

Human Web Language – The Modern Scenario of Human Language

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ABSTRACT: *Curiosity and creativity are the inbuilt characters of human being. Throughout their journey human beings have been inventing various things. Man is an intellectual animal; each and every human being is unique and has his own feelings and ideas. So a tool was required to share and transmit his feelings and ideas. To handle this critical situation successfully man invented Language as a tool. Language emerged as a powerful medium to transmit the human culture and knowledge to the next generation. Even though human beings invented several things, Language is the most miraculous invention of human beings. Since it was the era of unconnected human society, the interaction with the people of the other geographical area was limited. So, naturally, a number of languages were invented by human beings in various geographical areas. Even though human population created various languages in different geographical areas, the main intention of all languages is to transmit the feelings and ideas to the others. According to "Ethnologue" statistics the total number of languages in the world is 7,105. Human language took various phases in the history. After the long journey human language got the new shape called 'print' with the advent of printing technology. Today a good amount of literature exists in majority of written languages. Technology is stepping forward to give one more shape to human language i.e. 'web language'. It is a positive change that human language is going to take a new shape. But only few languages are playing dominance in the world of web language. 54.7% of the content in the web is in English language, 82.2 % of internet users are using the top ten languages namely English, Chinese, Spanish, Japanese, Portuguese, German, Arabic, French, Russian and Korean. Only 350,557,483 people are using the rest of the languages. There is a point to remember according to "Ethnologue" statistics the total number of languages in the world is 7,105. This paper highlights the various stages of development of human language, the emergence of technology in the area of human language and mainly focuses on the modern human language i.e. web language.*

KEYWORDS: *Human Language, Web Language, e-content.*

I. INTRODUCTION

Our planet was formed approximately 4.54 billion years ago. The total area of the earth is divided into two parts i.e. 71% of water and 29% of land. The above mentioned 29% of earth spread across our planet. The environment which exist in 29% of the earth is not the same, but it is geographically diversified. Due to the suitable environment for origin and growth of the species many species evolved on the earth planet. Human beings are also one of the species which evolved in this planet. Human beings have passed various stages to come to this level i.e. Dryopithecus, Ramapithecus, Australopithecus, Homo Erectus, Homo Sapiens Neanderthalensis, and Homo Sapiens Sapiens. The settlement of human population is spread across seven continents i.e. Asia, Africa, Europe, North America, South America, Antarctica and Australia. Due to the geographical diversity, the physical feature of the human population is also dissimilar. According to United States Census Bureau (USCB) the size of the human population in the world as of today is more than 7.076 billion (April, 2013).

Curiosity and creativity are the inbuilt characters of human beings. Throughout his journey human beings have invented various things. Man is an intellectual animal; each and every human being is unique and has his own feelings and ideas. So a tool was required to share and transmit his feelings and ideas. To handle this critical situation successfully man invented Language as a tool. "A language is a system of arbitrary vocal symbols by means of which a social group co-operates" (Bloch and Trager (1942)). Throughout his journey the human beings cultivated their own culture (the way of life). Through this enormous powerful tool human beings transmitted knowledge from one generation to the other. Even though human beings invented several things, Language is the most miraculous invention of human beings. So language emerged as a powerful medium to transmit the human culture and knowledge to the next generation.

As we discussed earlier the human population is geographically diversified and spreads across the globe. Since it was the era of unconnected human society, the interaction with the people of the other geographical area was limited. So naturally a number of languages were invented by human beings in various geographical areas. Even though human population created various languages in different geographical areas, the main intention of all languages was to transmit the feelings and ideas to the others. According to "Ethnologue" statistics the total number of languages in the world is 7,105.

II. BIRD VIEW OF LANGUAGES IN THE WORLD

It is difficult to give an exact statistics of the number of languages that exist in the world, because it is not always easy to describe what a language is. The distinction between a language and a dialect is not always clear-cut. It has nothing to do with similarity of vocabulary, grammar, or pronunciation. Sometimes, the distinctions are based purely on geographical, political, or religious reasons. It is usually estimated that the number of languages in the world varies between 3,000 and 8,000.

There is a list of the world's languages, called "Ethnologue" (a research project){<http://www.ethnologue.com>}. According to "Ethnologue" statistics the total number of languages in the world is 7,105. The language listings in the Ethnologue are organized under five world areas i.e. Asia, Africa, Pacific, America and Europe. The details are as follows:-

Area	Number of Languages	Percent	Number of speakers Total	Percent
Asia	2,304	32.4	3,742,996,641	60.0
Africa	2,146	30.2	789,138,977	12.7
Pacific	1,311	18.5	6,551,278	0.1
Americas	1,060	14.9	51,109,910	0.8
Europe	284	4.0	1,646,624,761	26.4
Total	7,105	100.0	6,236,421,567	100.0

(Table-1)

Source: *Ethnologue* <http://www.ethnologue.com>

Note: The 'Number of speakers' statistics in the above table is not updated, According to the U.S. Census Bureau the total population of the World in April, 2013 is 7,076,828,289.

III. CURIOSITY AND CREATIVE NATURE OF HUMAN BEING

Curiosity and creativity are the inbuilt characters of human beings. Throughout his journey human beings have invented various things. The origin of creative nature is not new; it can be clearly visible in various stages of human history. Fire, wheel, Electricity, Clock, Radio, Television, Ship, Airplane, Medicine for various diseases, Computer, Biotechnology etc are the only few outputs of curiosity and creative nature of human beings. Basically human being is an intellectual animal and human animal is unique in nature. So a tool was required to share and transmit his feelings and ideas. To handle this critical task in an efficient way he invented Language as a tool. Through this powerful medium human beings used to transmit knowledge from one generation to the other. Even though human being invented several things, but Language is the miraculous invention of human being. Human innovative mindset was not just restricted to invent the language, but also in giving new shapes to the language. As we know man used various things to write for example Cave rocks, mud, alive leaf, animal skin and wood. Science and technology also played an immense role in the area of language. The invention of printing press by Johannes Gutenberg in the year of 1450 was one of the remarkable milestones in the development of language. With the help of printing mechanism man tried to convert his 'tacit knowledge' into 'explicit knowledge'. Computer technology is another milestone in the history of human beings and human language as well.

IV. PRINTING TECHNOLOGY

Printing technology is a remarkable footprint in the history of human language. Printing is a process of reproducing text and images, typically with ink on paper using a printing press. The earliest form of printing was woodblock printing, with existing examples from China dating to before 220 A.D. and Egypt to the fourth century. Later developments in printing includes the movable type, first developed by Bi Sheng in China, and the printing press, a more efficient printing process for western languages with their more limited alphabets, developed by Johannes Gutenberg in the year of 1450. Across the world, over 45 trillion pages (2005 figure) are printed annually (Wikipedia). Google has counted what they consider to be every single book in the world, amounting to a staggering total of 129,864,880. (The Telegraph, 06th Aug, 2010).

The print media was not restricted to developed countries, but it has the roots across the world. One reason behind universal printing process is people are comfortable with print technology. The print media has concentrated on two issues i.e. literacy and number of people for a language. Exempt from non-written language most of the languages in the world have their own printed literature.

V. INVENTION OF COMPUTER – THE GREAT DISCOVERY OF MODERN MAN

Computer technology is the greatest discovery of modern man. Computer is an electronic device for storing and processing data, typically in binary form, according to instructions given to it in a variable program. According to Oxford Advanced Learner's Dictionary computer is "an electronic machine that can store, organize and find information, do calculations and control other machines". The first use of the word "computer" was recorded in 1613 in a book called "The Yong mans Gleanings" by English writer Richard Braithwait (Wikipedia). The computer as we know it today had its beginning in 19th century. A mathematics professor Charles Babbage invented the computer in the year of 1822 and he is known as "the father of Computer". He designed the Analytical Engine and it was this design that the basic framework of the computers of today are based on.

Generally, computers can be classified into three generations. Each generation lasted for a certain period of time, and each gave us either a new and improved computer or an improvement to the existing computer. The three generations are below:-

- I. First Generation Computer (1937 – 1946),
- II Second Generation Computer (1947 – 1962) and
- III. Third Generation Computer (1963 – Present)

VI. INTERNET – THE MEDIA OF GLOBAL CONNECTIVITY

Another milestone in the human history is invention of World Wide Web (WWW) by Sir Timothy John "Tim" Berners-Lee, also known as "TimBL," a British computer scientist, best known as the inventor of the World Wide Web. According to Wikipedia "The Internet is a global system of interconnected computer networks that use the standard Internet protocol suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies". The Internet can be accessed almost anywhere by numerous means, including through mobile Internet devices. Mobile phones, data cards, handheld game consoles and cellular routers allow users to connect to the Internet wirelessly.

The advances in technology enabled the development of new types of services to be used in digital format. Development of technology also affected the costs of information and communication. Services like Electronic mail (E-mail) have become free of cost. Internet telephony is much cheaper than traditional telephone. Transmitting digital information anywhere in the world is also due to the advancement of technology. The internet carries a combination of pictures, drawings, moving images, sound and text. Telephone, television, Radio, databases etc. are integrated with this. The special character of internet technology is it allows two-way communication. The scenario of accessing internet through personal computer is kept changing, for instance, now the internet is available through mobile phones. This kind of tremendous development in technology has enabled users in remote areas to access the internet.

As a result of human innovative temper in the area of computer and communication today we can see the computer being used in all areas of life. The present age is recognized as 'Computer Era', the human being as 'Computer Man' and human society as 'Knowledge Society' which is boosted from Information and Communication Technology (ICT). Totally computer is part of modern man's life. The economic picture of the world has accepted the change. The world economy is moving one step forward from industrial society; we are stepping towards 'service economy'. A group of developed countries are already enjoying the fruits of service economy and underdeveloped countries are stepping toward this new economic movement.

VII. THE CONVERSION OF LANGUAGE FROM PRINT TO WEB

After long duration the human language got the new shape called 'print' with the advent of printing technology. Technology is stepping forward to give one more shape to human language i.e. 'web language'. There are various reasons why modern man is rushing towards web language.

- Wider and multiple accessibility

- Low cost
- Easy to transfer and
- Exempt from geographical barrier are the few.

Web language is assuming greater importance today. Information is in the fingertips today. A single website or an e-book or an e-journal can be accessed by many people across the world at the same time. Compared to the print version web version is low cost. A good amount of information can be transferred easily in short period of time. And most importantly geographical diversity is not a problem while accessing and sharing the information but what matters is internet connectivity.

VIII. LANGUAGE ON THE WEB – THE PRESENT SCENARIO

According to "Ethnologue" statistics the total number of languages in the world is 7,105. The written languages in the world have their own literature. Some languages are richer than other languages in terms of literature. But each and every language has an opportunity to enrich their literature. But when we look at the modern face of human language the present scenario is different. It is very much clear that web language is one of the modern faces of human language and it is also a positive change with regards to development of language. When we are talking about web language few things are very important. They are:-

- People must have access to digital technology to connect the new version of human language.
- People must have the skill to use digital technology to enrich their own language in web world.

The above mentioned prerequisites are not accessible equally among all linguistic people across the world. The access of digital recourses is not the same in three tiers of the countries. One can easily observe digital divide across the world. The access to ICT is not equal among developed, developing and third world countries. On a global scale, it divides the countries according to their ability to use, adapt, produce, and diffuse knowledge. Most reports on disparities in ICT access within countries look at the problem according to socio-economic criteria such as race, income, geographical location, education, age, gender, and disability. The following table indicates the digital divide in three tiers of countries.

Country	Population (2012 Est.)	Internet Usage, 30-June-2012	% Population (Penetration)
Developed Countries			
United States	313,847,465	245,203,319	78.1 %
United Kingdom	63,047,162	52,731,209	83.6 %
Germany	81,305,856	67,483,860	83.0 %
France	65,630,692	52,228,905	79.6 %
Japan	127,368,088	101,228,736	79.5 %
Developing Countries			
Bhutan	716,896	150,548	21.0 %
India	1,205,073,612	137,000,000	11.4 %
Libya	5,613,380	954,275	17.0 %
Kosovo	1,836,529	377,000	20.5 %
Chile	17,067,369	10,000,000	58.6 %
Third world countries			
Afganistan	30,419,928	1,520,996	5.0 %
Ethiopia	87,302,819	960,331	1.1 %
Liberia	3,887,886	116,637	3.0 %
Malawi	16,323,044	716,400	4.4 %
Somalia	10,085,638	126,070	1.2 %

Source: IWS (Table-2)

The above statistics clearly indicates the wider disparity in access of digital technology. The developed countries have good number of internet users compared to developing and third world countries. In the developed countries the population penetration of internet users in United States is 78.1%, 83.6% in United Kingdom, 83.0% in Germany, 79.6% in France and 79.5% in Japan. In developing countries 21.0% in Bhutan, 11.4% in India, 17.0% in Libya, 20.5% in Kosovo and 58.6% in Chile. when we come to the third world countries 5.0% in Afganistan, 1.1% in Ethiopia, 3.0% in Liberia, 4.4% in Malawi and 1.2% in Somalia. The practice of using web technology makes clear impact on web language. The disparity among the three tiers of

countries is not only exists in accessing web technology, but it also exists in terms of content of a particular language on the web. Here is the list of content languages which are used for websites.

Content languages for websites

Rank	Language	Percentage (%)	Rank	Language	Percentage (%)
1	English	54.7	21	Hungarian	0.4
2	Russian	6.0	22	Thai	0.3
3	German	5.6	23	Danish	0.3
4	Spanish, Castilian	4.8	24	Korean	0.3
5	French	4.5	25	Finnish	0.2
6	Chinese	4.4	26	Slovak	0.2
7	Japanese	4.2	27	Bulgarian	0.2
8	Portuguese	2.3	28	Norwegian	0.2
9	Polish	1.8	29	Hebrew	0.2
10	Italian	1.5	30	Lithuanian	0.1
11	Turkish	1.4	31	Croatian	0.1
12	Arabic	1.2	32	Serbian	0.1
13	Dutch, Flemish	1.1	33	Slovenian	0.1
14	Persian	1.0	34	Ukrainian	0.1
15	Czech	0.6	35	Catalan, Valencian	0.1
16	Swedish	0.6	36	Latvian	0.1
17	Indonesian	0.5	37	Norwegian Bokmal	0.1
18	Vietnamese	0.4			
19	Greek	0.4			
20	Romanian, Moldovan	0.4			

Source: W3Techs

(Table-3)

Most web pages on the Internet are in English language. A study made by *W3Techs* shows that as of 4th April 2013 more than 54.7% of all websites use English as their content language. Russian language occupies 6.0%, Spanish 4.8%, French 4.5%, Chinese 4.4%, Japanese 4.2%, Portuguese 2.3% , Polish 1.8%, Italian 1.5%, Turkish 1.4%, Arabic 1.2%, Dutch 1.1%, Persian 1.0% . The languages which has the content of 0.6% are Czech and Swedish. Indonesian content language is 0.5%. Vietnamese, Greek, Romanian and Hungarian each languages have the content of 0.4%. Thai, Danish, Korean languages are in the group of 0.3%, Finnish, Slovak, Bulgarian, Norwegian and Hebrew are in the group of 0.2%. Finally the group of languages which have 0.1% of content are Lithuanian, Croatian, Serbian, Slovenian, Ukrainian, Catalan, Latvian and Norwegian Bokmal.

Content Languages are used by less than 0.1% of the Websites

Apart from the above list we have list of languages which are used by less than 0.1% of the Websites. The following content languages are used by less than 0.1% of the websites.

Estonian	Malay	Azerbaijani	Macedonian	Icelandic
Northern Sami	Albanian	Bengali	Galician	Hindi
Bosnian	Mongolian	Breton	Tamil	Basque
Urdu	Afrikaans	Georgian	Filipino, Pilipino	Armenian
Belarusian	Avestan	Kurdish	Kanuri	Swahili
Luba- Katanga	Bashkir	Burmese	Norwegian Nynorsk	Kazakh
Khmer, Cambodian	Malayalam	Sinhala, Sinhalese	Irish	Telugu
Twi	Marathi	Bambara	Kannada	Faroese
Tagalog	Welsh	Latin	Nepali	Uzbek
Amharic	Gujarati	Maltese	Pushto, Pashto	Esperanto
Panjabi, Punjabi	Somali	Uighur, Uyghur	Ewe	Haitian, Haitian Creole

Hausa	Kirghiz, Kyrgyz	Lao	Occitan, Provençal	Sundanese
Kalaallisut, Greenlandic	Limburgan, Limburgish	Luxembourgish, Letzeburgesch	Oromo	Quechua
Tajik	Tatar	Turkmen	Western Frisian	Abkhazian
Asturian, Bable, Leonese, Asturleonese	Chuvash	Corsican	Guarani	Ido
Igbo	Interlingua	Interlingue, Occidental	Javanese	Kinyarwanda
Low German, Low Saxon	Maori	Old English	Sicilian	Southern Sotho
Volapük	Yoruba	Zulu	Akan	Aragonese
Cebuano	Chamorro	Dzongkha	Ganda	Lingala
Malagasy	Mirandese	Neapolitan	Nepal Bhasa, Newari	Oriya
Romansh	Rundi	Sanskrit	Shona	Tigrinya
Tonga	Upper Sorbian	Walloon	Xhosa	Yiddish
Zhuang, Chuang				

Source: W3Techs

(Table-4)

Dominance of few languages in the web world

As we mentioned earlier according to the statistics of Ethnologue the total number of languages in the world is 7,105. But there are only few languages which have good amount of content on the web. Content of a particular language on the web depends on the sufficient resources and also man power to handle the resources. Usually the literacy rate is high in developed countries compared to developing and third world nations. The wider accessibility of ICT in developed nations boosted the maximum amount of content on the web. Due to the globalization English and other popular languages are spreading their roots to underdeveloped countries. Globalization is creating the feeling of 'global village' with the help of Information and Communication Technology and the languages of the developed countries as 'world class languages' on the web. The following table gives the clear picture of top ten languages used in the web and also number of internet users by language.

Top Ten Languages Used in the Web
(Number of Internet Users by Language)

Top Ten Languages in the Internet	Internet Users by Language	Internet Penetration by Language	Growth in Internet (2000-2011)	Internet Users % of Total	World Population for this Language (2011 Estimate)
English	565,004,126	43.4 %	301.4 %	26.8 %	1,302,275,670
Chinese	509,965,013	37.2 %	1,478.7 %	24.2 %	1,372,226,042
Spanish	164,968,742	39.0 %	807.4 %	7.8 %	423,085,806
Japanese	99,182,000	78.4 %	110.7 %	4.7 %	126,475,664
Portuguese	82,586,600	32.5 %	990.1 %	3.9 %	253,947,594
German	75,422,674	79.5 %	174.1 %	3.6 %	94,842,656
Arabic	65,365,400	18.8 %	2,501.2 %	3.3 %	347,002,991
French	59,779,525	17.2 %	398.2 %	3.0 %	347,932,305
Russian	59,700,000	42.8 %	1,825.8 %	3.0 %	139,390,205
Korean	39,440,000	55.2 %	107.1 %	2.0 %	71,393,343
Top 10 Languages	1,615,957,333	36.4 %	421.2 %	82.2 %	4,442,056,069
Rest of the Languages	350,557,483	14.6 %	588.5 %	17.8 %	2,403,553,891
World Total	2,099,926,965	30.3 %	481.7 %	100.0 %	6,930,055,154

Source: IWS

(Table-5)

The above table gives the clear picture of top ten languages used in the web and also number of internet users by language. There are 565,004,126 internet users in English language and contains 26.8% internet users

in the world. Chinese language users are 509,965,013 and occupy the 24.2% of internet users, there are 164,968,742 internet users in Spanish language and accounts 7.8% of internet users, 99,182,000 internet users in Japanese and accounts 4.7% of internet users, 82,586,600 users in Portuguese language and accounts 3.9% of internet users, 75,422,674 internet users in German language and there are 3.6% of total internet users, 65,365,400 users in Arabic language and 3.3% of total internet users, 59,779,525 users in French language and 3.0% of total internet users, 59,700,000 users in Russian language and 3.0% of the total internet users, 39,440,000 internet users in Korean language and 2.0% of total internet users of the world. Today population of the world is 6,930,055,154 and the total internet users are 2,099,926,965. In 2,099,926,965 of world internet users there are 1,615,957,333 users using the above mentioned top ten languages. And only 350,557,483 internet users using rest of the languages. There is a point to remember that the total languages in the world are 7,105.

Alienation of regional languages in the web world

The statistics shows English language occupies 54.7%, Russian 6.0%, German 5.6%, Spanish 4.8%, French 4.5%, Chinese 4.4%, Japanese 4.2%, Portuguese 2.3% of content on the web. Polish, Italian, Turkish, Arabic, Dutch and Persian language have the content between 1.8% to 1.0%. Another group of languages like Czech, Swedish, Indonesian, Vietnamese, Greek, Romanian, Hungarian, Thai, Danish, Korean, Finnish, Slovak, Bulgarian, Norwegian, Hebrew, Lithuanian, Croatian, Serbian, Slovenian, Ukrainian, Catalan, Latvian, Norwegian Bokmal has the web content between 0.6% to 0.1%.

The above list indicates only the percentage of web content of 37 languages. But the total languages in the world are 7,105 according to Ethnologue statistics. So it is very much clear that only few languages have the dominance in the web world. Most of the regional languages in the world are disappearing in the web world. Hindi is the national language of India and the country has a population of 1,210,193,422 according to the 2011 statistics. But Hindi has the content of less than 0.1% of content in the web. The population for kannada language is 6.11 Crore but the content of kannada language is less than 0.1% and the population for Telugu language is 8.46 Crore but the telugu content falls below 0.1%. so these statistics clearly indicates that the regional languages are being alienated in the web world.

IX. MULTI-LINGUISTIC CULTURE – A BABY OF GLOBALISATION

Globalization has brought together different cultures and turned them into something different. Homogenization of culture is the main result of globalization. Homogenization of culture refers to increasing global interdependence and interconnectedness that would lead toward growing cultural standardization and uniformisation. There is homogenization of consumption patterns and lifestyles as reflected in MacDonaldisation, CocaColisation and Disneyfication of the world. The western cultural symbols like Blue Jeans, Coca-Cola, Rock Music and MacDonald's Golden Arches are spread all over world.

Media is undergoing rapid transformation under globalization. Mass media forms the driving force of westernization over the third world. The global media is controlled by Euro-American companies. The internet is playing a key role across the world in this process. Cyberspace in the form of online groups (like Google Groups, Yahoo Groups, MSN Groups etc), social network communities (like Orkut, Face book, Friendster) are playing effective role in cultural transmission. We can observe the mixture of local and western languages in developing countries. Free trade also encourages the process of multi-linguistic culture. Today English and other dominant languages are the common communication languages across the world. ICT is bringing large group of people to interact in a single platform with common languages.

X. SERVICE ECONOMY – THE ENFORCEMENT OF THE LANGUAGES OF DEVELOPED COUNTRIES ON UNDERDEVELOPED COUNTRIES

Human society has passed various stages like hunting and gathering society, peasant society, Industrial society and post- industrial society. Post –industrial society is recognized as 'Knowledge Society'. Knowledge is more valuable product than any other goods in knowledge society. Today information is in the finger tips with the advent of Information and Communication Technology (ICT). Information gathering, storage and dissemination are the basic features of knowledge society.

Today one can find three basic areas in all economy which exist in the world namely primary, secondary and tertiary sector. Agriculture and its allied activities were playing a good role in the beginning days. Gradually the secondary area i.e. industrial sector got higher priority in many countries, especially in developed countries. Now the picture of many economies in the world is under transmission.

Service sector is going to grab the majority of economic portion of many countries. The contribution of service sector to the Gross Domestic Product (GDP) has been increasing.

The contribution of service sector in some selected economies is as follows.

Country	Primary Sector	Secondary Sector	Tertiary sector
Brazil	5.4%	27.4%	67.2% (2012 est.)
Canada	1.8%	28.6%	69.6% (2012 est.)
Cuba	3.8%	22.3%	73.8% (2012 est.)
Germany	0.8%	28.1%	71.1% (2012 est.)
India	17%	18%	65% (2011 est.)
Japan	1.2%	27.5%	71.4% (2012 est.)
Libya	2%	40.1%	57.9% (2012 est.)
Russia	3.9%	36%	60.1% (2012 est.)
United Kingdom	0.7%	21.1%	78.2% (2012 est.)
United States	1.2%	19.1%	79.7% (2012 est.)

(Table-6)

Source: Central Intelligence Agency, The World Fact Book (CIA) www.cia.gov

The above table gives a clear picture of the dominance of service sector. The GDP in both developed and underdeveloped countries comes from service sector. The name itself suggests that various kinds of service activities are the main central pole of service economy. Today Information and Communication Technology (ICT) is widely used in service sector. ICT is playing a significant role in all divisions of service activities. There are two major causes behind the rapid usage of ICT in service economy. They are faster delivery of goods and services and the second one is to meet the needs of geographically diversified population.

Websites are used to act as a medium to disseminate information about various goods and services to the users. Today large scale of production is taking place by the developed countries. Dissemination of goods and services to the people across the world is also in the hands of developed countries. Globalization has brought in remarkable changes in Socio-Cultural and economic aspects of human society. Free trade has helped the movement of people from one country to other. Even though we have more than 210 countries and hundreds of borders in the world, virtually the whole world is like a small village. Various technological tools are connecting the human population virtually. Today geographical distance is not a matter, but technology to connect various geographical areas really matters. In the process of interlinked service economies in the world people have to communicate with others in a language that can be understandable in both the sides. There is a deep link between developed and underdeveloped countries in service economy. Not just the languages of the developed countries but also culture of the developed nations is influencing the people of underdeveloped nations.

XI. CONCLUSION

Curiosity and creativity are the inbuilt characters of human beings. Throughout his journey human beings have invented various things. Language is the most miraculous invention of human beings. Even though human population created various languages in different geographical areas, the main intention of all languages is to transmit feelings and ideas to others. According to "Ethnologue" statistics the total number of languages in the world is 7,105. Human language took various phases in the history. After the long journey human language got the new shape called 'print' with the advent of printing technology. Technology is stepping forward to give one more shape to human language i.e. 'web language'. It is a positive change that human language is going to take a new shape. But only few languages are playing dominance in the world of web language. 54.7% of the content in the web is in English language, 82.2 % of internet users using the top ten languages namely English, Chinese, Spanish, Japanese, Portuguese, German, Arabic, French, Russian and Korean. Only 350,557,483 people are using the rest of the languages. There is a point to remember according to "Ethnologue" statistics the total number of languages in the world is 7,105. There is a serious attention required among human population to save all languages in the modern web world. If the present picture continues most of the languages will disappear in the coming days.

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