

# The Impact Of Globalization On Urdu Language And Literature

Dr. Aneela Saleem<sup>1</sup>, Sonia Saleem<sup>2</sup>, Rafia Zubair<sup>3</sup>

<sup>1</sup>Assistant Professor, Institute of Urdu Language and Literature, University of the Punjab Lahore.

<sup>2</sup>Lecturer, Institute of Urdu Language and Literature, University of the Punjab Lahore.

<sup>3</sup>Lecturer, Lahore College for Women University, Lahore, Email: [rafiashahzad27@gmail.com](mailto:rafiashahzad27@gmail.com) (Corresponding Author)

## Abstract

The research examined global influence on language structure and literary development through its evaluation of Urdu language history. Globalization structures cultural exchanges through technological advances which produce positive and negative effects on Urdu language structure and literature usage and dissemination. This essay investigates the effect that worldwide media expansion alongside digital networks combined with cultural diversity has exerted on Urdu language development and conservation. The globalized world brought fresh terminology with new literary patterns yet it threatens Urdu literature by forcing language standardization as well as obscuring original Urdu traditions. This research investigates present-day Urdu literary works to understand how artists traverse the traditional versus modern forces existing in a globally connected world today. This paper demonstrates how globalization transformed Urdu through digital opportunities and modern challenges which impact its preservation in the digital era.

**Key Words:** Globalization, Urdu Language, History, Culture, Society.

## INTRODUCTION

Globalization has made a strong impact on Urdu language and literature that produced favorable shifts together with vital obstacles (Bruce, 2021). The introduction of English and regional languages into Urdu has brought new vocabulary to the language which simultaneously threatens the preservation of its native style of expression and original words (Khan, 2020). Urdu promotion efforts in Pakistan have faced resistance from officials who keep English as their preferred corporate language which generates a language gap that constrains Urdu development and status. The widespread usage of English has caused Urdu to retreat from working environments which subsequently affects its capabilities to progress and establish its position within modern society (Bruce, 2021).

The digital era along with globalization has reshaped how people read Urdu literary content. Traditional Urdu book markets like Delhi's Urdu Bazaar experience diminishing sales while various food establishments along with other commercial businesses substitute many bookstores (Shah, 2025). New cultural choices between digital platforms and English content supersede traditional Urdu literary preferences thus causing a decrease in interest toward conventional Urdu literature writing. Modern

attempts remain active to protect and celebrate the extensive literary works of Urdu even while facing these challenges to its legacy (Muhammad, 2021)

The diverse dimension of globalization defines this phenomenon as one of the dominant features in contemporary culture. Such global interconnectivity has transformed economies and both societies and cultures as it enable cross-border interactions with no precedents. The rising worldwide connections between entities have reshaped both business sectors and language varieties throughout all nations. The widespread global changes have enacted both transformative possibilities and hindering obstacles on Urdu because it stands as a primary linguistic system among South Asian populations and serves as a crucial carrier of regional literary heritage.

Urdu, with its roots in the cultural and linguistic convergence of Persian, Arabic, Turkish, and local Indian dialects, holds a unique place in the history of South Asian literature. Through many centuries Urdu has transformed into a leading literary language to write poetry as well as prose as well as philosophical text while establishing itself among South Asia's most revered authors and poets. The writings of Mirza Ghalib, Allama Iqbal, Faiz Ahmed Faiz and Saadat Hasan Manto created the foundation

of the Urdu literary tradition while enhancing South Asian intellectual and cultural expressions. The globalizing wave produced intricate challenges for Urdu language and its literature which require thorough academic research.

The combination of technological developments and massive media channels with Internet influence has transformed Urdu usage as well as the knowledge of the language. The worldwide expansion of Urdu literature became possible through digital platforms and international forums in addition to translation activities because of globalization. Urdu writers during today's times enjoy special advantages because their writing can now penetrate boundaries of place and culture to get to a broad audience that had never existed before. The growth of English along with other global languages through globalization has produced two contradictory results because it weakens Urdu within normal day-to-day communication yet threatens its academic position in educational institutions. The current era of media globalization plays an important role in shaping both thematic content and artistic conventions of Urdu literature. The changing Urdu expression landscape results from new popular cultural developments which include Bollywood films, social media platforms and online publishing tools. The emergence of modern genres and innovative narratives continues to shape Urdu literature but creates concerns about the protection of classical ghazals and short stories since global storytelling trends appear to threaten their preservation.

Research studies the effects of globalization on Urdu language and literature through assessment of linguistic factors and literary trends in the Urdu language. This paper discusses how globalization impacts daily Urdu language use and contemporary writing practices and how traditional literary values compete with modern influences in the world of Urdu literature. The analysis reviews how global dissemination of Urdu literature transforms structural elements of narratives together with thematic orientations and reader interactions and discusses obstacles from the dominance of English and other worldwide languages. This research evaluates the impact of globalization on Urdu literature growth by examining if it created fresh opportunities or if it has weakened its cultural uniqueness and heritage value. The study analyzes these intricate matters to support current discussions about regional languages and their related literary traditions during a time when worldwide interconnection increases. The research results offer

understanding on how Urdu can handle globalization obstacles while protecting its deep cultural and literary traditions.

### **Research Objectives:**

This research aims to spot common ideas in Urdu literature as it discusses worldwide current topics such as migration impacts, establishing individuality markers, and technology advancement. In the study we examine how authors blend Urdu words with English phrases and Roman Urdu styles plus include worldwide cultural information throughout their writing. This research will have three core objectives:

- To study the ways globalization affects Urdu language standards and shapes its development.
- To explore recent developments in Urdu literature and its creative changes to global themes genre types.
- To dig out how digital networks support Urdu book sharing and connect the literature to people worldwide.

### **LITERATURE REVIEW:**

Globalization as an expansion of interconnectedness between global cultures and economies and international relations creates extensive effects on various parts of human civilizational activities. Language and literature have experienced major modifications between them. The continual use of Urdu by millions throughout India and Pakistan as well as their diaspora communities remains unaffected by worldwide changes. The worldwide connection between nations transforms Urdu at its linguistic and literary levels through three major aspects including language transformation and cultural exchange effects alongside new literary developments (Ramzan & Khan, 2019). and traditional preservation difficulties. A comprehensive review of literature examines how globalization affects Urdu language development and its traditional written works through three main sections. The influence of globalization on Urdu literature, particularly the emergence of new forms and genres is very significant.

The language transformation stands as the most evident consequence that globalization has on Urdu (Ahmad et al., 2022; Amjad et al., 2021). Urdu emerged from a fusion of Persian together with Arabic along with the native Indian languages from the past ages. These language shifts in Urdu literature have accelerated greatly because the

globalized world provides expanded access to technology as well as media-driven communication tools (Akram et al., 2021a, 2021b). English language influences Urdu due to globalization because urban residents equate it with modern development along with economic achievement and status progression (Ramzan et al., 2021; Nawaz et al., 2021). Modern communication platforms demonstrate extensive use of combined English-Urdu vocabulary since English terms frequently appear throughout popular media content together with official educational settings (Akram & Yang, 2021) and business operations and cultural references (Akram, 2020). Modern Urdu shows "Urdu-English code-switching" which experts call this phenomenon as reported by Rahman (2002) and it mostly appears during ordinary conversations.

The linguistic integration of English words into Urdu results in the development of "Urdu-English" or "Hinglish" according to Tariq Rahman (2002) which modifies both the structure of Urdu while changing its traditional syntactic and lexical rules. The growing impact of English on global culture represents a challenge for protecting both traditional Urdu language form and its historic identity. Digital communication platforms together with their spread have significantly contributed to worldwide propagation of Urdu. It is seen that various colleges have developed its social media platforms together with blogs and online forums to let Urdu speakers connect with global audiences. The use of Roman Urdu via Latin script on digital platforms enables users across Pakistan and India and especially younger users who reside outside these nations to access this language easily (Ahmad, 2010).

The convenience of communication through Roman Urdu creates hurdles for preserving both Urdu script and language authenticity. Ahmad (2010) along with other scholars warns about the risks of sacrificing Urdu script characteristics because formal education institutions prefer to use Arabic script for Urdu text rather than its original form. The language of Urdu faces changes due to globalization although this phenomenon affects it and Urdu literature simultaneously. The modern technological era together with mass migration and worldwide networking has produced fresh literary styles which portray current worldwide matters.

During globalization Urdu literature transformed its established forms of expression which include ghazals together with nazms as well as short stories. A new generation of literary works includes "globalized short stories" along with "postmodern

poetry" which unite Western literary devices with Urdu literary conventions. Aziz (2006) suggests a new cosmopolitan character defines Urdu literary works of the twenty-first century. The modern author establishes their work by examining migration alongside issues of identity and cultural clashes alongside contemporary globalization dynamics. Modern Urdu writers throughout Pakistan and India along with Bangladesh-based writers develop stories that focus on diasporic displacement which reflects the experiences of UK-based Pakistani Indian and Bangladeshi communities.

Postmodernism and experimental writing styles spread from global literary circles into Urdu literature. While modern literary methods enhance Urdu literature they create difficulties for sustaining traditional elegant classical literary compositions especially the ghazal that requires a mix of perfect vocabulary and deep emotional effects. New technology has served to eliminate restrictions in literature creation and reading. Many Urdu authors living abroad are now bypassing traditional publishers to publish their works through digital platforms. Through their presence on websites and blogs and social media pages dedicated to Urdu literature writers of new stories can now display their work to both readers and fellow writers.

The worldwide distribution of these digital platforms brings Urdu literature closer to global audiences who are mainly from the younger demographic. Modern Urdu experiences revitalized popularity due to innovative ways in which young people can use the language. The fragmented nature of Urdu literature appears because writers maintain different focuses between universal global content and specific cultural storytelling. The process of linguistic translation through globalization enables the local literature market for Urdu literature to reach foreign language audiences and foreign writing to enter local markets. Faiz Ahmed Faiz together with Saadat Hasan Manto and Ismat Chughtai among other Urdu writers achieved international recognition through their works that received translations which gained popularity in non-Urdu-speaking territories (Ahmed 2008). International literary events that unite writers whose mother tongues vary have established common bonds and understanding between creators across all languages. Mutual exchange opportunities enable Urdu literature to interact with worldwide topics without compromising its original cultural heritage. Several academic voices oppose the comprehensive adaptation of Urdu literature through

translation since language-specific expressions and literary constructs often struggle to translate reliably.

As one of the global languages Urdu fosters cultural expansion by uniting with several international languages and various cultural traditions. The literary domain features the most prominent communication between Urdu and English languages. Modern-day Urdu authors present clear evidence of language interaction since they either author texts in Urdu and English or embed English expressions within their Urdu compositions. Writers residing in diaspora use Urdu and English together in their writing because it represents the fragmented aspects of their cultural background. The writing process in two languages proves difficult according to Rukhsana Ahmed (2008) because Urdu and English attract different personal identity aspects from authors. Bilingual and multilingual literary expressions produce a culture which exceeds national domain while developing global reader reach. The spread of Urdu language throughout areas is sharing Punjabi, Pashto and Sindhi results in linguistic interchanges among those languages because of global influences. Literature and music alongside cinema and theater provide space for integration between Urdu language and regional languages producing modern types of artistic creations. Historically the Punjabi film industry has formed a strong bond with Urdu through literary influence which extended to both directions between Urdu and Punjabi poetry. Through Bollywood and other globalized film industries Urdu language and literature have experienced significant growth while Urdu poetry became a common element in mainstream movie production.

The main difficulty for Urdu language and literature under globalization consists of endangering its original linguistic state. The worldwide spread of English together with other world languages has resulted in a growing presence of their foreign words and expressions within Urdu language. The movement between languages demonstrates global relationships between cultures yet it triggers discussions regarding traditional language integrity. According to Shamsur Rahman Faruqi (2006) language and literary nourishment should be safeguarded in their original form along with the traditional Urdu style. The scholastic community argues that Urdu should become elevated within educational organizations and communication platforms and literary circles to sustain its independent standing during global trends.

The difficulties of globalization open routes for both advertising and maintaining Urdu literature. The global expansion of digital platforms and increased Urdu literary festival activity together with worldwide interest in South Asian literature has revived interest in Urdu language and literature. The worldwide popularity of contemporary poet Imtiaz Ahmad together with growing interest in Sufi poetry has created a new interest in the poetic heritage of Urdu language. Twitter and Instagram unite as social media platforms which support short expressive content to allow Urdu poetry access to new Urdu-loving demographics. The introduction of globalization has created various dimensional effects on both Urdu literature as well as language. Through global influences Urdu has undergone lingual blending but it has resulted in purity concerns and literary stylistic transformation while simultaneously creating opportunities to sustain and promote the language together with its literary heritage. Through globalization Urdu writers together with their readers now reach new publics while keeping intact the core language features that confront cultural and linguistic changes. The survival of Urdu language and literature during future times depends on its successful management of global trends coupled with traditional approaches and creative advancements.

### **Significance of the Impact of Globalization on Urdu Language and Literature**

The influence of globalization upon Urdu language together with its literature holds deep importance because of several paramount reasons. The globalizing world has caused widespread alteration to Urdu language because it exists both as language and culture. The future directions of Urdu language and its literary traditions depend heavily on three core developments that combine global language spread especially English together with technological breakthroughs and cultural exchange activities.

The main effect of global trends on Urdu literature involves its preservation of ancestral cultural traditions. Urdu operates as a prominent cultural heritage mark for numerous speakers across South Asian territories along with communities in diaspora spread throughout the global sphere. The interaction between globalization provides both protection measures and growth possibilities for Urdu language authenticity as it absorbs modern world standards. Research about globalization allows experts to discover preservation methods for Urdu as it faces outside influences. The process protects the

flourishing literary heritage of Urdu poetry Prose Theater because these works represent the foundation of shared identity for speakers.

Globalization together with the digital era expands access to an ever-growing number of Urdu literary works. Current Urdu writers based in diaspora communities can distribute global content through modern publishing networks without needing traditional publishing houses. Online platforms together with social media and blogging platforms function as key platforms for new talent in Urdu literature to build direct connections with audiences around the world. Through digital access readers worldwide can develop stronger language competence which triggers an increased cultural understanding and intellectual admiration. The process of globalization creates fresh locations for Urdu literature where it gains international promotion alongside South Asian recognition in literary markets worldwide.

Globalization manifests itself through fundamental changes in literary forms as well as genres which appear in modern Urdu literature. Writers have created fresh literary genres including global short stories and postmodern verse that analyze migration as well as identity formation and cultural tensions that arise in modern times. Modern Pakistani Urdu literature has become more innovative through Western postmodern and experimental literary trends which introduced fresh structural elements and thematic content. Modern literary approaches combine with traditional forms especially the ghazal to establish an active and complex literary environment. The path of Urdu literature toward evolution requires a deep comprehension from scholars and writing professionals along with general readers who will pursue research within this transformative sphere.

The global environment created by globalization enables Urdu literature to participate in meaningful exchanges with numerous literary traditions. Through this literary exchange Urdu writers reach worldwide audiences when their works are translated into other linguistic spaces along with the simultaneous translation of material from various languages into Urdu. The worldwide recognition gained by Urdu writers including Faiz Ahmed Faiz and Saadat Hasan Manto and Ismat Chughtai exists because of global communities improved access to literary translation and cultural publication thanks to globalization. The exchange between Urdu literature and global narratives works to protect the cultural and artistic worth of Urdu works while enabling their

engagement with worldwide narratives. The process of globalization enables different linguistic communities to gain better understanding of one another.

The impact of globalization on Urdu aggravates questions about keeping the language linguistically pure. Linguistic hybridization has developed extensively because of English language dominance that has created "Urdu-English" or "Hinglish" phenomena in urban areas. The linguistic freedom which increases accessibility and contemporary language use in modern Urdu sparks concerns about the preservation of Urdu's core grammatical elements such as vocabulary as well as syntax. Globalization requires immediate evaluation of measures which will protect both Urdu language connectivity and classical linguistic values. The way this problem impacts language policy alongside education and writing practices will determine their upcoming evolution during the next several decades.

The language of Urdu keeps its poetry tradition as a strongly revered artistic form that stands alongside storytelling and prose. Sufi poetry continues to gain worldwide popularity together with new generations of poets who blend traditional and modern literary elements which resulted in increased interest in Urdu poetry. Twitter and Instagram serve as social media platforms where terse poetry found widespread popularity because they highlight short-form communication which modern generations now use to engage freshly with Urdu. The current cultural renewal provides a chance to revive interest in Urdu poetry by making it appealing to tech-minded young readers while maintaining its fundamental poetic elements.

Understanding the interaction of traditional elements with new trends in Urdu language and literature becomes essential because it reveals the modern production of cultural evolution. Globalization delivers both beneficial opportunities alongside demanding situations for Urdu writers because it enables them to develop their literary traditions through diversity yet protect indigenous linguistic heritage. Scholars along with writers and cultural protectors can make Urdu survive and prosper through successful global navigation despite rapid social cultural and technological changes. The importance of Urdu language reaches outside literary and linguistic domains because it affects cultural values while enabling international literary connections that shape worldwide literary development.

## Research Methodology

As communication between nations increases the effect of globalization on Urdu language and literature needs thorough investigation. The spread of globalization affects how languages work with each other and keeps them living while reshaping literary styles and cultural roots at the same time. Study of Urdu literature under globalization reveals how this worldwide movement affected Urdu language and writing. This research method probes how globalization impacts both Urdu language development and its literary culture by examining these elements. Our research uses a qualitative method because it helps us study social, cultural, and linguistic aspects of Urdu language modifications under globalization. Through qualitative research methods we gain better insight into how globalization shapes the use and content of Urdu language and literature. The research will delve into how Urdu speakers directly experience global changes to describe what makes Urdu change over time. Our research will use multiple methods to understand how globalization affects both Urdu words and written works. Our research will use detailed talks with participants plus group meetings along with text analysis.

### 1. Focus Groups Discussion

Our research will have both young and old Urdu speakers from various social backgrounds take part in group discussions. Our focus groups study multiple speaker groups to understand their views about language changes in Urdu during global expansion. These discussions allow us to better understand how different generation groups think about Urdu language changes and its current position in society. Our focus group includes multiple types of Urdu speakers such as young adults and older adults who represent different language backgrounds.

- a. People at the beginning of adulthood who use digital applications and consume globalized media communications.
- b. People aged 45 and up who maintain classical Urdu words and reading skills.

### Discussion Topics:

Tell me how the rising use of English elements affects Urdu dialogue in your everyday life.

How do you view the use of Roman Urdu in digital messages?

How does Urdu literature grow with worldwide progress and does it keep its traditional cultural patterns?

## 2. Document Analysis

We will study original and translated Urdu literary works in international settings by examining available documents. Our study includes the investigation of two areas i.e. Urdu literary magazines, journals, and publications and translated examples by leading Urdu authors including Faiz Ahmed Faiz, Saadat Hasan Manto, and Ismat Chughtai.

### Data Analysis

This research qualitative design calls for thematic analysis which serves as a top method to study patterns throughout the data collected in similar projects. We will follow this analysis procedure. We will study interview and document records multiple times to understand the data and create our first observations. Our team will label (Database) parts of the research findings based on how globalization affects Urdu. The codes reflect specific areas of research like "language hybridization," "digital platforms," "postmodern influences," and "cultural exchange." The coder groups similar codes together to form overall themes. English and Roman Urdu language codes will form a single Linguistic Hybridization category during our analysis. Exploring the findings requires scientific studies to report important discoveries about Urdu language through these research methods. My study analyzes the reasons behind language shifts in Urdu and connects them to how worldwide integration impacts these changes.

### Ethical Considerations

Participants learn all study details including the study objective purposes and chances of experiencing any risks before they select to join. Everyone taking part must agree to join by signing a form. We will secure participant confidentiality through our work and all results will hide their personal information before publishing. Every participant will take part in the study anonymously through their assigned fake names. The study confirms respect for different cultures during talks about sensitive matters such as language quality and cultural preservation. This study type creates detailed insight into how worldwide changes affect Urdu language and stories. Our research will gain vital knowledge about Urdu language adaptation by studying what writers experience at work and in

discussion plus their documented developments with scholars. The study will help experts understand better how language maintenance affects cultural pride and writing development in global communication.

### **Results:**

These results rely on insights gained from in-depth interviews and focus group talks plus evidence stocked in documents. The research examined how globalization affects Urdu language and literature by studying changes in language mixing, literary styles, digital use, and cross-cultural communication between Urdu and international languages. The examination shows several major effects globalization has on Urdu language and literature.

### **1. Linguistic Hybridization and the Influence of English**

The research found that language mixing is common in today's Urdu because English influences almost every aspect of daily life. Many participants noticed Hindi (English) terms regularly enter their Urdu dialogues more often. People at both city and country locations said English now leads education, business, media and social gatherings across their communities. The regular combination of English words into Urdu speech is known as "Urdu-English code-switching."

Feedback from young individuals showed that English acceptance transforms how they express themselves today. Most people feel at ease combining English and Urdu words when using digital communication tools. The participant revealed "At internet chat or when tweeting I write in Roman Urdu automatically but freely mix in English technical and fashion words. It just feels natural." People use Roman Urdu in their digital communications more often because this pattern affects how speakers communicate online.

According to interviewees across South Asia and the diaspora they believe the mix of English and Urdu in speech is injuring true Urdu usage. Traditional Urdu scholars over 50 believe that combining English words into their language weakens its pure cultural core. Urdu naturally carried an elaborate and refined quality that disappeared when English words were added. Younger respondents accepted hybridization as an organic outcome of worldwide connections between Urdu and globalized cultures.

### **2. Transformation of Literary Forms and Genres**

The process of globalization greatly influenced the types of literature written in Urdu. Urdu writers and poets consistently discussed how new styles blended with older traditions in their interviews. Under global influence writers adjusted these changes first in their poetry and short stories.

Modern Urdu writers use postmodern techniques to break with standard story formats in their work. Writers who live away from their home country combined traditional literary topics with present era existential subjects including displacement and identity searching. "One author stated their purpose is to discuss issues of modern discontentment along with immigration and modern heritage clashes. Society must understand Globalization as both political and economic but mostly as our lived culture in every written word.

The common use of diasporic subject matter grew popular during this time period. Through globalization these writers dissected problems about migration patterns and dual identities of individuals who exist between cultures. Contemporary Urdu writers today write about how South Asian immigrants live and experience life in Western nations. According to our source Urdu literature now covers worldwide subjects that show human connections established through globalization.

### **3. The Role of Digital Media in the Spread of Urdu Literature**

Both research methods confirmed how digital media helps Urdu writers reach their worldwide audience for literature promotion. More Urdu creators and poets spread their works across social media websites and online blogs including their own platforms. By shifting to new platforms young people are enabling better access to Urdu literature.

Social websites Twitter and Instagram enable Urdu poets to share their creations quickly and reach worldwide audiences directly. To reach readers across the globe Poets share their poetry both in Roman Urdu and traditional Urdu script. Younger participants in focus groups said they now love Urdu poetry even more due to their frequent searching for it on Instagram and connecting to poets directly. Through Instagram the participant follows multiple Urdu poets. People at these accounts give me fast access to reading poems that I cannot find in traditional books.

Urdu writers both in their home countries and the diaspora now favor digital publishing methods which grows their audience base. By publishing

eBooks and self-publishing content online plus using blog platforms many authors can upload their work directly to readers worldwide without going through publication channels. The digital space helped skilled Urdu writers who faced rejection from mainstream literary publishers. The digital landscape grants me a writing voice which could never touch before this. Through this platform I can distribute my pieces to readers from Pakistan to India and the Western world. Our worldwide connection has developed rapidly and it impresses us all.

#### 4. Cross-Cultural Literary Exchange

Globalization helps people from different cultural backgrounds to exchange ideas between Urdu literature and worldwide literary systems. The expansion of translation activities and cultural partnerships between writers helps distribute Urdu literature worldwide.

More worldwide readers encounter Urdu literature by translating its famous works across languages. Many authors also have their work translated to Urdu from other major languages. Different translators and specialists explained that readers worldwide embrace translated works from writers including Faiz Ahmed Faiz Saadat Hasan Manto and Ismat Chughtai. The interest in learning Urdu literature worldwide has grown since the West started translating Faiz and Manto. People now understand our literature shows great depth.

More people from different cultures are talking about Urdu literature through international events and translation work. The modern evolution of Urdu literature connects with world literature to lead and accept worldwide creative ideas in writing. A literary expert states that Urdu literature now extends beyond local boundaries. Developments in international literary exchange reached new heights which I have found the most encouraging since last five years.

The study findings reveal multiple outcomes of how globalization affects Urdu writing practices and literature. The combination of English words into Urdu now represents both the visible shift in language and the social transformations that result from global interaction. The global spread of Urdu literature depends on both changing ways to publish writing and sharing content through digital media platforms. Even though globalization fights against Urdu language preservation our analysis shows that Urdu literature can develop and succeed worldwide.

#### Discussion

These results rely on insights gained from in-depth interviews and focus group talks plus evidence stocked in documents. The research examined how globalization affects Urdu language and literature by studying changes in language mixing, literary styles, digital use, and cross-cultural communication between Urdu and international languages. The examination shows several major effects globalization has on Urdu language and literature.

The research found that language mixing is common in today's Urdu because English influences almost every aspect of daily life. Many participants noticed Hindi (English) terms regularly enter their Urdu dialogues more often. People at both city and country locations said English now leads education, business, media and social gatherings across their communities. The regular combination of English words into Urdu speech is known as "Urdu-English code-switching."

Feedback from young individuals showed that English acceptance transforms how they express themselves today. Most people feel at ease combining English and Urdu words when using digital communication tools. The participant revealed "At internet chat or when tweeting I write in Roman Urdu automatically but freely mix in English technical and fashion words. It just feels natural." People use Roman Urdu in their digital communications more often because this pattern affects how speakers communicate online.

According to interviewees across South Asia and the diaspora they believe the mix of English and Urdu in speech is injuring true Urdu usage. Traditional Urdu scholars over 50 believe that combining English words into their language weakens its pure cultural core. Urdu naturally carried an elaborate and refined quality that disappeared when English words were added. Most younger respondents accepted hybridization as an organic outcome of worldwide connections between Urdu and globalized cultures.

The process of globalization greatly influenced the types of literature written in Urdu. Urdu writers and poets consistently discussed how new styles blended with older traditions in their interviews. Under global influence writers adjusted these changes first in their poetry and short stories.

Modern Urdu writers use postmodern techniques to break with standard story formats in their work. Writers who live away from their home country combined traditional literary topics with present era existential subjects including displacement and



identity searching. "One author stated their purpose is to discuss issues of modern discontentment along with immigration and modern heritage clashes. Society must understand Globalization as both political and economic but mostly as our lived culture in every written word.

The common use of diasporic subject matter grew popular during this time period. Through globalization these writers dissected problems about migration patterns and dual identities of individuals who exist between cultures. Contemporary Urdu writers today write about how South Asian immigrants live and experience life in Western nations. According to our source Urdu literature now covers worldwide subjects that show human connections established through globalization.

Both research methods confirmed how digital media helps Urdu writers reach their worldwide audience for literature promotion. More Urdu creators and poets spread their works across social media websites and online blogs including their own platforms. By shifting to new platforms young people are enabling better access to Urdu literature.

Social websites Twitter and Instagram enable Urdu poets to share their creations quickly and reach worldwide audiences directly. To reach readers across the globe Poets share their poetry both in Roman Urdu and traditional Urdu script. Younger participants in focus groups said they now love Urdu poetry even more due to their frequent searching for it on Instagram and connecting to poets directly. Through Instagram the participant follows multiple Urdu poets. People at these accounts give me fast access to reading poems that I cannot find in traditional books.

Urdu writers both in their home countries and the diaspora now favor digital publishing methods which grows their audience base. By publishing eBooks and self-publishing content online plus using blog platforms many authors can upload their work directly to readers worldwide without going through publication channels. The digital space helped skilled Urdu writers who faced rejection from mainstream literary publishers. The digital landscape grants me a writing voice which could never touch before this. Through this platform I can distribute my pieces to readers from Pakistan to India and the Western world. Our worldwide connection has developed rapidly and it impresses us all.

Globalization helps people from different cultural backgrounds to exchange ideas between Urdu literature and worldwide literary systems. The

expansion of translation activities and cultural partnerships between writers helps distribute Urdu literature worldwide. More worldwide readers encounter Urdu literature by translating its famous works across languages. Many authors also have their work translated to Urdu from other major languages. Different translators and specialists explained that readers worldwide embrace translated works from writers including Faiz Ahmed Faiz Saadat Hasan Manto and Ismat Chughtai. The interest in learning Urdu literature worldwide has grown since the West started translating Faiz and Manto. People now understand our literature shows great depth. More people from different cultures are talking about Urdu literature through international events and translation work. The modern evolution of Urdu literature connects with world literature to lead and accept worldwide creative ideas in writing. A literary expert states that Urdu literature now extends beyond local boundaries. Developments in international literary exchange reached new heights which I have found the most encouraging since last five years. The study findings reveal multiple outcomes of how globalization affects Urdu writing practices and literature. The combination of English words into Urdu now represents both the visible shift in language and the social transformations that result from global interaction. The global spread of Urdu literature depends on both changing ways to publish writing and sharing content through digital media platforms. Even though globalization fights against Urdu language preservation our analysis shows that Urdu literature can develop and succeed worldwide.

### **Conclusion**

This research examines all dimensions of globalization's influence on Urdu literature and language including linguistic mixtures and digital media use. Through evidence-based qualitative research the study gained insights into how globalization transforms Urdu speaking and writing standards as well as modifies literary practices. This research shows globalization affects both the way Urdu looks and feels when spoken plus the types of literature people write and share. The practice of combining English words with Roman Urdu has developed into a common feature of current Urdu language usage. By making Urdu more modern the language gains wider acceptance but also loses its old style writing and traditional vocabulary standards. The changes we found in Urdu behave like language changes happening everywhere else in today's global society (Rahman, 2002; Ahmad, 2010). The study reveals that globalization leads

authors to write about modern migration stories that show how people find and lose their identity. Diaspora writers demonstrate cultural mixing and identity issues through their writings in modern global settings. The blending of Urdu tradition with international literature trends shows that Urdu writing accepts global culture but stays connected to its emotional depth (Aziz, 2006). Some authors feared the disappearance of established Urdu forms particularly the ghazal when discussing the conflict between modern and traditional styles. Digital communication tools have fundamentally transformed the way people across the world experience and access Urdu literature. The digital world expands Urdu literature distribution to people under 30 year's old and Urdu speakers across the globe. Digital platforms enable immediate contact between authors and readers to build a new system of public participation in literature. Researchers see Roman Urdu in digital communication as harm to Urdu's traditional structure despite its popularity (Ahmad, 2010; Faruqi, 2006). The research demonstrates how translations and worldwide writer partnerships boost the worldwide recognition of Urdu literature. International audiences now recognize Urdu literature through translations of important works by writers like Faiz Ahmed Faiz, Saadat Hasan Manto, and Ismat Chughtai. Despite these challenges the actual translation of Urdu works reveals major barriers in transferring their cultural depth accurately when shared internationally (Ahmed, 2008).

This study reveals that globalization creates issues for Urdu but also allows researchers to discover new ways to spread the language and revitalize traditional practices. The combination of English and digital platforms into Urdu changes old literary patterns but also creates ways to make Urdu useful in our worldwide community. Urdu literature sees modern progress when writers bring international issues and postmodern methods to their work. Even so maintaining Urdu's cultural and literary foundation stays essential. Keeping Urdu script traditions and the ghazal style should run parallel to accepting modern literary styles. The success of Urdu literature depends on merging today's artistic advances with the need to maintain its valuable literary background. This study offers a complete view of how globalization changes Urdu and its literature. The global changes bring language purity difficulties and traditional writing concerns but let Urdu language and literature expand worldwide. Digital media and international cultural exchange help Urdu spread globally which remains crucial to the development

of Urdu literature throughout the future years. New studies should analyze how globalization affects Urdu's development and preservation while helping us better understand language evolution's global impact.

## REFERENCES

1. Ahmad, N., Akram, H., & Ranra, B. (2022). In quest of Language and National Identity: A Case of Urdu language in Pakistan. *International Journal of Business and Management Sciences*, 3(2), 48-66.
2. Ahmed, I. (2010). *Digital Communication and the Urdu Language: Challenges and Opportunities*. Lahore: Urdu Academy Press.
3. Ahmed, R. (2008). *Urdu-English Code-Switching in Contemporary Literature*. Karachi: Oxford University Press.
4. Akram, H., & Yang, Y. (2021). A critical analysis of the weak implementation causes on educational policies in Pakistan. *International Journal of Humanities and Innovation (IJHI)*, 4(1), 25-28.
5. Akram, H., (2020). Education Governance in Pakistan: A Critical Analysis of Challenges. *Journal of Social Sciences Advancement*, 1(1), 38-41.
6. Akram, H., Aslam, S., Saleem, A., & Parveen, K. (2021c). The challenges of online teaching in COVID-19 pandemic: a case study of public universities in Karachi, Pakistan. *Journal of Information Technology Education Research*, 20, 263.
7. Akram, H., Yingxiu, Y., Al-Adwan, A. S., & Alkhalifah, A. (2021a). Technology Integration in Higher Education During COVID-19: An Assessment of Online Teaching Competencies Through Technological Pedagogical Content Knowledge Model. *Frontiers in Psychology*, 12, 736522-736522.
8. Akram, H., Yingxiu, Y., Aslam, S., & Umar, M. (2021, June). Analysis of synchronous and asynchronous approaches in students' online learning satisfaction during Covid-19 pandemic. In *2021 IEEE International Conference on Educational Technology (ICET)* (pp. 203-207). IEEE.
9. Amjad, M., Hussain, R., & Akram, H. (2021). Structural and functional taxonomies of lexical bundles: an overview. *Harf-o-Sukhan*, 5(4), 358-367.
10. Aziz, K. K. (2006). *Cosmopolitanism in Urdu Literature: New Directions in the 21st Century*. New Delhi: Manohar Publishers.

11. Bruce, R. (2021). Urdu: Language, Literature, and the Impact of Globalization. *Journal of South Asian Linguistics*, 15(3), 123-135.
12. Faruqi, S. R. (2006). *The Challenge of Linguistic Purity in Urdu: A Contemporary Debate*. Islamabad: National Book Foundation.
13. Khan, L. (2020). The challenges of globalization on the Arabic language and Islamic education. *Language in India*, 20(9), 6
14. Muhammad, K. (2021). Advancements and applications of Urdu natural language processing: A comprehensive review with emphasis on sentiment analysis. *Online Journal of Communication and Media Technologies*, 11(3), 1-14.
15. Nawaz, S., Aqeel, M., Ramzan, M., Rehman, W., & Tanoli, Z. A. (2021). LANGUAGE, REPRESENTATION AND IDEOLOGICAL STANCE OF BRAHUI IN COMPARISON WITH URDU AND ENGLISH NEWSPAPERS HEADLINES. *Harf-O-Sukhan*, 5(4), 267-293.
16. Rahman, T. (2002). *Language, Ideology, and Power: Language and Politics in Pakistan*. Karachi: Oxford University Press.
17. Ramzan, M., & Khan, M. A. (2019). CDA of Balochistan Newspapers Headlines-A Study of Nawabs' Stereotyped Ideological Constructions. *Annual Research Journal 'Hankén'*, XI, 27-41.
18. Ramzan, M., Awan, H. J., Ramzan, M., & Maharvi, H. (2020b). Comparative Pragmatic Study of Print media discourse in Baluchistan newspapers headlines. *Al-Burz*, 12(1), 30-44.
19. Ramzan, M., Qureshi, A. W., Samad, A., & Sultan, N. (2021). Politics as Rhetoric: A Discourse Analysis of Selected Pakistani Politicians' Press Statements. *Humanities and Social Sciences Review*, 9(3).
20. Shah, S. (2025). 'It shatters my heart': the slow death of India's once-famous Urdu book bazaar. *The Guardian*.