

## Language globalization and media with special reference to Sri Lanka

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This presentation is aimed at providing a concise analysis on language globalization in the contexts of culture and communication.

In this analysis it is expected to examine the interconnection between language and globalization, the existence of 'global language' and also the emergence of a 'new linguistic order' with the speedy developments of communication and globally diffused cultural products and practices. Attention will be drawn to Sri Lankan experience of language globalization accelerated by media.

In the sphere of culture, globalization has been discussed with reference to the shifting patterns of the human life. People witness society changes with greater rapidity and they themselves are forced to be changed. Culture, which they belong to, is also being transformed incessantly. Interconnectedness and mobility have become key characteristics of modern living. Identities have been challenged tempting people to reinvent and re-gauge their cultures.

Language is the unique form of expression of the culture. Language reflects almost all aspects of transformation of a particular culture and its identity. The impact of 'cultural globalization' and 'global culture' on language is extremely high. The existence of global language is now a justifiable need and its contribution back to globalization is a pragmatic truth. The new linguistic order brought about by globalization invites to explore this reality.

The objectives of the study are:

1. To identify the reciprocal interconnection between globalization and human language,
2. To examine the need and existence of global language and to reveal its consequences,
3. To illustrates the language globalization with reference to Sri Lanka.

This analysis examines the impact of globalization on language and the existence of global language in the phase of global culture.

The study primarily addresses the issue of language globalization. The spread of English and its unprecedented power as a global language and the Sri Lankan experience of language globalization are rest of the major concerns.

**Key words:** Globalization, Global culture, Language globalization, Global language, Sri Lanka

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