

A Study Based On Importance and Various Effect Of Technology on Language, Society and Culture

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Abstract: *Technology is the body of methods, procedures, skills, and techniques employed in the creation of products, in the delivery of services, and in the achievement of goals. Technology has an impact on people, the environment, and society as a whole. Culture is the social customs and conduct that characterize the human societies. A key idea in anthropology, culture includes a wide range of phenomena that are passed down through social learning in human cultures. The term "culture" refers to a group of people's "style of life," or the manner in which they conduct themselves. Cultures may vary amongst various groups. Learning transmits a culture to the next generation, whereas heredity transmits genetic information. Likewise a language is any specific example of such a system, or, in other words, we can say that language is a system of communication that consists of a set of sounds and written symbols that are used by the people of a particular country or region for talking or writing. Language is the medium of expression and a system that consists of the development, acquisition, maintenance, and use of complex systems of communication, particularly the human ability to do so.*

Whether technology has positive or bad effects on society depends on how we use it. As an illustration, (POSITIVE IMPACT) corn can be used to generate ethanol, which can then be utilised as fuel. This essay has examined a number of technological implications on language and culture.

Keywords: *Technology, Anthropology Language, and Culture, communication etc*

I. LANGUAGE'S IMPORTANCE IN SOCIETY

Essentially, language is a system of communication that uses sound or signs to represent concepts, actions, and things. Language has existed for a very long time—thousands of years. The majority of language is spoken, not written. Yet, the invention of writing and then the printing method contributed significantly to the spread of knowledge, without which people would not have known about the lifestyles and thought patterns of their predecessors. The secret to a human life is language. By using it as a tool to relay communication between people, they can avoid misunderstanding. Language, according to Malinowski, "is the one indispensable instrument for forming the links of the moment without which unified social activity is impossible; it is the necessary means of communion."

1. It can be claimed that language is the foundation of humanity. God has given us a wonderful gift in language. It contributes to the whole humanity of man. In fact, according to Aristotle, man is a rational animal, and his capacity for reason—which is manifestly dependent on language—is what distinguishes him from other animals and elevates him above them." Yet, Aristotle believed that meaning was just as much a component of language as the sounds that convey meaning and that the two physiological organs that produce sound and meaning are equally important to the formation of language."

2. For man to be a rational being, language is required. In other words, the development of civilizations was made possible by language. Studying the contemporaneous written records from the era is the only way to comprehend the great brains of the past. Language is a tool for creating, preserving, and exchanging ideas as reflections of reality throughout human interaction. Language grows and develops alongside the evolution of society since it is social by nature and is therefore inextricably linked to the people who are its creators and users. Stalin makes linguistic observations, "It appears and changes as a civilization advances and changes. It perishes together with society. Language does not exist in a vacuum."

3. Language and society's link has been discussed extensively. Seldom in the history of linguistics have studies of a language been conducted in isolation from studies of that language's past, distribution in society and regions, relationship to things, ideas, and events, and speakers and listeners in the "real" world. "Man's relation with the society is so intimate and tight that it is very impossible to detach him from the social context in which he is born, fostered, and grown to be a man," according to conventional wisdom.

4 According to the Babel's Tower tale, there was only one and only one language spoken by humans at the dawn of time.

5 Currently, there are more than 5000 languages spoken worldwide, yet every year, about 25 languages perish. Languages vanish when their costs of protection are no longer sufficiently offset by their social and psychological benefits, according to Jean A. Laponce.

6 Nobody is really sure how animal growls gave way to human speech. Nonetheless, it is true that the ability to communicate through language sets humans apart from other animal species and not simply helps to differentiate them. Noam Chomsky, a well-known US linguist, asserted that everyone has the capacity to speak a language from birth. He even continued by asserting that, regardless of nationality, some extremely general principles of grammar are ingrained in every human mind. "According to Chomsky, language is something that people learn instinctively. He believed that words had deeper significance and that this was why humans could learn new words so quickly."

On the other hand, Professor Lloyd James claimed that many animals possess the required speech organs and that if they had attempted to learn how to utilise them in the same way that early humans did, even they would have created their own forms of speech. Sir G. Elliot Smith was right when he said that man's evolution began with the development of speech.

Functions of Language: Language is a tool for communicating thoughts to other people. Gestures and signs can also be used to a certain extent to accomplish this. For instance, nodding the head in place of saying "yes" or shaking the head back and forth in place of saying "no." Language differs from signs and gestures because it uses sounds that are meaningful to both the speaker and listener.

While comparing a language's spoken and written forms, it is discovered that while speech has some advantages over writing, the former also has some advantages of its own. A person can communicate himself more fully while speaking by utilising their hands and eyes than is feasible when using written language. Speech has the ability to express subtler differences in meaning than text. Writing has the benefit of being easier to duplicate and maintain. With spoken language, the listener must adjust to the speaker's pace; yet, in writing and reading, one can either linger over challenging passages or skip over less significant or simpler ones.

A person's identity is shaped by society. The saying "No man is an island" is well known to all. This indicates that because man is a social being, he imbibes culture, tradition, and social conventions. Building and maintaining relationships with other individuals depends on language. Conversation between any two people is made possible through language. In turn, conversation aids in learning more about the speaker. Men can express their thoughts, ideas, and emotions to others through language. It's true that gestures and signals can help to transmit ideas to a large extent. Yet language uses sounds that carry meaning. Language is described as "a wholly human and non-instinctive method of transmitting thoughts, feelings, and wants by use of a system of voluntarily manufactured symbols" by Edward Sapir in his book *Language*, "An Introduction to the Study of Speech."

Language is arbitrary by nature since it has a symbolic component. The relationship between a word (sound combination) or a sound unit itself (symbol for the sound unit) and the thing it stands for is actually pretty difficult to define. The relationship is illogical and entirely arbitrary. Evidently, there is no link between a word's meaning and what it stands for. There isn't anything in the written or verbal symbolism of words like "tree" or "river" that tells us anything about the item they stand for. The gender categorization that many words fall under is another example of how language is arbitrary. That is excessively laborious in Indian languages like Hindi. Language is thus a system of common symbols, each of which stands for a group of sounds that have a particular meaning. But, arbitrariness does not grant the speaker the freedom to portray a particular meaning with any sound or combination of sounds that enters his head.

Impact of Technology on Language:

We have grown accustomed to the thought that quickly advancing technologies will alter our capabilities and methods of operation. The majority of people haven't thought about how technology is changing our language, how it affects how we communicate, and even how we think.

Google is now a verb.

Particularly noteworthy is the usage of the phrase "to google," which originally gained notoriety in 2002 after being named the American Dialect Society's Word of the Year. They proclaimed "google" to be the word of the decade later, in 2009. Google had evolved into a general term for "searching the Internet," not simply using Google. Yet, searching now involves much more than merely entering text into a text box and pressing a button. We now know what someone means when they say, "I googled you," or even that they googled themselves. The thought that this action can now have a significant impact on the opinion we form about other people led the European Union to create rules granting people the right to request that information about them be deleted from search engine databases in order to be "forgotten." Google has now taken the place

of our collective global memory, and searching is how we access those memories. This is essentially a "transactive memory" technique that humans have always used, in which we ask those close to us, typically those we know, to help us remember details and experiences.

Industry undergo uberization

We have "to uberize," which is a different example of a verb that was derived from a proper noun but may have an equal impact on our social lives. This is from the company Uber, whose business model disrupted a sector by utilising smartphone apps supported by data analytics to provide customers less expensive taxi services. The term "uberization" now refers to the process of using technology to disrupt any sector by avoiding needless regulations and bureaucracy. The use of the term "uberization" is intriguing since, as previously stated, it refers to more than just the process of changing an industry into one that is more productive or efficient. An industry's refusal to adapt, modernise, and truly satisfy customer needs is reflected in the claim that it has to be "uberized." Every new development in the ongoing disputes and issues that Uber is dealing with as it presses forward with its attempt to disrupt the taxi business adds to the context that is being created.

Though it is a new term, it is an intriguing illustration of how a word that was intended to have a particular meaning has been radically altered by common usage.

How much has changed

We could have a lot of conversations today that would be meaningless to someone from 2005. Even though a word's definition may be given, for it to truly mean anything, it would need to be understood in the context of how technology, people, and society have all interacted to shape it. Although this has happened before, the speed of change has accelerated to the point that our language has changed at a similar rate to that of our thoughts.

A last historical question: What would George Bernard Shaw have made of the following assertions? "Last night, my mum got hacked." What a delicious meal! I'll upload it. Please message me if there is someone out there. What number of steps did you take today? "Would you pirate the upcoming season for me?" "I'm done with windows,"

Culture:

A group of people's culture is defined by its language, religion, way of life, and other factors. People from various societies have varying cultures, but they also share some commonalities. Clothing, cuisine, religion, and many other aspects of culture differ from one another.

A group's culture defines who they are as a whole; they have their own way of living and adhere to what their culture dictates. We've seen that a lot of people act in a certain way after considering what their or my culture would say in this situation. They faithfully adhere to their culture, especially on wedding days and other significant occasions. Those who do not adhere to their culture or make modifications to it are not teaching their children any morals or values since they are not practising their religion.

According to several definitions, culture is "learned and shared human patterns or models for living; day-to-day living patterns, these patterns and models pervade all aspects of human social interaction. Humanity's main mechanism for adaptation is culture. 1. According to a different source, "Culture is the collective mind-programming that separates members of one type of people from another." 2. It is evident from these definitions that both explain the same concept—culture is first learned, after which it is shared—in slightly different ways. It is therefore a well-known fact that younger people first learn about culture from their elders, and when these young people grow up to be elders, they pass it on to the following generation. Yet the culture discovered that it encompasses all facets of human connection, and as a result, it has evolved into a system that humanity has adopted. According to the author's second definition, culture is mental programming, which covers everything connected to mental programming. As a result of these various mental programming, various groups of people can be distinguished from one another.

Culture is not something you study for and know; rather, it is merely a process you go through; after that, you will know about the culture. As we said previously, people learn about culture from their elders. That is very similar to something that someone inherits through their nature. Every activity we take, such as eating, clothing, wearing jewellery, etc., is a product of the culture we absorbed. According to one author, babies and young children learn about their culture by observing their parents and immediate family. They take on various roles and imitate behaviours they have observed. 3. Lastly, it is true that young children and babies pick up cultural practises from their parents and other members of their immediate family. They then incorporate these practises into their daily lives to adapt their culture.

Shared: Culture is something that several social groups have in common. That is not something that one person possesses alone. Sharing is the only way that culture is ever transmitted, hence sharing is essential for cultural transmission. According to the author, "The process of learning culture is called enculturation," the sharing of

culture is referred to by this term. 4. Culture can be transmitted in a variety of ways, but language is the primary method. Language is a means of social communication, and it is via this medium—along with public speaking and informal conversation—that information is spread. The second method is to share culture through the use of modern communication tools like TV, DVDs, the internet, and other things. The world has been exposed to every culture thanks to these contemporary technology.

Social: Culture is a communal phenomenon; it is not a personal phenomenon. It is a byproduct of society and develops as a result of interpersonal relationships. We differentiate things by comparison, thus in order to distinguish a culture, we must compare it to others in order to learn about all of its facets. As a result, a culture must be social in order for there to be a concept of culture. According to one scholar, "culture can be regarded of as the normative order, functioning through operational and social influence, that guide and constrain people's behaviour in collectives." 5. So, based on the aforementioned statement, it is apparent that culture is the general thought in a normative order, and since these thoughts are subject to many operational and social effects, there may also be certain cultural modifications that individuals of that culture accept into their conduct.

Continuous: Culture is a process that never ends. It is a growing whole that encompasses both the past and present achievements of humanity while also preparing for the future. "Thus some sociologists like Weber dubbed culture the social heritage of man" 6. Culture is the consequence of past and present changes that occur in it; as a result, it absorbs those changes in itself and becomes the result of past and present experiences.

Adaptive: Culture is constantly adaptable; even when changes take place, they do so very gradually and, in most cases, benefit everyone who is a part of that culture. When a culture undergoes some change, the people within it also adapt to it and stop caring about it. Others from other cultures may still criticise it, but the people within it don't care because they have become accustomed to it. According to one source, "Biological changes and adaptations are always flexible to adapt, even in the extreme environmental conditions." 7. This indicates that the culture is adaptable and simple for everyone to follow when changes are made.

Varies: Every culture is different. Every aspect of culture, including how people dress, eat, and communicate, differs from one society to the next. Every culture experiences changes from time to time, although they nearly always happen slowly. Despite this, we never claim that a culture is immutable.

Technology's impact on culture:

Technology is transforming all facets of our lives. Our societies are significantly being impacted by the advantages that new digital methodologies offer. But, managing the process of cultural transformation is one of the biggest commercial issues; it has nothing to do with the hardware, software, or solutions. I assumed leadership of a new region at the beginning of this year, one with incredibly varied and distinct cultures, and I have already witnessed firsthand how technology is embraced in various ways and how access to it creates a digital divide across nations. Cultural variations have an impact on many aspects of modern international communication, whether it is by email, Skype, social media, or the phone. Regardless of your preferences, in my opinion, the key to effective communication is acknowledging and accepting all of our differences in order to have a beneficial effect.

Humans are social creatures. Human interaction cannot be replaced by technology. To communicate across boundaries, we need to integrate human and computer elements. Since between 70 and 80 percent of our communication is nonverbal, Orange believes that the human touch is crucial to the success of digital transformation. A crucial asset in corporate communications is body language.

II. Conclusion:

Culture and technology have a direct impact on one another. The innovative technology changes along with changing cultures. A large portion of this is beneficial overall. For instance, it greatly facilitates international communication. But we must not lose sight of the value of face-to-face communication in bridging cultural gaps. In summary, we may argue that technology has both beneficial and harmful cultural and linguistic influences. It is our responsibility to use it responsibly and improve society as well.

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