

# Digital Infrastructure and Global Interconnectedness: Impact on Communication Patterns in India

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**Abstract:** *Globalisation and digital technology have profoundly transformed the nature of communication across the world. The rapid advancement of information and communication technologies has accelerated global interconnectedness by enabling the swift exchange of information, ideas, and cultural expressions across geographical boundaries. Digital tools such as email, video conferencing, and online collaboration platforms have made instant communication possible, facilitating interaction among individuals, institutions, and businesses worldwide. The expansion of the internet, social media networks, and digital platforms has further reduced spatial barriers, allowing global access to information and promoting cross-cultural exchanges. At the same time, these developments have generated debates regarding their impact on local cultures and identities. The widespread dissemination of global media, particularly Western cultural products, has been associated with the promotion of consumerism and the transformation of traditional cultural values. In the economic sphere, communication networks have become central to the functioning of global supply chains, e-commerce, and international business operations. Globalisation has also reshaped business management practices through multinational team collaboration, digital marketing strategies, and cross-border corporate communication. Moreover, the rise of digital news, entertainment industries, and digital diplomacy has begun to influence international relations and global public opinion. Thus, digital communication technologies have emerged as a critical driver of globalisation, reshaping social, cultural, economic, and political interactions in the contemporary world. Present paper purports to examine theoretical perspective on globalisation, digital technology and communication. The paper is based mainly on critical review of literature and secondary data.*

**Keywords:** Digital Technology, Globalisation, social media networks, Digital News, Communication, Digital diplomacy, entertainment industries