



## The Impact of Globalization and Modern Technology on the English Language

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**Abstract**

English has changed significantly as a result of globalization and technology, and languages are constantly changing due to the demands of their users. As new words are created and become naturalized, language evolves very gradually. Today, English is a universal language, and communicating is a prerequisite for success in the global market. This article explores how globalization and technology have influenced the English language and its usage, emphasizing their various effects. This work has synthesized and analyzed the available literature using the systematic review technique, providing valuable insights into how technology and globalization have affected the English language. The results demonstrate how globalization has contributed to the widespread adoption of English as a lingua franca while also marginalizing regional languages. As English incorporates vocabulary from other cultures, linguistic borrowing has enhanced the language. On the other hand, technology has altered communication methods and has rapidly influenced the English language. Traditional communication methods have changed due to technology, which has made language more approachable and informal. Slang, abbreviations, emojis, and sentence fragments are new language forms brought about by the growth of texting, social media, and online communication. Although technology has facilitated faster and more effective communication, it has also caused a shift from standard grammar and language usage, particularly among younger generations.

### 1. INTRODUCTION

#### 1.1. Background

“Globalization may be thought of initially as the widening, deepening and speeding up of worldwide interconnectedness in all aspects of contemporary social life” (Held et al., 1999: 2). Some students view globalization as a social process that makes boundaries meaningless (Adler, 2007), while others emphasize its world-unifying, homogenizing capacity. The process of integrating many cultures, languages, organizations, nations, etc., from across the world is

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known as globalization. Globalization has connected everyone in the world for personal and business reasons. The current globalization period offers us a lot of new chances to communicate and exchange our thoughts, information, findings, and experiences with others worldwide (Mohammed, 2020).

The word "globalization" was first used and has been in use since the 1980s, and it is generally agreed to be a post-modern phenomenon. In reality, it is a lengthy historical process only sped up in the latter part of the 20<sup>th</sup> century. Language is one of the many facets of society that have been and will continue to be impacted by globalization (Steger, 2013). The greater distribution and interconnection of languages, especially English, is one of the main effects of globalization. The English language is recognized to be spreading more and more around the world. Only 25% of English users globally are native speakers, and most non-native speakers use English without native speakers (Seidlhofer, 2011).

Furthermore, language is constantly changing and adapting to meet the needs of its users. Although language develops relatively slowly, technology has sped up the process and made the changes immediately apparent. The influence of technology on communication has been astounding, particularly in the area of writing. Some newly created terms that have gained enormous popularity are waiting to be included in Standard English. The modalities of communication have undergone significant change due to technological advancements. The English language has also evolved to accommodate new communication channels and technologies for increased efficacy and efficiency (Reshma et al., 2016).

### **1.2.Problem Statement**

Globalization and technology profoundly changed the English language, which has made it the universal language and caused quick changes in vocabulary, use, and communication patterns. Although these changes have increased English's accessibility and usage, they also give rise to worries about the loss of linguistic variety and the marginalization of indigenous languages. Despite its pervasiveness, little is known about how technology and globalization combine to change English in social, cultural, and educational contexts. However, this transformation has also raised critical questions about the balance between standardization and localization, the preservation of linguistic diversity, and the long-term effects of digital communication on language use. These challenges highlight the need to examine how globalization and technology simultaneously enrich and endanger English's linguistic and cultural landscape. In a technologically advanced, globalized society, this issue must be investigated to guide language policies and educational strategies that support linguistic variety and the long-term growth of the English language.

### **1.3.Research Objectives**

1. To explore the influence of globalization on the evolution and spread of the English language.
2. To investigate the role of technological advancements in shaping modern English usage and communication norms.

### **1.4.Research Questions**

1. How has globalization contributed to the English language's dominance, spread, and evolution?

2. How does technology shape modern English's vocabulary, grammar, and communication styles?

### **1.5. Significance of the Study**

Studying how globalization and contemporary technologies have affected the English language is essential because it illuminates how outside factors influence linguistic variety, communication norms, and language evolution. Since English is now the most widely used language in the world, all stakeholders must comprehend how globalization and technology affect its evolution. Because it offers insights into how language changes in the digital era, this study benefits linguists and educators who want to modify their teaching methods to fit contemporary communication trends. Policymakers can use these results to create language regulations that support linguistic variety and ensure efficient international communication. Language studies and sociolinguistics scholars and students will better understand the continuous changes in English use because it demonstrates how technology influences contemporary grammar, vocabulary, and writing styles. By analyzing both the positive and negative impacts of globalization and technology, this study contributes to the broader discussion on the future of English as a global means of communication.

## **2. METHODOLOGY**

This study employed a systematic review approach to investigate the influence of globalization and technology on the English language. The research followed a structured approach to synthesize and analyze existing literature, ensuring comprehensive and unbiased insights. The study design involved identifying, evaluating, and integrating relevant academic sources that focused on the impact of globalization and technology on English language usage and diversity. Inclusion criteria centered on journal articles and books directly related to the topic, while exclusion criteria eliminated publications and studies not aligned with the research focus. A systematic search was conducted using relevant keywords such as "Globalization and English language," "Technology and English usage," and "Digital communication and English evolution." Relevant data extracted from the selected studies. Ethical considerations ensured proper citation and attribution of all sources.

## **3. REVIEW FINDINGS**

### **3.1. The impact of globalization on the English language**

The English communication language has enabled the development of globalization. English is the most widely used language, although other languages have had a part. English and globalization are closely related (Gray, 2002). The English-speaking population is rapidly increasing. The number of English-speaking persons worldwide has increased for a number of reasons. According to Crystal (2003), the British colonial period of the seventeenth century and the industrial revolution led by Britain in the eighteenth and nineteenth centuries had a role in the rise in the use of English. He also argues that a key factor in the rise in this language's usage is America's global military and economic dominance. Globalization boosts this situation and makes this language the medium of global communication.

According to Pennycook (1994), the English language is seen as a type of service business. "English is now a global commodity to be bought and sold on the world market," he adds. Phillipson (1992, p.48) even asserts that English appears to be a marketable language globally. Globalization makes the presentation of diverse cultures and customs from different nations around the world in English possible. Additionally, this gives rise to a new kind of English

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known as English for Specific or Special Purpose (ESP). For instance, the only language used for education in computer science, engineering, and medicine in India is English.

Even linguists cannot accurately report the number of global languages. Roughly 7000 different languages are used for communication. Among these languages, English stands out from the rest since it is not only the national language but also the lingua franca of the entire world. Naturally, globalization has a more significant impact on this language than on others. These days, English is crucial not just in education but also in fields like technology, computers, medicine, entertainment, and diplomacy. In the world of the Internet, English is used more frequently in a globalized and new style. Globalization has a more profound effect on language, and language evolves and shifts in accordance with societal culture. It is almost impossible to preserve the original linguistic conventions and rules in the face of globalization. Language is the primary medium via which cross-cultural communication skills are developed. The ability to think globally, perceive new horizons, and expand universal understanding are all made possible by the English language, which is why it is the lifeblood of globalization. We can refer to it as Global English nowadays. English makes global cultural and traditional promotion simple. The way that English is used has changed significantly as a result of globalization (Jadhav, 2018).

English's current worldwide position has frequently been linked to and described as a result of globalization. Crystal (1997:2) says, "A language achieves a genuinely global status when it develops a special role that is recognized in every country." Globally, English is the second most spoken language. After Chinese, English is the most widely spoken second language and foreign language taught in schools and colleges. English is widely spoken around the world, including in the United States, Canada, Australia, New Zealand, Great Britain, and many more nations. English, which currently holds a unique position in more than 70 countries, including Ghana, Nigeria, India, Singapore, and Vanuatu, is the greatest example of the function of an official language today (p. 4). In more than 100 countries, including China, Russia, Germany, Spain, Egypt, and Brazil, English is now the most commonly taught foreign language. In the majority of these countries, English is becoming the most common foreign language taught in schools, frequently replacing other languages in the process (Crystal, 1997, p.5).

The English language has become the global lingua franca for political, scientific, and economic communication throughout the past few decades. According to Crystal (1997), in transnational communication, English is the official language of 85% of international organizations worldwide. English is used in 90% of published scholarly publications and in about 85% of major global cinema productions and marketplaces. The growing use of social media, where English is widely utilized, is one of the main impacts of globalization and demonstrates how language usage has changed as a result of it (Jadhav, 2018).

The English language has become the global de facto standard used in business, cultural, and political exchange, and as a result, it appears to be having a greater impact on the world at large. It has been noted that changes in language usage, linguistic boundaries, and the integration or coming together of the world's cultures and economies have a significant impact on the languages we speak, which in turn has a significant impact on the way our brains function and organize and how we think. As a result of globalization, the English language appears to have a very noticeable and long-lasting effect on the collective networks of the world mind. "A stripped-down English of catchphrases and trite idioms, light on richness, is becoming the true global language." (Anand, 2010).

Words from different languages have been borrowed into English. It has experienced several times when a significant number of terms were taken from a certain language. Significant

cultural exchanges between English speakers and speakers of other languages take place at these times. The adoption of loanwords from the languages and cultures that English speakers have encountered is a component of their cultural history. About 29% of English words are French, 29% Latin, 26% Germanic, and 15% other languages. Hindi Sanskrit has affected English in recent decades, and several terms are now acceptable. Cheetah, Karma, Avatar, Garam Masala, Gymkhana, Jungle, Yoga, Mantra, Thug, Roti, Mahatma, Swastika, Maharaja, Bungalow, Loot and more (Raut et al., 2016). Yule (2017) states that borrowing words from other languages is a major source of new English terms. Piano (Italian), ski (Norwegian), sofa (Arabic), tattoo (Tahitian), yogurt (Turkish), zebra (Bantu), café (French), kindergarten (German), agenda (Latin), plaza (Spanish), tea (Chinese), and bazaar (Persian) are just a few of the many terms that the English language has borrowed over the years.

Many additional issues arise with the usage of the English language as a result of these effects of globalization. Locals begin adopting the global language, and English organically blends with their native tongue's tone and intonation. The English language's structure is drastically altered as a result. It turns into a border language that individuals use to behave socially, making it functional both locally and internationally. Globalization necessitates technologically advanced worldwide communication. English has become essential for all professionals. English is increasingly valued by universities worldwide (Jadhav, 2018).

Finally, both positive and negative consequences of globalization on language have a big impact on the language's culture. Globalization is held responsible for the extinction of some languages and civilizations while simultaneously enabling the development and dominance of some on a worldwide scale. The influence on minority languages, the loss of homogeneity among major languages, the disrespect for the diversity and richness of linguistic forms and styles, and the fall in foreign language acquisition among English speakers are some of the most evident consequences of globalization on the world's languages (Mohammed, 2020).

### **3.2. The impact of modern technology on the English language**

English is now the most widely used language for international communication as technology has made it simpler for people to connect with each other throughout the world. English has evolved as a lingua franca, and new vocabulary has been created. Technology has also enabled new kinds of communication, like texting and social media, which employ acronyms, slang, and informal language. The way individuals interact has undoubtedly been impacted by this, but it is changing and adjusting to new ways of communicating. The development of new vocabulary in the English language coincided with technological improvement. Technology added several new terms and words to English, such as 'smartphone,' 'Wi-Fi,' 'emoji,' 'caption,' 'tweet,' and 'hashtag'. These words did not exist before the advent of technology (Sharma, 2023).

Modern English and its grammar are deteriorating due to irresponsible technology usage. Overuse of technology has caused the immediate emergence of new English terminologies, ignoring the damage it makes to the language and its grammar. In professional and formal contexts, fundamental English grammar is essential. Grammatical errors may be annoying and damage the trustworthiness of the message being delivered. Language is changing as a result of technology, which is also influencing new forms of communication. It is therefore advised to strike a balance between the use of new terminology and technology and suitable grammar and language use for the audience and context. The use of English has increased as a result of the introduction of new technology, including smartphones, tablets, the internet, text-speech, Chat GPT, an AI system, and social media apps like Facebook, Instagram, and Twitter. It's

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possible for new terms to gain traction and eventually become Standard English. Words like "internet," "email," and "text message," for instance, were formerly regarded as non-standard but are now widely used and listed in several dictionaries (Sharma, 2023).

Additionally, language and grammar are deteriorating in this day and age (Sonn, 2006); people are becoming less interested in reading and writing in Standard English. Although text speak mimics spoken language, it has its roots in Standard English (French, 2018). Text-speak uses simple spellings and abbreviations to make typing on mobile devices more facilitated. The net-generation essentially changed Standard English words (i.e., word adaptation) to participate in short conversations and demonstrate their online presence. They did this by using abbreviations (e.g., brb for be right back), removing non-essential alphabets (e.g., wud for would), substituting homophones (gr8 for great), and de-emphasizing proper punctuation and capitalization, which resulted in structural adaptations to the English language (Cingel & Sundar, 2012). Please refer to Table 1 for further Text-speak word samples.

Furthermore, text-speak may also be seen as an act of defiance against linguistic norms (Akbarov & Tankosić, 2016). Text-speak violates the standards of Standard English and poses a problem for parents and educators. Teachers worry that students' projects are becoming increasingly shorter and riddled with misspelled words and grammatically wrong phrases, making it harder to distinguish between professional and informal writing (Strain-Moritz & Tessa, 2016).

*Table 1. Lists some of the examples of Text-speak words and phrases*

<b>Text-speak</b>	<b>Standard English</b>
k	ok
cuz	because
omg (OMG)	oh my God
nvm	never mind
4give	forgive
da	the
ppl	people
ur	your
thnx	thanks
srsly	seriously
grats	congratulations
lol (LOL)	laugh out loud
fyi (FYI)	for your information
btw (BTW)	by the way

The emergence of the internet greatly influenced the worldwide evolution of English, as almost 80% of the world's digital information is now kept in English. Since the majority of the main search engines are situated in the United States and the major computer languages are essentially subsets of English, the iInternet is mostly focused on English. This alone has had a tremendous impact on globalization and given English-speaking nations an advantage in global communication. English remains the primary language of the internet, a fact that is now starting to be recognized by the mainstream media. For instance, Specter's article "World, Wide, Web: 3 English Words" in the New York Times in April 1996 emphasized the importance of English (Rao, 2013).

Furthermore, in an era of globalization, the development of the internet as a quick and limitless communication tool and the expansion of English as an international language are tendencies that reinforce one another. Since its birth, the Internet has transformed both the

teaching and learning of the English language as well as human communication. More than anything else, the advent of the Internet and computer-mediated communication has changed how computers are used for language learning toward the end of the 20th century. The internet has changed the computer from a display and processing tool to a communication tool in society and the classroom. For the first time, language learners may now swiftly and affordably communicate with other speakers and learners of the target language worldwide. The lexical, phonological, and syntactic norms of language, as well as the priority that most teachers place on using proper language, are all being impacted by the internet. For instance, a condensed form of English has developed in chat rooms and the so-called virtual world as a result of this worldwide technology (Panda, 2021).

To name a few, examples of this feature are RUOK? (Are you OK?), c%l (cool), b4 (before), cu (see you), and 2day (today). In online communications, capital letters are also assigned syllabic values, such as thN (then) and nEd (need). Less than half of the letters required in a standard sentence structure are utilized in a single construction, such as ru2cmel8r? (Are you to see me later?). It appears that online communication would avoid complex structures like relative clauses and shortened sentences. Linguistics and language learning appear to be significantly impacted by the Internet. We seldom consider these brief messages to be erroneous since they are so widely used in daily life. Good nite (good night), so wot (so what), @home (at home), and so on are examples of everyday expressions that are often used (Panda, 2021).

The most prevalent elements that play a significant role in linguistic change are the dropping of vowels or silent letters, utilizing abbreviations (BTW, ASAP, LOL, thx, nite, gr8), pictures or symbols known as smileys, emoticons, chat pictures, images, emoji, icon arts, chat stickers, and text emoticons. Slang language or the colloquial manner of communicating are terms used to describe these communication techniques. However, Facebook or SMS language is spreading worldwide and infiltrating every part of our lives. People will never recall that they were speaking the language they do now until they are digitized in the next 20 to 30 years. It is conceivable that globalization plays a significant role in linguistic change (Ferdinando, 2015).

The primary impact of globalization on language use is that languages are no longer simply used for written or spoken communication; they are now also used for quick communication via the internet and other electronic media. Language has changed in many ways to keep up with the speed of the modern world, and internet users exploit these changes to communicate. Language that is easy to type and saves time and space has been developed for social media usage and adopted by all users. Furthermore, grammar and structure are also affected by the gradual worldwide change of language. Social media language seldom follows traditional language rules. (Jadhav, 2018).

*Table 2. Lists of some of the actual posts published by individuals on social media are here how grammar is misused.*

<b>Texted form</b>	<b>Standard grammatical form</b>
u look so hapy! great pic	You look so happy! Great picture.
u sd of call me if you need something	You said to call me if you need something.
grs thx ill be k	Great, thanks, I'll be okay.
Td! cant tel	Today! Can't tell.
wat s happening sat ??? O wait ... is itguna b Sitas BIRTHDAY????!!!	What's happening Saturday??? Oh wait... is it going to be Sita's birthday????!!!
so sad ... can't believe Such an amazing entertaine has gone	So sad ... can't believe such an amazing entertainer is gone.

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z diz da futre f English?	Is this the future of English language?
r u comi?	Are you coming?
where r u?	Where are you?
c u l8r	See you later.
Thx for the invite, cant wait 2 c u	Thanks for the invitation, I can't wait to see you!
brb 4 now	Be right back for now.

The next stage of communication may involve the use of emojis in place of words. As a result of globalization, the use of the internet has actually caused a "back to nature" phenomenon in language usage. With the growing popularity of emotion, we are once more shifting to a more pictographic mode of communication. In the near future, symbols and images will be utilized more frequently in place of words and letters. These days, "text speak" words cause a lot of misunderstanding among language users. The effects of globalization have even led to the creation of several new terms. "Bae" and "fleek" are two examples. Only 10% of the 2,000 surveyed knew the actual meaning of "bae" (a word of affection) and 57% didn't know "fleek" (looking nice) (Jadhav, 2018).

Although language develops relatively slowly on its own, technology has sped up the process and made the changes immediately apparent. The English language has been rapidly impacted by technology, which has also altered communication methods. Language is always evolving; this does not imply that it is becoming worse; rather, it just means that it is different. Many new terms have been created as a result of social networking. For instance, "Tweet" used to refer to bird chirping, but it now also refers to a lengthy message sent on the well-known website "Twitter." The term "check-in" not only refers to checking in at hotels or airport counters, but it also indicates that someone has "checked in" by using a public website to let others know where they are. In the 1950s, wireless meant a radio. Nowadays, unless you belong to a specific generation or are attempting to be satirical, it is quite uncommon to refer to a radio as wireless. The verb "to Google" is now widely used (Raut et al., 2016).

Finally, technology has shaped English in both positive and negative ways. While there are many benefits, like better communication, easier access to communication, and a wealth of digital tools for language learning, there are also some drawbacks, like the use of shortened language, excessive dependence on spell checkers, and the simplification of language due to the rise of informal writing on the internet, such as social media posts. People's capacity to communicate well in more formal contexts may suffer as a result (Sharma, 2023). Using cellphones, tablets, PCs, and laptops to write, Strain-Moritz and Tessa (2016) believe that texting has negatively affected students' capacity to compose whole sentences without fragmentation or punctuation, violating orthography rules.

## 4. DISCUSSION

According to the findings of this study, the English language has been significantly impacted by globalization and contemporary technology, which has both strengthened its position as the universal language and created new difficulties. According to Mohammed (2020), one of the main effects of globalization is international communication, and English has become the most widely used language for intercultural communication. Because of its extensive usage, English has undergone substantial linguistic change, absorbing words and expressions from other languages to expand its lexicon and cultural richness. The fact that non-native English speakers exceed native speakers by a ratio of three to one is highlighted by Crystal (1997), who also



emphasizes that English's global position is due to its unique functions in international contexts rather than its native speakers count.

There has been a price for this domination as well. Due to parents' and educators' preference for English over native tongues, globalization has sidelined several regional and indigenous languages, resulting in language loss and endangerment (Panda, 2021). Due to the overwhelming preference for English in business, education, and internet communication, many languages are in danger of being extinct, which raises worries about linguistic diversity.

Alongside globalization, technological developments have also had a substantial impact on how English is structured and used. According to Ferdinando (2015), social media and messaging apps, among other digital communication platforms, have changed language by emphasizing simplicity and brevity. The emergence of "Facebook English" and "SMS English" has brought new linguistic forms like emojis, slang, and abbreviations, which have facilitated faster and easier communication. Although these modifications increase productivity, they also lead to a decrease in formal writing rules and conventional grammar. Social media users' acceptance of informal phrases and visual representations of emotions, particularly among younger generations, has raised concerns that this trend may impair the cognitive and creative capacities necessary for complicated language communication.

Furthermore, linguistic standards have changed as a result of people's growing dependence on technology for communication. Users of the internet have produced unique language patterns that frequently disregard accepted grammar and spelling rules, giving rise to new dialects of English. Academic and professional writing standards may be impacted by this language change, which encourages originality and adaptation but also blurs the boundaries between official and informal communication. Concerns over the long-term effects of these alterations are raised by Karen (1997), who notes that when English is utilized as a *lingua franca*, it may endure modifications that compromise its structural integrity.

In the end, there are advantages and disadvantages to how globalization and technology have affected English. Even if English is still the most widely spoken language in the world, it is important to take into account the decline in linguistic variety and the change in linguistic conventions. Linguists, educators, and policymakers must create plans to protect indigenous languages while maintaining English as a flexible and inclusive language of communication.

## **5. CONCLUSION**

This research has explored the ways in which contemporary technology and globalization have influenced the English language, emphasizing both its growth and change. English has become the dominant language of worldwide communication due to globalization, which has encouraged linguistic borrowing and contributed to the loss of regional languages. In addition to making English more dynamic, technology has sped up linguistic evolution by adding informal aspects that go against established linguistic conventions.

Technology has impacted how we write, think, and interact with others. The prevalence of rapid social interactions on social media has changed the way we communicate and led to the emergence of text-speak, the primary communication style of the net-generation. Since the youngsters have modified their writing style to adhere to the word count constraints, they cannot be held accountable for writing in shorthand. Children are deemed bilingual if they are able to converse in both Standard English and text-speak, which is increasingly regarded as a dialect of the English language.

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The interaction of technology and globalization emphasizes the necessity of a well-rounded approach to language development. Even though English will keep changing, it is crucial to preserve linguistic diversity and, where needed, adhere to conventional language standards. Future studies should concentrate on methods for encouraging multilingualism while utilizing the advantages of new technology. To ensure that English continues to be a tool for global connectedness without sacrificing linguistic heritage and academic integrity, educators and governments must carefully negotiate these changes.

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