

Internationalization shrinkage and Communication Technology Revolution: World Grows Small (Global Web)

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Abstract—In this age of Information Technology with the entire globe being integrated into web-linked villages, it has globalized the world, which drives all the countries to more ethical standard. While interest in web accessibility has increased over the past several years, another quieter interest area has been just as important to making sites available to more people.

The W3C internationalization activity assures that web technology will work in all languages, scripts and cultures. Internationalization removes barriers to local and international access, provides the technology that facilitate local and international access.

Emergence of Web has a steep decrease in international communication costs and benefits of scale and spillovers from country to other. The evolving liberalization of international trade regimes makes it easier to do business across borders. Transportation costs can be lowered dramatically if a firm and its customer are in each other's proximity and a pooled market for advanced labor develops nearby. Even some of the larger firms have started to coordinate their manufacturing capacity allowing them to move internal suppliers from one country to the other if their products are interchangeable.

The Internet has become the instrument of communication in higher education. Information management system is used for organizing course work and assignments, publish course information on-line and publish information on general social events. Web tools Blogs, podcasts , itunes and Youtube videos are used to keep international students and their advisors connected throughout the world..

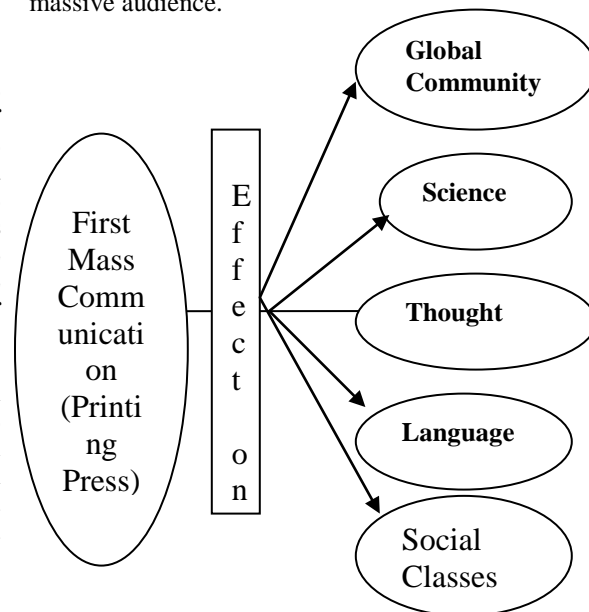
In progressive companies, technology is at the core of an organization as it fosters efficiency and proficiency of the entire working system. For better productivity of an organization, implementation and regular updates on IT are highly beneficial. This paper discuss how the internationalization is being promoted by information technology – web and is helping in network expansion of knowledge base, re-sourcing etc.

Keywords:W3C:world wide web consortium,VOIP:GSM: , TDMA.;CDMA, ICT: information and communication Technology

I. INTRODUCTION

Communication is commonly defined as "the **impacting** or interchange of thoughts, opinions, or information by speech, writing, or signs".

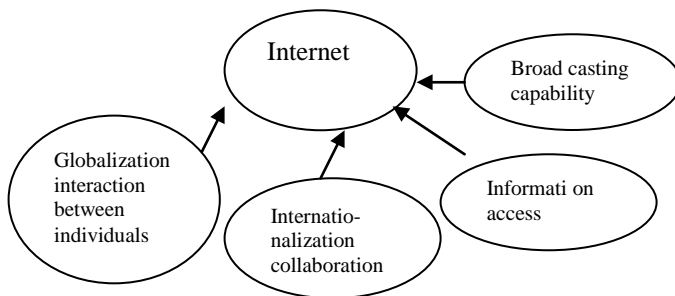
One of the most revolutionary technologies of communication was printing press, which can reach to massive audience.



Effect of Mass Communication

In this current era, another revolutionary technology which is reshaping the world is the "internet Technology". In the 1990's the Internet became a popular means of communication. Through the survey it was

found that 15% of people world wide are using Internet and is gaining tremendous popularity day by day and number of user's increases by the hour. Internet has revolutionized the communication world without any geographical location as shown below.



Internet Revolutionization

Originally internet remained restricted to the exchange of scientific data between scientists and secures information within governments. Then access to newsgroup, bulletin board and electronic mail has gain popularity. The purpose of internationalization is to make localization easier, faster, higher quality and more cost effective. The goals of the work to "internationalize" Internet protocols include providing all users of the Internet with the capability of using their own language and its standard character set to express themselves, write names, and to navigate the network. Quelch and Klein (1996) predicted that companies would become global marketers faster owing to the Internet's low cost communications and ease of access to foreign consumers.

II. POSITIVE INFLUENCE OF THE INTERNET ON PEOPLE

- Anyone can search the globe and access information
- People can be connected to others in their social world without physical proximity.
- Email and chatting has cut the cost which has a positive impact in people everyday lives because it has increases the frequency and quality of interpersonal communication among people
- With the enhanced IT enabled services and improved communication infrastructure, the small and medium sized enterprises of the local market can also get opportunity to participate in global markets which is beneficial for both developing and developed countries
- It expands opportunities for educated workers who may help in the success of their country provided they serve in their own country only.
- It allows businesses to import services that are not produced domestically or that are not available at a price and quality required for competitiveness
- It brought along with it varied opportunities for the developing countries. The technology

transfer promised better productivity and thus improved standard of living.

III. Negative Influence of the Internet on people

- Face-to-Face interaction with other people may lead to weaker social ties.
- Psychological quality of traditional face-to-face interaction.
- Due to technological advancements, government and private firms are concentrating more on spreading their businesses, collaborations, etc across the world consequently loosing connection with local actors and being negligent about them.
- The country which is more technology savvy can exploit and dominate less developed countries with less expensive resources and labor to its own benefit thereby badly affecting their economy
- Government is also undergoing pressure to help their citizens adjust to changes brought about in part by intensifying international competition. Indirectly, the cost of structural unemployment, higher education level and cost of creating higher standards of infrastructure and environment is increasing, so the government has to impose higher taxes after resulting in public sector deficit in order to meet the above requirements. The question of how to embrace globalization without loss of sovereignty is bothering the government participating in the globalization process.
- As service industries rely increasingly on IT, they tend to become more dependent on capital and human-capital inputs. This has led some analysts to suggest that developing countries cannot compete internationally in services and that policies to liberalize trade in services would be of limited interest to them

III. NEW WAYS OF COMMUNICATION

Technology is in a continuous change as we have discuss about the printing press and then came the Internet technology which brings new innovating technologies like VOIP technology which replaces the traditional telephone landline. This technology work best on a high speed connection to the Internet and main advantage is its low cost. And without any geographical barrier we can talk and exchange information. It offers a great mobility. A different take on Communication Technology is a Hearing Aids. Modern model fits behind the ear and has no battery pack, just a small zinc battery inside it. There

are various types of communication aid devices to match individual skills, needs, and problems. Their main utility is to enhance interpersonal interaction, which will facilitate social integration and education.

In the communication world another technology is web SMS. Web SMS is used for authentication of user accounts, advertising campaigns etc. and the prospect are infinite. Web SMS are useful in overall business practice in various ways and in websites. Web SMS is used for campaigns, product releases and marketing competitions. The users can also SMS to the website to response submission, for posting messages online and update their details. Web SMS is free which is more advantageous. Web SMS are faster and easier to write and amend than mobile phones.

Another Revolution in the Communication technology is mobile cell phone. The telecommunication service in world had a great leap within a last few year. 6 billion people own mobile phones. In the early 1990's second generation or 2G phones came onto the market. 2G phones use a digital signal transmitted from radio transmission towers. It has greater data transmission capabilities than 1G phone, but the capacity is limited. 3G telephones work on both the GSM and CDMA networks. 3G technology features very fast transmission of the mobile signal, which vastly expands the data transmission capabilities of phones which run on 3G networks.

IV LATEST TECHNOLOGY IN COMMUNICATION

- Free international calls from PC to PC- This method allow to make allow to make calls from a PC to another PC or from a computer to a land line/cell phone, regardless of the geographical location; which is convenient to most users. This technology not only helps users but business too.
- Conference calling Phones- In competitive business environment conference calling phones are the perfect source to the growing business needs. Conference calling companies are offering flat rate services as a complete conference calling solution.
- USB Skype Phones- This is a affordable broadband Communication Technology to communicate with friends and others, it uses web connection to send and receive voice signals instead of through the regular telephone switching network. It is vitally crucial to use a high speed Ethernet connection for cordless skype phone. A low speed internet connection will cause the voice quality inferior.

V FUTURE POSSIBILITIES

The Internet changed our life enormously; there is no doubt about that. Internet has had an impact on society, the true power of the internet involves it ability to connect many people with each other simultaneously but it has not been fully utilized and integrated into society. Internet is only be used as one-to-one (email) and one-to-many (World Wide Web page) communication tools. . If the Internet is likewise to have profound effects on social as well as economic aspects of life we must likewise begin to use it in more profound ways than as a business tool. Internet users should examine their behaviour that excessive usage of Internet by online should not have negative impact on the person well-being and shouldn't be blindly dependent on it. World wide collaboration has already begun as students communicate with others around the world via email, video conferencing and instant messaging. Many collaborative projects are also occurring in the shape of online collaborative websites know as wikis. Internet newsgroups, this revolution has not yet occurred for the benefit of mainstream science. the newsgroups are mainly promoted in the mainstream media as a toy for the purile, for various pornographic applications, the bizarre, and the bored with a spare lifetime to browse and play around. Presently the international newsgroups on the Internet system are very much biased towards computer users who can touch type; read/write English; and explain ideas and concepts in plain ASCII text. The future of the newsgroups will be for inherently user-friendly multimedia news systems and software that do not discriminate between race, creed, color, religion - and the computer illiterate. With the present trend for making the World Wide Web interfaces slicker, it is unlikely this future for the newsgroups will happen in the very short term. In the Article titled "Small Wonders," Jim Mitchell, a Sun Fellow and vice president in charge of Sun Microsystems Laboratories, discusses the future of the Internet. He asserts that as technology has increased and the physical numbers have increased, the size of the equipment has decreased dramatically. Soon the Net will be populated with billions of things -- most of them very small and hardly recognizable as computers. He goes on to describe future possibilities of "tiny sensors that go inside your body to monitor your health. Pacemakers can do that now, tracking the activity of your heart and providing doctors with a read-out on demand. The tiny green chip is used to make copies of DNA from a blood sample

VI CONCLUSION

Internationalization has promoted an effective and efficient information collection and dissemination system that responds the needs of the era of ICT and considers

creating a base for promoting cooperative and friendly relations with overseas countries. The pressure on the IT industry to support sustainability and help future-proof organizations is likely to increase in near future. As most of the population was illiterate printing press took long to impart society but it has undoubtedly had greater impact on society and every major discovery and social changes but it's difficult to determine the impact of the internet. Use of Internet is going faster than the use of the printing Press did. Internet has the potential to become a revolutionary technology. To have more immediate impact the computer literacy should be encouraged and censoring of the Internet should be limited to continue facilitates new ideas. The Internet is probably fastest means to spread information, fact or fiction. The influence of the Internet has caused a change in the way we communicate, learn and shop. There is no question that easy access to the Internet, like the introduction of mail service and the invention of the telephone, has changed the nature of people's connection to others in their social world. Mail made possible connections among people without physical proximity, and the telephone facilitated communication among distant people, making rapid connections possible across long distances. the primary use of the Internet is communication, some people might speculate that the Internet will have positive social consequences in people's everyday lives because it increases the frequency and quality of interpersonal communications among people. People with easy access to others would feel better connected and more strongly supported by others, leading to happiness and engagement in families, organizations, communities, and society more generally. , the ease of electronic communication may lead to weaker social ties, because people have less reason to leave their homes and actually interact face to face with other people. The Internet allows people to more easily work from their home, to form and sustain friendships and even romantic attachments from their home, to bank from their home, to vote and engage in political and social issue based discussions with others Internet life cannot stand on itself without real-life communication. Internet users should closely examine their behavior, to ensure that excessive time online will not negatively impact their personal well-being. As with many things in life, it seems that moderation and balance are key to maximizing the Internet's positive effect. However the Internet is still such that an individual or small group of individuals can make a difference in not only the creation of new resources on the Internet such as newsgroups, but of entire new protocols and technology.

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