Globalized Electronic Communication

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Abstract: The Internet is the medium through which any information can have a global character. The "Global village" (Marshall Mc Luhan) has as base premise cohabitation, the interaction of the communities in order to catalyse the feeling of common belonging to the same ideas, attitudes and values. In other words, the virtual community defies the constraints of mapping, to initiate and develop social relationships, to explore new identities. The globalization of electronic communication creates awareness of the variety, annihilating the distance between cultures.

Keywords: globalization, Internet, electronic communication, media culture.

Motto: *Think global, act local*

Globalization is an umbrella-term that encompasses meanings such: complex phenomenon of expansion of some values shared by several individuals; a phenomenon characterized by (inter)connectivity, wide range of action, interference between different domains; "a spread of all faiths, goods, beyond the territorial boundaries" (McGrew) etc. Every citizen of the planet enjoys the free flow of ideas, words, images, maintaining the peaceful coexistence of cultures. We may speak of a **cultural globalization**, because "*culture includes not only arts and literature but also lifestyles, basic human rights, value systems, traditions and beliefs*"[1]

[1] In the report of the World Conference on Cultural Policies, organized in 1982 by UNESCO in Mexico City.

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A global culture, A. Smith noted, may be composed of analytically distinct elements: ”collage of folk and ethnic styles pulled out of context, ideological discourses, standardized language etc. all relying on the new information systems and their computerized technologies”. The education, language, Romanian culture and civilization have suffered successive transformations, under the impulse of free trade of universal values theories, through the establishment of scientific and technological networks which withdrew the world cultural map. We can talk about a "loss of geography" by creating this transnational public space in which we assemble the plurality of existing cultures. Without losing our sense of belonging, we achieving in the Romanian school partnerships, cultural and artistic exchanges, technological, environmental and economic projects with various regional groupings, in order to pass on cultural heritage. To aid comes **the media culture** wich allows us to achieve our own cultural mosaic (collage, taking into account the impact that globalization can have on language, culture and our civilization:

– Globalization as cultural ***heterogenization*** (increasing the diversity of cultural products);

– Globalization as cultural ***homogenization*** (traditions relocation and inter-human relations depersonalization);

– Globalization as ***cultural hybridation*** (multi-civilization, mixed cultures, synchronization with the occurential pulse of the world)

With the **new media** (blogs, web pages, wikis, etc.) were built innovative forms of interaction between people and technology, because of the need for information, communication and relations. Because of reason, man has progressed through a continuous improvement of communication using: movie with sound, color television, the first artificial satellite, phone, TV, PC, magnetic tape, CD, GSM and... Internet.

According to the report „Connected and Connectivity”, prepared by Euro Worldwide, it seems that the Internet is a ***central platform of communication that excludes impediments of dis-***

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tances and allows a better interaction of all cultures*.**[2] The researcher George McMurdo[3] looks back to communicative characteristic features of earlier stages of electronic communication, classifying them into: ***oral cultures, written cultures and printed cultures*.** The latter, also called ***electronic culture, marked the beginning of a new period in the development of human communication. The Internet becomes the communication channel of millions of users who exchange messages, photos, movies, sounds, documents, software and other information that can be placed inside your computer.

The professor E. Coseriu[4] claims: *„A language is not, thus, but all lingvistic acts virtually identical of a community of individuals, an „izoglose" system conventionally established, summing up what is common in the expressions of a community or even of a single individual in different periods*". The essence of language is that it is not only a set of units, but a system, a communication process. Communication processes ensure the transmission and exchange of information between people on the impressions, rational decisions, emotions, value judgments, etc. For the initial operation and establishment of a society, we need a common system of signs: language, popular indices, music, dance, fine arts, rituals, measuring units etc. The language is the primary means of establishing connections between different systems of signs.

In the case of interpersonal computer-mediated communication, encoding linguistic resources are combined with non-linguistic. For example, in the text: I don't mind:)[5], to personalize the communication, are used non-linguistic encoding means.

To say that an Internet communication occurs, at the level of data exchange, it must conform to a particular set of *commu-*

[2] Tapscott, D., *Growing Up Digital*: *The Rise of the Next Generation*, Mc Graw-Hill, New York, 1997, www.growingupdigital.com.

[3] McMurdo, G. *Changing Context of Communication*, in *Journal of Information Science*, no. 21 / 1995, pp.140-146.

[4] Coseriu, E, *Introducere în lingvistica*, Echinox, Cluj, 1999, p. 32.

[5] [:)] means "smile".

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nication protocols and data. **The protocol,** in the context of information theory, is a set of information exchange rules. In computer networks, network protocols are used to allow computers connected to that network to receive and send messages. The computer serves as a platform for the operational system. The communication can be **asynchronous** (there are significant gaps between the issuing and receiving of the message, for example the e-mail) or **synchronous** (Internet communication media, mass and group services which enable "real time" communication with minimal pause between issuing and receiving eg. IRC-Internet Relay Chat and MUD – Multiple User Dialogue).

Understanding Zone[6] is an important element in the communication process because successive communications can be met only if the source and receiver understand each other. This understanding requires a language, attitudes, perceptions, culture, departments, experience and even common education.

In ***linguistic theories*** [7] is reported that there are many ***forms of communication***, differentiated by: *the number* of those who communicate and issuing *channel* (interpersonal communication, intra-group communication, communication in organizations and mass communication) and by the nature of *symbols* used (verbal and nonverbal).

Text-based communication on the Internet does not have the characteristic of traditional genres of written texts, whereas the oral nature and spontaneity of language prevails. Thus, Internet communication has a mixed character, being a combination of the oral and written type.

Social interactions are always between virtual communities through applications (MySpace, FaceBook, Wikipediia, YouTube, Hi5 etc.) that allow people to generate content and share infor-

[6] Grosseck, Gabriela, *Marketing si comunicare pe Internet*, Lumen, Iasi, 2006, p.173.

[7] The concept belongs to Naom Chomsky. A linguistic theory is *„a kind of pattern that serves to build grammars"*, apud Ana-Maria Barbu, *Sintaxa determinatorilor*. *Analiza lingvistica si aplicatie computationala*, ALL, Bucuresti, 2004, p.10.

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mation, opinions, experiences. **Cultural globalization** is thus a way to link individuals around the same ideas. It's a reality that World Wide Web has revolutionized the idea of global communication.

World Wide Web (WWW or Web for short) is a system for storing and reading documents on the Internet in a format that includes links to documents, graphics and multimedia elements.[8]

The language is the foundation of communication between people and for many of them, it bears deep emotional and cultural connotations, values contained in a vast literary, historical, educational heritage etc. Precisely for this reason, the language should not constitute an obstacle to access the human knowledge available in **cyberspace**.[9]

The General Directorate XIII of the European Communities Commission[10] propose the linguistic and extralinguistic mechanisms necessary for mechanical processing of natural languages, in other words natural language interaction with electronic computers, to computerize the language. This area of research is individualized under the name of ***computational linguistics***, its purpose is to develop or adapt linguistical resources from one language to dictionaries, thesauri, corpora and computerized grammars. The desire for greater social cohesion within the European Community entails the need that its people understand themselves at all levels, to exchange written or oral information with a minimum of language barriers in communication.

The fundamental assumption that investigates new directions in research on automatic processing of natural language is that spoken or written language, translated into an electronic representation contains enough implicit or explicit information (when

[8] Tim Bernes-Lee, *Weaving the Web: The Original design and Ultimate destiny of the World Wide Web*, New York, Harper Collins Publischers, 2000, electronic variant.

[9] Dan Tufis, *Recent Advances in Romanian Language Technology*, Ed. Academiei Române, Bucuresti, 1997.

[10] *********Language and Technology*, Report of DGXIII to Commision of the European Communities, September, 2002.

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the representation contains textual annotations) to enable automatic extraction of linguistic knowledge required to process natural language.

Ideally would be that information exchange, portability, interoperability and online access to web pages at informations stored on the Web, to require the use of all languages in cyberspace[11] in order to preserve the diversity of universal human heritage. Actually, the Internet is a Babel Tower with 35 floors, in which the dominant linguistic space is of English.

Research estimates that there would be 0.20 million Romanian speaking Internet users, the presence of Romanian language in the virtual world being 0.5% (source: Global Reach, http//global-reach.biz/globstats). When developing a linguistic knowledge on the Internet, really helpful are apparitions of the Romanian versions of international sites and Romanian portals[12].

Media culture and electronic communication may even lead to the creation of a „central nervous system" of the global economy through features such as:

– Convergence (existence of a network of global dimensions, through cultural hybridization);

– Omnipresence (data transmission throughout the whole "planetary village");

– Interactivity (links between individuals, the media is a explanatory key in deciphering the cultural history of humanity).

It is required an in-depth knowledge of globalization phenomenon by means of information, since it is imposed a blockage of

[11] ***Cyberspace*** **–** term introduced by the American writer William Gibson in 1984 in his novel *Neuromancer* and induces the reader the idea that it is a fantasy science-fiction, unfulfilled, but under developing. Some definitions confuse it with virtual reality, with electronic storage and transmission of information or computer-mediated communication, while others define it as a conceptual space or as a product of social interaction.

[12] The ***Portal*** can be defined as a gateway to the huge warehouse of electronic documents on the Web. It allows searching for information specific to an area of interest and various services (email, mailing lists, software download services, etc.).

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cultural slippages, stopping the flood of subcultural offers. The individual can defend against such manipulation, because he has the possibility to identify it. Globalization has the great role to annihilate the distance between cultures, "to create a new cultural identity"[13]. The world consisting of cyber-citizens enables global communication, eliminating the spatial limits of communication, but including such a dynamic environment as the online, the changes number is impressive, and the speed with which they occurs often surpasses the imagination.

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[13] Rachieru, A. D., *Globalizare si cultura media*, Editura Institutul European, Iasi, 2001.

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