

## THE PRESENT GLOBAL COMMUNICATION ENVIRONMENT

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### ABSTRACT

Marshal McLuhan foresaw the emergence of a global village----- a world community of interaction and communication ----- as a result of drastic technological changes in informatics. No doubt, this rapid accelerated pace reveals remarkable upward trends in increasing literacy, urban population and use of different types of mass media. But it can't be a global village, with one world and many voices. Voices which are loud, provocative & aggressive, on one side, while passive, suppressed and neglected, on the other end, which has bifurcated the entire world into distinctive information coteries. The present paper is an attempt to expose these voices which will provide a complete scenario of the present situation of the problem.

### INTRODUCTION

If small is necessarily beautiful, our planet has become a dazzling gem. We regularly see, hear and feel events as they occur anywhere in the world. Live color television broadcasting by satellite has collapsed space, we can telephone our European friends almost as easily as our next door neighbours. Our computers chat internationally without pause. A stream of information accompanies each commercial transaction. As the trade web increases in complexity, so too the communication web. International arbitrage is accompanied in seconds; contracts are sent across the world by facsimile in minutes; a steady stream of business letters, financial data and invoices cross national boundaries. the trade winds are now electromagnetics<sup>1</sup>.

Besides all these informatic wonders, the global