

LANGUAGE, MASS COMMUNICATION AND DEVELOPMENT OF GLOBAL RELATIONS

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BIO

Aradhana Bose, Ph.D., is a dedicated research scholar in English with over 25 years of successful teaching experience. She is the entrepreneur behind the Aradhana Bose Institute. Aradhana has been honoured with numerous accolades, including the International Education Award (IEA), Indian Woman Entrepreneur Award (IWEA), Global Teaching Excellence Award (GTEA), and FOX STORY INDIA's Women Faces of the Year 2024. Committed to nurturing young minds, her life's motto is to transform students into responsible citizens of India. Aradhana's passion for education and entrepreneurship has made her a respected figure in her field.

Theme of the Article: Language

Research Objectives: To explore the symbiotic relationship between language and mass communication in fostering global understanding, collaboration, and cultural exchange to advance societal development and international relations.

Abstract

Language serves as the fundamental link connecting individuals worldwide, while mass media utilises language to disseminate information globally. English, recognised as the international language, plays a central role in facilitating mass communication and enhancing global relations. It promotes cooperation in global economics, fosters cultural and intellectual exchanges, and strengthens diplomatic ties between nations. By establishing a common identity and acquainting individuals with diverse beliefs and values, English serves as a cornerstone of diplomacy and globalisation, bridging disparate regions and cultures.

Communication relies on language as the conduit for transmitting messages to individ-

uals and organisations. The convergence of language and mass communication proves to be a potent tool for fostering human relations on a global scale. Together, they facilitate understanding, promote dialogue, and contribute to societal development worldwide. The ability of language to convey nuanced meanings and cultural contexts enhances its effectiveness in shaping perceptions and fostering mutual respect among diverse populations.

In conclusion, the symbiotic relationship between language and mass communication underscores their critical role in advancing global understanding and collaboration. Their combined influence transcends borders, contributing to a more interconnected and harmonious global community. Ultimately, language and mass communication

shape the narrative of global discourse, promoting shared values and aspirations across nations and continents.

Keywords: Language, Mass communication, Global relation, economic and cultural co-operations, English

Introduction

Language, mass communication as it is known, markets, economics, and shifts to global relations involve an equal volume of interaction. Communication and the flow of information between nations, as between people, are regarded, for good reason, as the foundation of the dialogue, which should be seen as a conduct measure for shaping international relations, as culture bridges over different views, a different way of life, and different development levels (Behl et al., 2023). There are national stereotypes to acquire a glossary employed to condemn bigotry and techniques geared to research generalisations in terms of linguistic instructions. Judging by the complexity of language behaviour in computer-mediated communication, it can be said that language usage reflects one's position in the social exchange effectively (Ellinor & Girard, 2023). Language is such a powerful tool that when dealing with 'foreigners' or 'strangers,' it has to be included in foreign policy, as it affects de-

cision-making operations.

Multinational and intergovernmental organisations currently participate actively in responding to language and subject perceptions in diplomacy. Given the rapid advancements in information superhighway computing and media-control technology, cyber-culture interaction between individuals coming from various cultural backgrounds in the world suggests that individuals interact with one another, and on a global scale, the language they choose to communicate in cyberspace has an effect on innovations and forms of interrelations in real-world politics (Schmitt, 2020). The significance of language as a strategy for making an impression in human actions is the purpose of understanding the language used in order to gain deeper insight by means of operating methods. In this manner, policymakers should appreciate linguistic behavior as the same reason to help cement people's ideas and to gain insight.

1.1. Background and Rationale

Language, as the primary medium of mass communication, has long fascinated scholars due to its complexity and significance. Mass communication is defined as the dissemination of information to a large audience through

various modern communication methods, a field that has experienced remarkable growth over the last two centuries during what is termed "The Age of Communication Explosion." The revolution in print and electronic media has transformed political, economic, cultural, social, and scientific landscapes globally (Sanborn, 2022). Language plays a strategic role in international affairs, influencing domestic and international scenarios through its persuasive and propagandist capacities, often reflecting cultural and ideological frameworks. The modern era is characterized by cross-cultural communication and literary interactions, shaped by linguistic relationships and socio-political contexts, raising concerns for those pursuing global peace and diplomacy. As a critical factor in fostering international understanding, language must be thoroughly researched, especially concerning the learning and teaching of modern languages. This study aims to empirically investigate the relevance of language in mass communication amidst liberalisation, regionalisation, and globalisation, with particular attention to the objectives of post-war international educational curricula in English and other languages (Hill et al., 2023). The impact of the Industrial Revolution on mass media has further transformed educational theories, highlighting the interplay between technology

and communication.

2. Aim

This paper explores the relationship between language, mass communication, and the development of global relations. The profoundness of language can hardly be exaggerated, as it defines what we can express and think. This relates to mass communication as well, for it is the mouthpiece of expression and perspectives of particular people disseminated to a large and unspecified audience. Whereas much has been studied and discussed by scholars and language policy experts in the field of language, development, and social behaviour, there are rare studies revealing how public speech, edited in mass media, can influence the course of international relations. Even fewer are those that pose to explore the roots through which a public political dispute in one state can lead to negative portrayals in other states. Nonetheless, it is an important area of interest, more so because it has an impact on the theory and practice of communication.

2.1. Research Objectives

This research paper deals with the wide topic of language, mass communication, and global relations. We aim to understand how languages

are exploited and privileged in various domains of global communication. The study moves beyond a purely meta-critical discussion of existing research paradigms or normative statements. The analysis seeks to allow connections between language and communication to be demonstrated, explored, and questioned in the dense networks where they are dissolved. The first purpose of this paper, is to illustrate and provide strong empirical and theoretical insights on the relations between communication and languages. Building on this result, the second part of the project is aimed at questioning what remains concealed within both research studies and normative guidelines towards communication that raise such issues. In fact, existing studies often discuss normative and theoretical issues from a monodisciplinary perspective (Badwan & Badwan, 2021). Yet, in a period of intensified communicative global networking, the research deals with the consequences that massive communication has on many other social, political, and cultural/symbolic as well as everyday issues.

3. Method

The research was designed to review literature and analyse language used in various global media. Language and mass communication are capable

of developing human potential, allowing the extremely powerful to possess the real power to determine the development of relationships of any scale. People who possess information as a commodity are held in high esteem. Therefore, the need to know and master foreign languages is quite apparent. When defining the term “language,” one ought to understand the idea of language not as a complex of particular sciences, but in its communicative aspect. Speaking belongs to all people as humane by nature, and this capability is available to all the people on the planet. The word is intended, first of all, and foremost to communicate it. So, passing on information from one person to another, communication becomes an integral part of human life. A scientific literature analysis we have carried out shows that there is a significant interest in exploring the actual issues of communication processes, information content, the degree of effectiveness, and the reflection of languages’ significance in the process of conversation and their influence on a person’s psyche and behaviour. It’s important to stress the main buffering flexibility of the process of mass communication, the special techniques available, a huge readership audience, etc. But there are still many unsolved problems in the linguistic field. Given the stated urgency, the text interprets the results of

a study illustrating the rapid developments in communication systems with numerous communication fields and their differentiation, as well as the growing interest in dissecting the distribution and characteristics of the divergent systems (Pavlik, 2023).

4. Results

The results indicate that the role of language and mass communication in global relations very much depends on how these meanings influence transnational communities. Highly interwoven language and communication practices that span international venues of discourse provide important support for effective international and transnational networking. This, in turn, supports collaboration between and among sectors of society.

This theme of social impact is demonstrated in the case studies that follow, although each plays out this role differently and specifically within different domains. Discoveries from the case studies also reveal how ideological and cultural issues play an integral role in communication failure and the breakdown of collaborative relations between transnational and local entities as well (Lan et al. 2021).

4.1. Key Findings

The primary focus of the research is to investigate the influence of mass communication and language use on the development of global relations between countries. The research has revealed a number of significant findings that resonate with the overarching themes of my research.

These findings clearly illustrate the ability of mass communication to yield correlations between languages that are spoken and the nature of global relations between countries. Likewise, the findings highlight the prominence of globalised media and language adaptability in sustainable improvements in global communications and diplomatic relations between countries. The importance of these findings essentially supports the main argument of my essay, which revolves around these key findings. By examining the interconnectedness that exists between language use, mass communication, and global relations, it is easier to understand how my research questions might be applicable to today's contemporary global communication environment.

Firstly, through investigating these relationships, the findings clearly underscore the themes of communicative strategies and their effectiveness in the realm of diplomatic relations, hence pro-

viding a number of practical implications for countries to implement. Given the international media's tendency to report on the views of only a select few world leaders, this research has offered insights from empirical data into the contemporary reality of world public opinion that is voiced on the increasingly global level through select languages: those of media powerhouses.

From the sharp analysis of international news reports on North Korea and South Korea, it is evident that contemporary global relations are inversely linked to the non-representational nature of influences on news mediation, thereby rendering the strategic and essentially communicational imperative championed at its core to the trajectory of the development of nation-state relations in place of political actions, alliances, treaties, and security agreements. Rather than policy-makers, the news mediators make history by shaping the public perception of another state (Sanborn, 2022).

Figure 1 illustrates a bar chart showing the prevalence of major languages in global communication.

Role Of Language In Global Mass Communication

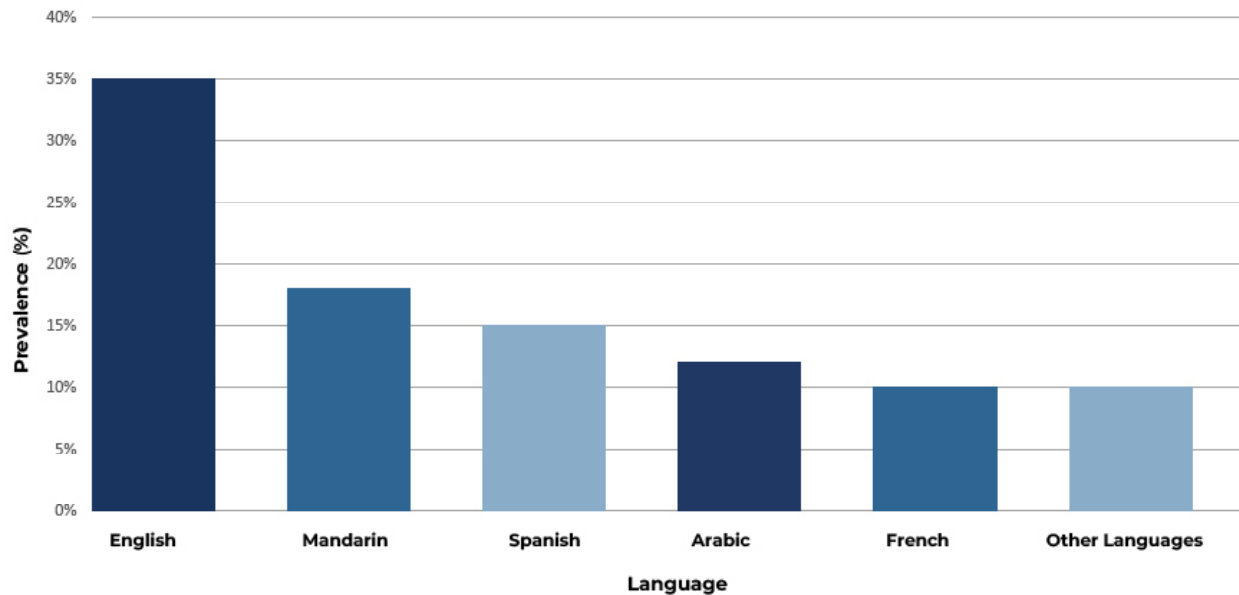


Figure 1 (Sanborn, 2022)

5. Discussion

In this research paper, we sought to investigate how mass communicators use intercultural communication, expecting that they use syntactic patterns of the language spoken by the target audience. The results both align and contrast with previous research, indicating that using the shift pronoun “one” can make mass communication more relatable, but that even more relatable language can be achieved through syntactically mimetic language. The research indicates that intercultural communication can be understood in terms of the relatability of the language. The findings enable us to discuss how we can use the conceptualisation of our study

to generalise and articulate other general phenomena in linguistic science. The findings also provide insights into the level of social and political life that linguistics and mass communication can contribute to build relations or change people’s natural attitudes (Freiermuth & Huang, 2021). Regarding the potential this study can contribute to understanding human behaviour, further research can be conducted since the results of this study only prove the advantageous use of mimetic language over relational language. The study can also provide suggestions in order to achieve better goals in mass communication as well as in relation to intercultural misinterpretation in the global political community.

5.1. Implications for Global Relations

The findings presented in this paper have global implications. There is the potential that effective public communication and information designed in accordance with them could contribute, as part of wider resources, to the effectiveness of diplomatic activity, at least in the area of public diplomacy, and measures promoting multiculturalism, which in turn could create the conditions for peace and durable understanding among communities. Misunderstandings have led, and continue to lead, to some of the most severe and long-lasting consequences in many international and national communities. International research has suggested that a lack of understanding of language structure is implicated in

misunderstandings in inter-ethnic encounters involving speakers of English (Limani et al.2024). The findings in this paper extend this finding to misunderstandings in a number of other typologically and genetically related languages, which is direct evidence of the universal relevance of the findings.

Figure 2 is a pie chart depicting the distribution of mass communication's impact on diplomacy, trade relations, cultural exchange, and political alliances.

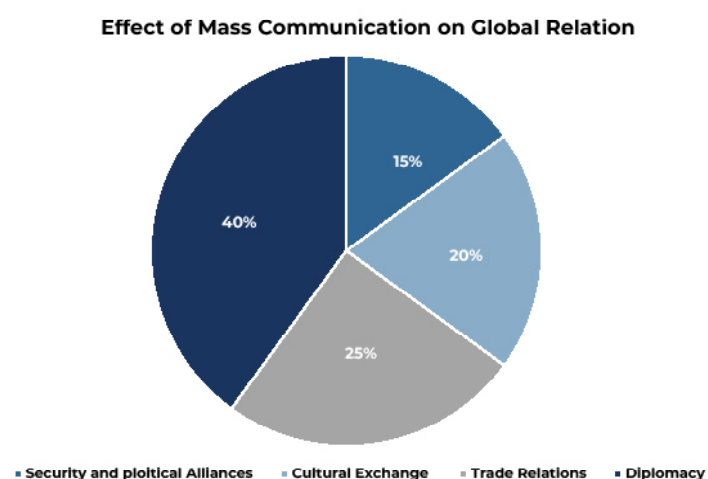


Figure 2 (Behl et al, 2023)

As nearly one in four people in the world are Muslim, and as well over a billion dollars a year is being spent on developing international collaborations with countries in the Islamic world in order to eliminate the conditions that allow support for terrorism, the implications for global relations are clear. Considerable practical benefit

in this way can also be gained to inform the implementation of global agreements (Robinson, 2024). The results may justify an expansion of this research to a consideration of more global policy and international frameworks for the establishment, use, and monitoring of international agreements and the potential policy-making relevance for professions such as linguists and translators.

Where there is a lack of clear understanding, grave misunderstanding ensues, and ultimately, involvement in exploitation and even cheating runs the high risk of

miscommunication To deny the integral relationship of language and communication in the development of human society and the need for the former from ignorance is nothing short of folly and, at times, perhaps more so, arrogance if not ignorance dressed up in knowledge. Miscommunication, the lack of having a good grip of the other's language, is

a major contributing factor leading to the breakdown of relations between or among countries, societies, ethnic groups, individuals, etc.; it hampers instant relations and even the development of trust or understanding. A case in point: President Jomo Kenyatta of Kenya, at an international conference at Arusha in the early 1970s, rendered a common Japanese expression which describes the mouth incorrectly. The correct expression, as interpreted, would have meant the man who speaks with sincerity is trusted by all. However, unbeknownst to him, President Kenyatta instead had said in Swahili, the man who has a mouth should speak. The ensuing laughter at his expense showed that among the Swahili-speaking audience he was not understood. Miscommunication is thus not merely malfunctioning, not just skidding, of language. It is a stimulus leading to negative reactions with detrimental implications. In situations such as international business negotiations and diplomacy, this kind of thing can be quite embarrassing. In the perhaps more strident world of politics and ideology, irreparable harm could, and on many occasions has, resulted (Malik, 2024). Misunderstanding acts as a definite handbrake on friendly and peaceful relations. This solves nothing, builds nothing, resolves nothing. With this

kind of mindset, ignorance of an acquaintance and of a language becomes really no bliss!

5.2. Role of Language in Mass Communication

One of the most important developments in the field of mass communication and media entertainment is the rapid growth of language. A language is not only a tool of communication, but it is also the main medium that structures the mindset and cultural experiences of the people. Language establishes and shows the communication that it intends to convey. Broadcasting conceals diverse cultural, interpretative, and normative traits; to a large extent, it cannot be mediated by ordinary discursive knowledge and requires interminable problem-solving to bridge underlying patterns of meaning, understanding, and practical reasoning. The choice of languages affects the direction of our messages, the production of the experience sensitivity most relevant to these messages, and the type and intensity of any relationship that exists between narrators, characters, audiences, and social events. Media is a source of expressing the social evolution of humans. The content of media depicts the behaviour and personality

of different human societies. The medium to depict this is none other than language. The massive population in the world speaks more than six thousand languages. The people differ from place to place in terms of language, culture, mindset, ideology, and communication skills.

The strengths and weaknesses, effectiveness and differences of different people and their institutions, regional problems, merits and demerits of different systems, and the countries situated on the horizon are seen through the medium of mass media. There has been rapid growth due to Internet of Things (IoT) (Surao, 2021), the role of mass media in any country and society is not merely to inform the public, but also to contribute to democracy through micromanagement from house-to-house talk and worldwide decision-making regarding public opinion in the country and the world. Language is considered the medium that is capable of influencing human character and emphasises the needs of mass media to carry out its functions effectively. Language is seen as extending the essence of citizenship to the national level. However, the centralised temporal nation not only requires the accessibility of a common

spoken language but also fosters a sensibility of the public contract, which serves the public.

It is a sensibility that lacks communication when its terms are absent in public discourse. With the increasing awareness and advancement in technology, TV channels enable exploration of one's cultural boundaries. Technological development has created cultural negotiation abilities for host communities and transplanted communities. Usually, in underdeveloped contexts, satellite culture develops through the medium of language. Language is the only medium to deliver any steps of TV services. TV channels with multilingualism provide a vast amount of news. Audiences who understand a particular foreign language desire to watch the programs.

These programs attract viewers to learn, think, and understand new ideas, and to create argumentative write-ups. As long as the program is engaging, the use of language in the TV program can encourage the development of various types of arguments (Pratap et al. 2024). After the engaging program, audiences are inspired to write about it. This kind of TV program presents a challenge to understand a portrayal of

media influence. How media developed and which types of media discourse are represented.

6. Conclusion

Language, as the principal means of perception and communication, plays a critical role in mass communication and global interpersonal, group, and interstate relations. In contemporary international communication, various forms of mass media function as intermediaries of the message, through which global variation is mastered by any country. Specifically, the global role of mass communication, although mainly through the commercialisation of large-scale media, is extensively discussed. In the professional sphere, the role of language and that of mass communication is technical, and both are used as tools or means (Bouvier and Machin, 2020). The very existence of a global language indicates intercommunication and the formation of interests, helping to replace apprehensions.

The analysis of the interaction and tension between adversaries is considered minimalistic, offering perspectives for applicable strategy. Likewise,

revealing that words and communication are vital for the interrelated common world necessitates knowing not only the phenomenon of communication itself but also appreciating its theoretical, conceptual, and other agencies in a wider context.

The present study has corroborated the relevance and essentiality of language and its effective manipulation through the channelling of public diplomacy with the intent to foster collaboration and cooperation in the global contemporary context. Throughout the study, objectives and research questions are addressed and illuminated through extensive empirical and theoretical analysis and justifications, establishing the authentic relevance of the study in existing literature. It is anticipated that the findings of the study will not confine but will offer the much-needed tendencies for a theory and practice of a challenging and evolving communication arrangement for societies to have effective and sustainable dialogue. Furthermore, the ultimate findings and likely recommendations will correspondingly make a huge impact on global practices affecting the contemporary global populace. The theoretical and practical

grounds established in this study will sustain future research on the topic within the extant literature of language and mass communication. It is a democratic appeal to scholars and practitioners to engage in all the ramifications of the study.

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