birth of Indian English has created a 'Semi-lingualism'.

'Economic Relevance of Language in Post-Global Indian Consumer society' by A.R. Faithi had discussed the communication revolution, which had created problems related to linguistic identity and culture. The paper has reviewed the impact of Globalization on the use of major, minority and foreign languages in Indian communicative setting. Faithi has mentioned the marginalization of minorities, the control of power over one linguistic group to another.

'Linguistic Cyber-Colonization' by Debaprasad Bandyopadhyay has mentioned the market-sponsored space, where the ads are advising

people to localize. The article has focused how the Chomskian notion of I-Language and E-Language are being affected in the age of Globalization. The paper has stated that the future language will be the consequence of Electronic-Capitalism and condition of the subject has become an important focus of the paper.

In 'Globalization, Internet, Language and Culture' by Ambrose Pinto S.J., internet has been viewed as an ideological tool which is led by the elites. But a detailed discussion regarding the localization of internet is absent in the article.

'Cultural dimensions of Globalization-Assessment of Impact of the Internet' by Ishrat Alam is the next paper. The paper has tried to assess the role of Internet in the globalized world. Alam here has agreed with Pinto's view of democratization of Internet, but he has pointed out that freedom of expression, to some extent, has also become possible because of Internet.

'Art of Resistance in the era of Cultural Globalization' by Avijit Pathak has raised some complex questions like: can we retain our cultural memory? These questions are really important in relation to globalization and the complex human mind. The paper has asserted that we need 'art of resistance' to cope with the complexities which emerge as a result of Globalization. Pathak has tried to see the positive aspect of Globalization, which should be

mutual, reciprocal and related to interdependence. Pathak has also pointed out that hybridization can help Globalization to be an egalitarian process. The paper has mentioned the importance of cultural dialogue, which can lead to an alternative positive Globalization. The notion of this alternative Globalization, in reality, cannot be said as a possible thing, perhaps. As Pathak has mentioned, it is not at all an easy task.

'Politics of Globalization and the art of resistance' by Birendar Pal Singh has asserted the need to understand the politics of Globalization. Singh has emphasized the importance of policies and, following Pathak, he has mentioned that, we should be optimistic and the art of resistance is actually needed.

'Globalization and Post-Modernism-Defending Foucault's Interrogation of Modernism' by Farhad Hasan has pointed out the use of Orientalist Discourse by the West.

The book has published an extremely good collection of articles related to issues like language and Globalization. Discussions on language dominance, language planning in spheres like administration and education, new hegemonies and cyber languages have surely enriched the new study areas of sociolinguistics.



Dripta Piplai is a Ph.D. student at the Deptt. of Linguistics, University of Delhi.