



Globalisation, Digital Technology and Communication

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Abstract: *Globalisation and digital technology have profoundly transformed the nature of communication across the world. The rapid advancement of information and communication technologies has accelerated global interconnectedness by enabling the swift exchange of information, ideas, and cultural expressions across geographical boundaries. Digital tools such as email, video conferencing, and online collaboration platforms have made instant communication possible, facilitating interaction among individuals, institutions, and businesses worldwide. The expansion of the internet, social media networks, and digital platforms has further reduced spatial barriers, allowing global access to information and promoting cross-cultural exchanges. At the same time, these developments have generated debates regarding their impact on local cultures and identities. The widespread dissemination of global media, particularly Western cultural products, has been associated with the promotion of consumerism and the transformation of traditional cultural values. In the economic sphere, communication networks have become central to the functioning of global supply chains, e-commerce, and international business operations. Globalisation has also reshaped business management practices through multinational team collaboration, digital marketing strategies, and cross-border corporate communication. Moreover, the rise of digital news, entertainment industries, and digital diplomacy has begun to influence international relations and global public opinion. Thus, digital communication technologies have emerged as a critical driver of globalisation, reshaping social, cultural, economic, and political interactions in the contemporary world. Present paper purports to examine theoretical perspective on globalisation, digital technology and communication. The paper is based mainly on critical review of literature and secondary data.*

Key words- Digital Technology, Globalisation, social media networks The ways in which countries communicate with one another have undergone a transformation so profound that it could scarcely

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have been imagined in the past. With the accelerating pace of technological change, the urgency of examining how cultures and societies are affected by these developments has also increased. International Communication and Globalization provide an important and timely overview of these changes. The contributors to the volume analyse the evolution of communication among nations and propose new approaches for studying the rapidly expanding field of media and communication studies. They also evaluate the impact of market relations, deregulation, and technological advancements on developing countries, while exploring the ethical responsibilities of corporations engaged in global communication. Through diverse perspectives, the work contributes significantly to contemporary debates on media, technological change, and societal transformation, highlighting the complex relationship between globalization and transnational communication (Mohammadi, 1997).

Globalization may be understood as a process through which different parts of the world, even those geographically distant, become interconnected and influence one another, thereby reshaping economic structures, cultures, and social systems. Over the past half-century, globalization has intensified considerably, largely facilitated by the expansion of digital technologies and communication networks that enable the rapid global circulation of information. The education sector has also been shaped by globalization, as educational institutions increasingly adopt similar models of governance and evaluation. Transnational assessments such as the Programme for International Student Assessment (PISA) have introduced standardized measures for evaluating student performance across countries (Cornalia & Tirocchi, 2012).

Scholars in media and sociological studies have extensively examined the role of media and technology in shaping these



transformations. Broadly, media development has contributed to globalization in at least two major phases. The first phase was marked by the emergence of television and other electronic media that enabled the widespread dissemination of information. The second phase began with the development of telecommunication networks and the Internet, ushering in the era of digitalized media and global connectivity. From a communication perspective, the concept of globalization is often traced to the influential idea of the "global village" proposed by Marshall McLuhan (1964). McLuhan argued that advanced communication technologies, particularly satellite broadcasting, had the potential to create instantaneous communication across vast distances.

Globalization and Communication- Globalization has brought about profound changes in the technologies used for communication, and its effects are evident across the globe. In simple terms, global communication refers to the process of sending and receiving information across the world, a phenomenon that has been evolving for several centuries (Lubbers & Koorevaar, 2000). According to Wilson Ekeanyanwu (2005), global communication involves the collection, dissemination, and critical analysis of news and knowledge produced worldwide. Technological progress has significantly enhanced this process by making communication faster, clearer, more accessible, and more efficient (Lubbers & Koorevaar, 2000). A strong synergy exists between technological development and communication. Continuous innovations-particularly the emergence of the Internet and other digital technologies-have created entirely new forms of interaction and information exchange (Nelson, 2010). The proliferation of technologies such as fax machines, telephones, civil aviation, television, and the Internet has significantly broadened the scope of communication, enabling individuals to interact not only within local communities but also across cultures and national boundaries (Greig, 2002; Holton, 2000).

A widely accepted view suggests that national and ethnic cultures collectively contribute to the formation of a broader global culture. In this sense, national culture cannot be understood in isolation from international cultural influences. Through the process of globalization, cultural practices, values, and traditions increasingly circulate beyond their places of origin, leading to what is often described as cultural globalization. While all human societies possess culture-which shapes social behaviour and makes human life meaningful-cultures differ in their specific practices and interpretations. Consequently, scholars from different academic disciplines have offered varying definitions and understandings of culture (Nelson, 2010). Recent advances in

communication technologies have also reduced the significance of geographical distance, fostering greater cultural interaction and cooperation across societies. Today, most parts of the world are interconnected through communication networks, with only a few isolated communities remaining relatively detached. Everyday cultural practices increasingly reflect this global interconnection. For instance, foods once associated with particular national traditions-such as Pizza or Sushi-have become globally consumed products. What were once regional culinary traditions have now become part of a shared global culture, illustrating how globalization reshapes cultural identities and everyday lifestyles.

Digital Technology and Communication- Digital technology has significantly transformed the nature, speed, and reach of communication in contemporary society. The convergence of computing, telecommunications, and the internet has created new modes of interaction that transcend geographical and temporal barriers. Digital communication refers to the exchange of information through electronic devices and digital platforms such as computers, smartphones, the internet, and social media networks. It involves the transmission of text, audio, video, and multimedia content through digital signals, enabling rapid and interactive communication across the globe (Castells, 2010). The integration of digital technologies into communication systems has not only enhanced the efficiency of information dissemination but has also reshaped the patterns of social interaction, knowledge sharing, and institutional functioning. One of the most significant characteristics of digital technology in communication is its ability to facilitate instantaneous and real-time interaction. According to Rogers (2003), the diffusion of digital innovations has accelerated the adoption of new communication tools,



enabling societies to move from traditional one-way communication models to more interactive and participatory forms of communication.

Digital technology has also enabled the emergence of networked communication structures. In the network society, communication flows through interconnected digital networks that link individuals, institutions, and communities globally. Castells (2010) argues that these digital networks form the backbone of modern communication systems, influencing economic activities, political participation, and cultural exchange. This has transformed communication from a hierarchical process to a more horizontal and interactive one. Another important dimension of digital communication is the integration of multimedia content. Digital technologies allow the simultaneous use of text, graphics, audio, and video, making communication more engaging and effective.

Despite its numerous advantages, digital communication also presents certain challenges and concerns. Issues such as digital divide, information overload, misinformation, privacy risks, and cyber security threats have emerged as significant concerns in the digital communication environment. The unequal access to digital technologies between different regions and social groups continues to limit the benefits of digital communication for many individuals. Moreover, the rapid spread of unverified information through digital networks can influence public opinion and create social and political tensions (Van Dijk, 2020). Therefore, the effective use of digital communication technologies requires appropriate policies, digital literacy, and ethical guidelines to ensure responsible communication practices. The digital technology has revolutionized communication by enhancing connectivity, interactivity, and accessibility of information. The integration of digital platforms into communication processes has transformed the way individuals, organizations, and societies exchange knowledge and interact with one another.

Use of ICT- Information and Communication Technology refer to a wide range of technological tools and resources used to communicate, create, disseminate, store, and manage information. ICT encompasses communication devices and applications such as radio, television, cellular phones, computers, network hardware and software, satellite systems, and services such as video conferencing and distance learning. These technologies have significantly transformed the educational landscape, particularly in higher education institutions. In higher education, ICT is widely used for the development of course materials, content delivery and sharing, communication between learners and instructors, creation and presentation of lectures, academic research,

administrative support, and student enrolment processes.

Various ICT-based educational tools such as teleconferencing, email, audio conferencing, television lessons, radio broadcasts, interactive radio counselling, interactive voice response systems, audio cassettes, and CD-ROMs have been utilized for educational purposes across different contexts (Bhattacharya & Sharma, 2007; Sharma, 2003; Sanyal, 2001). These technologies have expanded the scope of teaching and learning beyond traditional classroom boundaries. Individuals must continually update their knowledge and skills through ICT-enabled learning systems to keep pace with rapid technological and social changes (Plomp, Pelgrum, & Law, 2007).

Research from different countries highlights both opportunities and challenges in ICT integration within higher education. Studies on African higher education institutions reveal that ICT infrastructure is often poorly developed and unevenly distributed. Major challenges include lack of awareness, inadequate institutional commitment, insufficient technical support, high bandwidth costs, and inefficient utilization of ICT resources. Similarly, research on teacher education institutions in Vietnam indicates that factors such as ICT skills, confidence in using technology, availability of hardware and software, and institutional support significantly influence the integration of ICT in teaching practices. Barriers such as lack of motivation, limited technical assistance, insufficient training, and demographic factors like age and gender can hinder effective ICT adoption. Institutional policies, budget allocations, and professional development initiatives are therefore crucial for successful ICT integration.

ICT in higher education is often described using various terminologies such as educational technologies, e-learning, learning technologies, web-based learning, blended



learning, digital learning objects, and virtual learning environments (Czerniewicz, Ravjee, & Mlitwa, 2005; Kirkup & Kirkwood, 2005; Smith, 2004). Blurton (2002) defines ICT as a diverse set of technological tools and resources used for communication, creation, dissemination, storage, and management of information. The application of ICT helps higher education institutions address challenges associated with massification, diversification, internationalization, and marketization (International Association of Universities, 1998; Thune & Welle-Strand, 2005). Studies indicate that ICT can reduce educational costs, increase enrollment, enhance student mobility, support offshore education, and improve teaching methodologies (Ozdemir & Abrevaya, 2007; Fluck, 2003; Thune & Welle-Strand, 2005). ICT also promotes collaborative learning, program flexibility, and institutional competitiveness while meeting the evolving needs of employers and lifelong learners (Kozma, 2005; Lim & Hang, 2003).

Impact of ICTs on Communication Behaviour-

Information and Communication Technologies (ICTs) have profoundly transformed communication behaviour in contemporary societies. The integration of digital technologies such as computers, mobile devices, the internet, and social networking platforms has altered the way individuals access information, interact with others, and participate in social, economic, and cultural activities. ICT-enabled communication is characterized by speed, interactivity, accessibility, and global connectivity, which have reshaped traditional patterns of interpersonal, organizational, and mass communication. One of the most significant impacts of ICTs on communication behaviour is the shift from one-way, hierarchical communication systems to more interactive and participatory communication models. Traditional communication channels such as print media, radio, and television largely operated on a one-to-many transmission model. However, ICT-based platforms such as email, instant messaging, and social media enable many-to-many communication, where users can simultaneously act as both producers and consumers of information. According to Castells (2010), the rise of networked digital communication has created what he terms a "network society," where communication flows are organized through digital networks that facilitate decentralized and multidirectional interactions. These technologies empower individuals by providing opportunities to express opinions, share information, and participate in public discourse.

ICTs have also increased the speed and efficiency of communication. Digital communication tools allow real-time interaction across geographical boundaries, thereby reducing spatial and temporal barriers. Technologies such as video

conferencing, online collaboration platforms, and mobile communication applications enable individuals and organizations to communicate instantly and coordinate activities more efficiently. Rogers (2003) observed that the diffusion of communication technologies accelerates the spread of information and innovations within societies, leading to faster decision-making processes and enhanced knowledge exchange. Another important impact of ICTs is the transformation of interpersonal communication patterns. Mobile phones, social networking sites, and messaging applications have become central tools for maintaining social relationships. These technologies facilitate continuous connectivity and enable individuals to maintain relationships across long distances. According to Wellman and Rainie (2012), ICTs have contributed to the emergence of "networked individualism," where individuals maintain diverse and flexible social networks rather than being limited to traditional, geographically bound communities. This shift has redefined how people form, maintain, and manage social ties.

Despite these advantages, the impact of ICTs on communication behaviour also presents certain challenges. Issues such as digital addiction, information overload, privacy concerns, and unequal access to digital technologies affect the quality and inclusiveness of communication processes. The digital divide, in particular, limits the ability of certain populations to fully participate in ICT-mediated communication networks. Therefore, policies aimed at promoting digital literacy, equitable access to technology, and responsible use of ICT are essential for maximizing the positive impact of ICTs on communication behaviour. ICTs have fundamentally transformed communication behaviour by enabling faster, more interactive, and globally connected forms of communication.



Conclusion- In conclusion, digital technology has fundamentally transformed the processes and patterns of communication in contemporary society. The integration of digital tools such as the internet, mobile devices, social media platforms, and multimedia applications has enabled faster, more interactive, and globally connected communication systems. These technologies have expanded the accessibility of information, enhanced collaboration, and facilitated the exchange of knowledge across geographical and institutional boundaries. As a result, communication has become more participatory and decentralized, allowing individuals, organizations, and communities to actively engage in the creation and dissemination of information. At the same time, the growing dependence on digital communication technologies presents several challenges, including issues related to the digital divide, information credibility, privacy, and cybersecurity. Therefore, while digital technology offers immense opportunities for strengthening communication networks and knowledge exchange, it also requires effective governance, policy frameworks, and the promotion of digital literacy to ensure its responsible and inclusive use. In the future, the continued advancement of digital technologies will further reshape communication practices, making it essential for individuals and institutions to adapt to the evolving digital environment while promoting transparency, inclusiveness, and ethical communication.

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