

Communication a powerful link towards globalization

(The awareness and precautions)

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Abstract

Globalization is an integral part of today's human life. Today we are living the globalized life if we see the meaning of globalization; it is the process of international integration. In other words it is a process of interaction and integration among the people of the world. It is a link among the world's culture, govt. and economics. Actually globalization is a broad term. It has connected the people of all over the world, their culture, their life style, their business, their thoughts, ideas and their economy. The process of globalization has made the whole world a global society and the people of the world are now the global citizen. Although there are different views about the positive and negative effects of globalization yet we cannot deny that it has become the essential part of the world.

Globalization is not a sudden outcome but it is long process and many factors contributed towards globalization of course science and technology has made this process faster and easier. There are many factors which played important role in the process of globalization among these factors communication played a vital role. Communication is the basic activity of human being. For each and every work it is very necessary. It has been an important part of human life. Since ancient times human beings are communicating in different ways. Although their ways and means were different comparatively of present times. Letters, telegram, telephone, were some common mediums of communication and it was limited to a particular area or group. But when science and technology developed and the digital technology came in existence, it revolutionized the way and means of communication. The digital technology made it very faster and easier all over the world. Now we are not communicating only in our society, in our country, but we are able to communicate anywhere, anytime in the world.

Now we can do any business in any part of the world on sitting our P.C. We can get any information about any university or any govt. of the world by just clicking on any website. The

latest technology of communication has shortened the world and increased the process of globalization. 21st century, the age of digital technology changed the way and means of communicating. The people are not limited to their country but their limits are spread up to the whole world. The people are now the global communicator. The technology has shortened the distance among the people of the world.

The latest technology has changed the way and means of communication and it has expanded the process of globalization. Through this technology we are able to access a lot of information. Not only our area is extended but the way of communicating is also changed. Our communication is not limited up to the words only but now we are chatting with one another through social media and internet. The latest way of communication has now changed the world's politics, the style of business and even the way of thinking. Social media enabled us to engage in conversation globally. The people are using YouTube, Skype, face book, twitter etc., these are not the part of business or economy but they are now a part of our daily life. We have become global communicator.

Keywords: Globalization, Communication, Digital technology, social media, business and economy.

Introduction:

As the person has become a global communicator in this globalized world so our communication is very important. It is very important that some important points should be kept in mind while communicating with people:

- (1) Make your communication effective
- (2) Take precaution while communicating on net
- (3) Know about plagiarism
- (4) Know about netiquette

Let's see in detail:

(1) **Make your communication effective:**

In this globalized world, we are communicating with different people, they can be our customers, our clients, the suppliers, the friends, the businessman, the politicians and our social group, who so ever but the most important point is that with whom we are communicating the communication should be effective. If we take the term effective communication, it means the

communication that is clearly and successfully delivered, received and understood. If our communication is effective then there would be no confusion, and no doubt. We can maintain our relations with others either in our individual life or in our professional life. Generally it is observed that the people complain that you have not communicated your message clearly. So it is very important that while you are communicating it should be effective. To make communication effective some points should be kept in mind:

1. Be a good listener, it means while we are communicating, before giving any reply, try to listen properly and after that give any reply.
2. Be positive and frank while communicating.
3. Speak clearly and straight.
4. Always use simple and easy language.
5. While communicating with others control your emotion and stress.
6. When you are talking face to face, use proper body language.
7. In oral communication use proper volume and clear voice, it will make the communication convenient for others.
8. If there is any barrier in your communication, try to remove it.

(2) **Take precaution while communicating on net:**

Internet has become an integral part of life. On one hand it has made our communication very easy but on the other hand there are many risks, especially on social networking site. We cannot stop the people to use internet. Some instructions are very important while we are communicating on net:

1. Never disclose your confidential information through social networking site otherwise it may be misused by other people.
2. Do not write about work issues or your professional conflict. It may create problems in your professional life.
3. When you are working on net from any public computers such as internet parlor, logout properly.
4. Do not trust unknown person on social site. It is observed that if without knowing properly you make them your friend or add on your network. It will be dangerous for your life and safety. Before adding anyone to your friends list, think carefully.
5. If you download any software or click any link, beware of virus.

6. Use good antivirus protection on it.
7. Never share your financial information specially related to your money matters such as don't give your credit / or debit card details to anybody.
8. Sometimes there are threatening or abusive messages on your emails or your social sites, never reply them .
9. Please respect the privacy of others.
10. Never upload your real pictures on your webpage.

(3) **Know about plagiarism :**

If you are doing any research work, writing any thesis or any other writing work, you must know about plagiarism. If we see the meaning of plagiarism, it is the act of plagiarize. According to **Oxford Learner's Dictionary** the meaning of plagiarize means “to copy another person's ideas, words or work and pretend that they are your own.”

If we see the detail information about plagiarism it is mentioned in **wikipedia** (the free encyclopedia), plagiarism is the "Wrongful appropriation" and stealing and publication of another author's language, thoughts, ideas or expressions and the representation of them as one's own original work.” Further it is also mentioned that although it is not the same as copyright infringement. If we see the meaning of copyright infringement it is a violation of the rights of a copyright holder.

Now we must know about the copyright. The meaning of copyright according to the **Oxford Learner's Dictionary** "If a person or an organization holds the copyright on a piece of writing, music, etc. they are the only people who have the legal right to publish, broad cast, per foam it, etc. and other people must ask their permission to use it or any part of it.”

By using copyright, a person has the full authority on his material the material is restricted by copyright and we cannot use it without consent of the copyright holder. Thus plagiarism is different from copyright. It is also considered a moral offense or a theft.

Who can be plagiarists ?

If we discuss about the plagiarists, who can be the plagiarists? The answer is any person like any academics, students, researchers, journalists, authors and others who plagiarized can come in this category. Now the question arises what will happen if there is plagiarism in the work. It can destroy the reputation, the person may be suspended, expelled or it can destroy his/her career.

If we see the legal aspect of plagiarism, we must remember that there is copyright. We cannot use another person's material without citation and reference. We should not forget that an author or copyright holder has the right to sue a plagiarist. It may happen that some plagiarism can be deliberately or some can be unknowingly but be careful your honesty towards your work can create a good image so do not forget to cite the published source with the author's name. The main thing is that you must give credit to the person whose sources / are you using. Now online plagiarism scanner is also available.

(4) **Know about Netiquette :**

If you are communicating online you must follow netiquette. According to **Oxford Learner's Dictionaries** "Netiquette means the rules of correct or polite behavior among people using the internet"

On Internet there are list of netiquette rules. If we will follow these rules; it will make our communication effective and smooth.

To conclude the message of this paper is that of course communication is a great tool to enlarge our contacts and globalized world, but never forget that this communication should not be misused. It should be used for serving the mankind to spread happiness and to make a happy and peaceful global world.

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