

Tribhuvan University

**The Ambivalence of Globalization: A Study on Chetan Bhagat's**

*One Night @ the Call Center*

A Thesis Submitted to the Central Department of English  
in Partial Fulfillment of the Requirements for the Degree of  
Master of Arts in English

By

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**Letter of Recommendation**

Mr. Akbar Chand has completed his thesis entitled “The Ambivalence of Globalization: A Study on Chetan Bhagat's *One Night @ the Call Center*” under my supervision. He carried out his research from 2067/06/01 B.S. to 2068/03/05 B.S. I hereby recommend his thesis be submitted for viva voce.

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**Approval Letter**

This thesis entitled “The Ambivalence of Globalization: A Study on Chetan Bhagat's *One Night @ the Call Center*” submitted to the Central Department of English, Tribhuvan University by Mr. Akbar Chand has been approved by the undersigned members of the Research Committee.

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### **Abstract**

Chetan Bhagat's *One Night @ the Call Center* dramatizes the author's ambivalent attitude towards the recent issues of globalization in which the characters are heavily involved and trapped. They are attached with the global situation willingly or unwillingly. They possess either resistance or adaption that comes out of the nature and impact of the globalization. The characters remain in torn condition. These issues have particular effects throughout the lives of the characters that they share collectively. The central story revolves around the six call center employees who try their best to adopt the global cultures avoiding their own. Neither they can adjust their lives in the way of global culture nor are they totally uprooted from their local scenario. Thus, *One Night @ the Call Center* foregrounds the complex mix of attraction and repulsion that characterize the global and the local culture. In this respect, the very engagement of global culture with those local cultures over which it has domination, inevitably leads to ambivalence.

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### **I. *One Night at the Call Centre: The Tale of a Globalized Society***

This research makes an attempt to study the global cultures, language, economy, events and the technologies along with their impact on the lives of characters in which they are torn differently in Chetan Bhagat's *One Night @ the Call Centre*. They frequently appear in the world that really reflects the changing scenario of the present world in which the characters also remain in the trap. The technologies have appeared in such a way that they have turned the world into a small village. It is possible to visit the whole world within a short span of time and communicate with two polar people within seconds because of the change in technologies. People are able to share their messages with each other. They can easily interact in a way that keeps them more interactive and knowledgeable based on situations. Therefore, this stands as the supportive and positive impact of globalization. But at the same time, the origin of the extreme use of the technologies and its expansion into the different countries also reflects the dominant voices and hegemonic nature of those so called developed countries. They are able to construct their ideological concept through the light of the technological reflection. Because of influences of such kinds of factor, the local characters remain in trap. These situations keep the characters in tension. Thus, the thesis title clearly manifests the nature and impact of globalization.

Chetan Bhagat is an author of Indian origin, popular columnist and eminent speaker. Bhagat has degrees from two of Indian's most prestigious educational institutions, a bachelor's in engineering from the Indian Institute of Technology (IIT) and an MBA from the Indian Institute of Management (IIM). His writing is simple and clear. He writes in a comfortably natural style, without complicated words, which keeps the narration lucid and easy to follow. His writing is also loaded with subtle humor. He quit his international investment banking career in 2009, to devote his entire time to writing and make change

happen in the country. The way he presents the realistic characters and easy language undoubtedly makes his novel interesting.

He is the author of four best seller novels *Five Point Someone* (2004), *One Night@ the Call Centre* (2005), *3 Mistakes of My Life* (2008) and *2 States* (2009).

All four books have remained bestsellers since their release and two have inspired Bollywood films (including the popular films *3 idiots*). In 2008, the *New York Times* called Chetan "the biggest selling English language novelist in Indian history" (8). Chetan Bhagat rose to fame with his first novel *Five Point Someone*. He is a columnist with *Dainik Bhaskar* and *The Times of India*, and writes on political issues. He is an NRI and a citizen of Singapore. He says that the main purpose of the books and films is to entertain but the columns allow him to give his views on how the nation should be run. Some of his columns have been discussed in Indian parliament. His articles are written in simple English to achieve mass appeal. He also visits educational institutions in India to give motivational talks. His speech "Spark" in Pune attained widespread fame and was published in many newspapers.

It is widely believed that *2 States* even though classified as a fiction, is essentially inspired by Bhagat's own marriage. When he was a student at IIM Ahmedabad, he fell in love with a fellow student, Anusha Suryanarayan who is a Tamilian and married in 1998. Bhagat has a talent for trapping the zeitgeist; that he is not much older than the people he writes about makes him a particular credible portrayer of their world.

His book *One Night@ the Call Centre* begins with a frame story which recounts a main journey from Kanpur to Delhi. During the journey, the narrating author meets a very beautiful girl. The girl offers to tell the author a story on the condition that he has to make it his second book. After a lot of hesitation, the author agrees. The story within the story, which comprises the bulk of the book, relates the events that happen one night at a call centre. Told through the eyes of the protagonist Shyam, it is a story of almost best love, thwarted



ambitions, absence of family affection, and pressures of a patriarchal set up and the world environment of a globalized office. The book might seem a feel good story about Indian empowerment in a globalized world.

*One Night@ the Call Centre* is a story of six characters who work in an outstanding, or precisely in a call centre named Connexions. It is run by a Boston (West) based on multinational company, which has provided employment to hundreds of middle class youths out of which the story deals with the life of six of them. Among them are Shyam Mehra (alias Sam), the narrator of the story, Bikram (alias Vroom), Military Uncle, a retired army man whose son and daughter in law reside in the United States, Priyanka, love interest of Sam, Esha, fashion crazy lady and Radhika, the only married lady in the section. Besides, there is Bakshi; their dramatic boss, a shrewd businessman who is planning an escape to Boston, on the plans prepared by Sam. The lives of characters are influenced by the global scenario. It has connected different cultural aspects, languages and made it into something different. The form of global culture comes into existence when the scientific and technological products and its exchange appear and dominate in other places of the world. The result and influence of the process of globalization can be seen over the local communities that target to web the world wide relations. The characters heartily follow the means of the western cultural trends they entertain with their choice and interests. That is to say, characters go simultaneously out of which tension between the global and gradually and slowly local forces also emerge and these two extremes also lead to the condition of the trauma, tension and suffering among the characters. These situations after all are caused by the impacts of globalization.

Connexions is the breadwinner for hundreds of eastern youths who are employees of such firms spread all over India. Military Uncle, a retired army man is a six of them who works at the call centre. His pension is meager and he tries to supplement his income by working in the call centre, "He sits on the solitary online chat and email station" (16). He

uses the internet as the media to express his emotions, ideas and experiences. He indeed finds the internet as the quickest means to meet his grandson through the use of words that increases globally. The internet is also regarded as the convincing service like him to share ideas resistance has been eclipsed by proliferating networks of electronic communication. Individuals can interact with one another, or can act within frameworks of mediated quasi interaction even though they are situated in terms of practical contexts of their day to day lives in different parts of the world.

The extreme use of the technology has rapidly changed the world. It has also brought the world into the specific places and that extends their search for knowledge and ideas into the specific places and that extends their search for knowledge and ideas into the small areas. It is also caused by the impact of globalization. All the characters do their job at night and the whole story is webbed in one night at a call centre located in Gurgaon. This shows the activities of the modern people who even seem to be busy in the night time and do their activities at night. It is also the effect and impact of globalization.

The internet breaks down cultural boundaries across the world by enabling easy, near instantaneous communication between people anywhere in a variety of digital forms and media. The internet is associated with the process of cultural globalization because it allows interaction and communication between people with different people with different life styles and from very different cultures. This is the effect of the global impact on the mind of people that they can keep their relationship by using technologies like phone, mobile, internet, and so on. "I am from the Western Computers with an urgent situation. America is under a virus attack" (246). These factors are clearly seen in the novel where the characters are involved in one way or other.

Along with globalization of communication, culture is being imported and exported. The concern is that the stronger, bigger, countries such as the US may overrun the culture of

other smaller countries leading to those custom and value fading away. This process is also sometimes referred to as American. On the other hand, centers like Connexions are means of exploitation and means of amassing wealth for the Western bars, as the wages they pay to Eastern employees is quite less than what they pay in the West. The characters, though expert in technology which is process of globalization, are oppressed by the westernization. That's why, Vroom hates the call center and his American employer. "The bad bosses and stupid Americans suck the blood out of our countries most productive generation" (47). This is a clear indication that though imperialism has ended, it still continues to dominate the east. However, through material domination most eastern youth fall prey to this material ascendency.

The call centre has become the symbol of India's rapidly globalization economy. While traditional India sleeps, a dynamic population of highly skilled articulate professionals work through the night functioning on U.S. time under made up American abases. They feign formality with a culture and climate they have never experienced earn salaries that their elders couldn't have imagined. It's a subculture that needs closer examination. In this way, the story of *One Night @ the Call Center* shares the theme of the impact of globalization where the characters remain in trap.

Despite his great attempt to present of globalization in the contemporary Indian societies through the fictional characters, Bhagat tastes heavy criticism, interpretation and review that other critics make toward his work.

Shashi Tharoor in *India Finds Its Calling* claims "the author sees call centers as soul destroying , sweats soaking up the energies of young Indians who called and should be doing better themselves and their country" (78). He seems very critical towards the portraying character in the novel by the author. His argument is that though Indian youngest may keep unsocial hours, neglect their family obligation, drink excessive cocktails and date each other

they are part of social and economic resolution that enriching and transforming India most for better.

Bhagat's second artistic venture *One Night @ the Call Center* is found awakening the Indian youths to the larger potentiality they have within them and their nation. According to O'Brien Henry of California University though his ideas seem minor, but have touched the core of Bhagat's idea of writing the novel. He further writes:

India still left to be well exposed to the west has huge potentialities for its youths. *One Night @ the Call Center* in more an attempts in assisting the youth. It's in realizing that their dream can be met within the country itself. Precisely; it allures the eastern youth in believing that their land and culture is superior to that of the west. (57)

Likewise, Lian Connell in the essay, "E-terror: Computer Virus, Class and Transnational in Transmission and *One Night @ the Call Centre*," states, "Bhagat's novel *One Night @ the Call Center* confirms to contemporary Indian nationalism by representing terrorism as a part of India's national struggle against US economic dominance" (7). His criticism makes it clear that the novel is about the resistance against superpower holder US through terrorism. He means to say that terrorism is mean to struggle against economic dominance of US.

Bringing Han Kunzru's *Transmission* and Chetan Bhagat's *One Night @ the Call Center*, Connell on the paper focuses upon the use of language of terror and identifies how both of those novel apply the language of terror to the action of exploited Indian workers and conspirers how this use of them terror works as a critique of the patterns of contemporary labor within a global economy.

Bhagat's *One Night @ the Call Center* is in tradition with his first creative venture *Five Point Someone*, which narrates the story of dreams and desires of student at Institute for

Information and Technology in an Indian city. *Five Point Someone* established new trends of writing novel depicting the wants and desires of Indian college students. Henry comments on book as:

Funny dark and non-stop, it is a story of three friends who try to survive in the reverend world of IIT. Their measly five points something GPAs come in the way of everything else that matters - their friendship, their future, their love life. And doing so it is all chats of Indian student in a dilemma of whether they will make up to achieve their dream come true. (34)

This simple line of plot takes the readers into dreamy world of eastern youths, who want to adopt the Western lifestyle and culture yet want to abide by the eastern norms and values. Despite India's fast pace development and rapidly globalizing economy, most of its citizens are still deprived of the excess to the decent facilities and they dream of the West as the easy means of fulfilling their dreams. Thus most educated youths are easily preyed by the Western boss and their enterprises who buy their intellectuality in exchange for meager amount. The story of Sam, Vroom, Priyanka and others is quite similar, as they are scapegoats.

American dream is let loose and rules the mentality of the youths working in the Connexions upon which the western bosses are preying upon eastern audience. The American dream includes a beautiful house, a vehicle, a smart life partner and a sophisticated life. It is the desire of most rural and middle class youths of India. This is, in words of the Novish Kapadia, is the trap of western capitalistic hegemony. He sites, this Indian scenario, as:

Every year hundred and thousands of youths fly to West in an attempt to secure a bright future, which to a level of materialistic definition they are successful to achieve. However the point is none of this people can never, ever come back to their root. Their position in the society turns like that of leaves scattered by wind. (57)

Every character in *One Night @ the Call Center* is trapped in the illusion created by capitalist world. Similarly, Robert Anderson on *Pacific Northwest* comments: "This quick engaging story about the problems in the lives of six call center workers in India, portrays the plight of young Indians who in their desire to move up the socio-economic ladder, ironically find themselves exploited by a distant and uncaring American corporation and restricted by outdated cultural traditions" (12). He means to say that though the big countries like America give jobs to Indians through its multi-national companies, it ultimately exploits the employees.

Bhagat's latest venture, *3 Mistake of My Life* revolves around three cricket crazy friends in Ahmadabad who belong to different religious background. The story is set at the backdrops of 2002 communal riots in Ahmadabad, the hometown of the three friends. Commenting on this local trend of exposing Indian issues, Hennerly O'Brien comments, "This is a welcome beginning of Indian writers contact with English. It is producing and exposing new talent and tastes around the globe thereby flourishing Indian English taste around the words" (32).

Tabish Khair sees Bhagat as a rising writer who is down to earth and yet good at exposing the mentality of life and living of the cosmopolitan youths. At the same time, he presents the outcome of random following of western culture Khair writes:

Chetan Bhagat is fast growing as the India's leading novelist in exposing the capitalist picture in the scenario of developing nation. This book examines the hazards and consequence of adapting to western culture in a very incisive and highly readable form. The novel follows a dialogic form in presenting the mentality of cosmopolitan's youth culture. (35)

Bhagat, through his book, captures the India's adapting western culture leaving its original cultural norms and values.

Chetan Bhagat's *One Night @ the Call Center* is one of the best exposures of an example of increasing globalization with its impacts and international connection due to satellite, T.V world, internet etc. In the present, the international connection between the countries has increased which has augmented the process of connections and communications between the countries and their diverse culture and have enhanced the process of cultural social economic borrowings and diffusions. It has also influenced the cultures of the countries of the world. Even the culture existing in the remotest parts of the globe are not in a position remain untouched of the changes brought about by technological revolutions in the cultures of developed west.

The way other critics analyzed, interpreted and viewed the text *One Night @ the Call Center* differs from the way I have tried to study the text from the perspective of globalization, including its impacts in which the character are heavily disturbed by the merging factors of the resistance and adaption. The present thesis seeks to prove the hypothesis as it stands the departure of the intended thesis.

The theoretical modality supports to analyze the work differently in which the globalization is used problematic situation in which people get tension. It helps to extend the meaning of the text in different ways that connect the relation as well as problem of the character and narrator.

Globalization is the process whereby individual and local communities are affected by economic and cultural forces that operate world wide. In effect, it is the process of the world becoming a single place. Simply put, globalization denotes the expanding scale, growth magnitude spreading up and deepening impact of interregional flows and patterns of social interaction. It refers to a shift or transformation in the scale of human social organization that links distant communities and expand the reach of power relations across the world's major region and continents.

Globalization is a process of becoming a single place which embodies the breaking the demarcation. That needs the media to link the globe that is possible through the means of the invention of technologies. The ways of the life of the people have also changed much more in thinking doing and having. Then, globalization opens the opportunities to involve into different fields by using the means of technologies. How do they use the technologies is also become the question in the eyes of the common people. The book *One Night @ the Call Center* searches that kind of answer. So the concept of globalization stands as one of the reliable information to prove the text into the meaningful way.

Globalization is approached from the different ways. Some analysts embrace it enthusiastically as a positive feature of changing world in which access to technology, information, services and markets will be of benefit to local communities where dominant forms of social organization will lead to universal prosperity, peace and freedom and in which perception of a global environment will lead to global issues as a matter of personal and collective responsibilities. In this sense, Jan Aart Scholte argues that "global events can via telecommunication, digital computers, audiovisual media, rockery and the like -- occur almost simultaneously anywhere and everywhere in the world" (45). While describing about the globalization, Martin Heidegger says, "All distances in time and space are shrinking. Man now reaches overnight, by places, places which formally took weeks and months of travel" (165). He presents his ideas on issues on globalization that not only deals with the ideas of the 'abolition of distance' as constitutive characteristics of our condition, but he also mentions the present shifts in spatial experiences.

Additionally, more positively, Pieterse talks about the issues of globalization in relation to hybridity that breaks the monolithic concept of defining the cultures where she says "it is through hybridity that globalization works against homogenization, standardization, cultural imperialism, westernization, Americanization" (76). To sum up, it is



the process of hybridization that appeals the enunciation of the third form of cultures and breaks the logo-centric concept of Westernized culture or later replaced by Amercanized culture. Others reject it as a form of domination by 'First World' countries over the Third World ones, in which individual distinction of culture and society become erased by an increasingly homogeneous global culture, and local economies are more firmly incorporated into a system of global capital. The chief argument against globalization is that global culture and global economy did not just spontaneously erupt but originated in and continue to be perpetuated from the centers of capitalist power. Neither does globalization impact in the same way, to the same degree, nor equally beneficially upon different communities. Ronald Robertson also mentions his main idea in regards to the issues of globalization as a problem. He deals with the globalization as a concept that exemplifies the concept of complexity of the world and growing consciousness of the world as a whole. He adds, "Globalization refers to quite clearly the recent developments" (295). It means globalization emphasizes on the developments in the multiple sectors such as politics, economics, technologies and any other social and cultural aspects. On the other hand, Robertson describes globalization as a problem in contrast to the achievement of human skills. They have utilized in different fields of the knowledge along with the ideas, concept and ideologies of the developed countries. So, he sums up contribution of such achievements as one-sided. Similarly, Steger mentions that "today cultural practices frequently acquiring escape fixed localities such as town and nation, eventually acquiring new meanings in interaction with dominant global theme" (70).

The concept of globalization raises multiple issues such as geographical political, economic, cultural, technology and biology ones. They are interrelated and they directly or indirectly keep the relation. The characters are also shown in terms of their need and impact on them from which they circle around it. Therefore, the theme of the globalization coins the theme of the geographical dimension of the globalization, technology dimension of

globalization, political dimension of globalization and economical dimension of globalization cultural dimension of globalization and so on in which character are involved.

Contemporary associated analysis, critics and interpreters describe the growing trend of the debate of the globalization in relation to the geographical location of the participants. One of the influencing factors of the concepts of the globalization stands as the constituting parts of the whole of the social space through which different people want to communicate by using the recent means of global sources such as communication and information that institutionally occur anywhere and everywhere in the world. The sources of the internet and television allow people to know the information about varied issues from the comfort of their living rooms.

One of the striking impacts of globalization appears in the field of cultures. People define themselves culturally in which they spare the culture possession. It has certain symbolic construction through which they claim themselves as a particular group of the local communication which later transform into the global forms as a result of which there occurs the certain reaction and interaction between and among the cultural forces that spread world wide out of which the meaning of symbolic construction comes.

As we observe the issue of globalization from the economic perspective, it stands as the pivotal subject matter for the discussion and debate that internally or externally highlights the most important issues of global economy. We could not be away from the economic matter. It also supports us in any kinds of activities that we perform in the society. Similarly, global economic construction could not escape from the global economic and local ones. They increasingly blend together into the privileged system of the global capital which leaves the tension between and local forces. The debate continues among the economist and business analysis that search sufficient reasons, purposes and proof to provide, explain and justify the spreading horizon of the system of the world trade. In this sense, Ferguson says that "globalization has ideological overtones of historical inevitability and its attendant myths function as a gospel of the global market" (87). Therefore, it moved from the developed world's

concept with the remarkable ideological hearsay of historical continuity that still searches the central capital power but it lacks to provide the sufficient benefit and utility among the local communities.

It talks about the dramatic increase in the relation between and among the states, nations and continents that is the influence of structures and movement of corporate capital. They also believe that it happens in the form of political order but that stands for as based on the experiment of developed countries towards the local communities. The rapid growth in the international company operation production and distribution of goods construct the cultural barrier and tension between the global and local forces. In the structure of employment, it also affects and doesn't bring great change in the eyes of the employment because the higher official and technologist that they hire from the developed countries and their own countries. So, the well-to-do company holders travel from one state to another, nation to other to flourish their business in a structure and movement of corporate capital. In Albrow's own words, he argues that "globalization can also be a signifier of travel of transnational company operation of the changing patterns of world employment, or environment risk" (13). In other words, the concept and practice of multi-national company is simply the sign of traveling into, which demands the workers, technicians and sources. They appear together that could not escape from reality of the environmental threat because the production has the direct interlink with use of the local resources. A person as worker or machine has the direct or indirect link with the global forces: establishment of the machines and the distribution of the production into global and local forces and environmental resources and the human resources.

The first chapter is the overall introduction of the research including hypothesis, objectives and literature review. The second chapter includes a thorough analysis of the text with the theoretical insights in embedded form. Finally, the third chapter is the conclusion of the research which briefly summarizes the overall project.

## II. The Ambivalence of Globalization in *One Night @ the Call Center*

As we see in the first chapter that *One Night @ the Call Center* by Chetan Bhagat is a story of six call center agents who work in a call center named Connexions. It is run by Boston based multinational company which has provided employment to the hundreds of middle class Indian youngsters out of which the story deals with the life of six of them. Among them Sam, the narrator of the story, Vroom, Military Uncle, a retired army man whose son and daughter in law reside in the United States, Priyanka, love interest of Sam, Esha fashion crazy lady and Radhika, the only married lady in the section. Besides, there is Bakshi, their boss, a shrewd businessman who is planning an escape to Boston on the plans prepared by Sam. These characters, who belong to different natures and cultures, are influenced by the global cultures. The form of global culture comes into existence when the scientific and technological products and its expansion appeared in the other places of the world. The concept of globalization has become interesting discussion topic in the contemporary situation, both in the field of theory and literature. The people encounter with its effects and impact out of which they attempt to escape and adopt. In the story of *One Night @ the Call Center*, similar kinds of factor can be observed throughout the characters' lives and how they are interwoven around the maze of global scenario.

Globalization refers to the process of appearing and interacting with different socio-cultural factor such as economic, political, geographical and technological ones that try to operate worldwide. This is also result-oriented conflict that occurs between the global and local communities. The result and influences of the process of globalization can be seen over the local communities that target to web the worldwide relations. Thus, globalization explains the situation of breaking the demarcation between the nearness and distance which also creates the opportunities to gain or to know the knowledge on the socio-cultural factors

Whenever the globalization comes into a discussion there come two different views. Some analyst embrace it enthusiastically as a positive feature of changing world in which access to technology information will lead to universal prosperity, peace and freedom and in which perception of a global environment will lead to global issues as a matter of collective responsibilities. In this sense, Jam Aart Scholte argues that "global events can via telecommunication, digital computers, audiovisual media rockery and like occur almost simultaneously anywhere and everywhere in the world" (45). One of the influencing factors of the concepts of the globalization stands as the constituting parts of the whole of the social space through which different people want to communicate by using the recent means of the global sources such as communication and information that institutionally occur anywhere and everywhere in the world. "Bakshi was in his organized office, staring at his computer with his mouth open. As I came in, he rapidly close the windows. He was probably surfing the internet for bikini babes or something" (51). Furthermore, the concept of the globalization raises the issues of the global village that talks about the geographical boundaries. Because of the heavy achievement and use of technology made the world closer than it appears before us. For example, today I am in Nepal international airport. It is early in the morning. I can take plane from there to Delhi. After about an hour, I reach there if I want to go London. I can get on and reach there as well. It means I can have the breakfast in Nepal, meal in London and return to own country and have the slumber. This is possible because of the technology and its rapid progress in the field of humanities and social sciences and non-social sciences.

Additionally, the issues of the global village deal with the situation of the world and its people. It is difficult to define how can be the world as a global village where we see the different kinds of people into latitude and longitude dimensions of the world. Jack C. Richards sees it possible because of change in the politics and technology. He says "The end of the cold war tension made the global village more politically possible by opening new

channels of communication between nations [. . .] technologically; the greatest contributor to the global village is the microchip-an electronic circuit on a tiny chip" (65). In a nutshell, he links the global village in relation to the political and technological changes that they have made people, readers and scholars' closer to travel, think and speak worldwide. These lines also highlight the impact of global scenario upon the lives of characters:

Vroom's eyes were transfixed on the TV set on Inderjeet Dhaba's counter. The NDTV news channel was on and vroom is a sucker for it. He worked in a newspaper once and is generally into social and global issues and that stuff. He thinks that just by watching the news, he can change the world. That by the way is his trip. (30)

While describing about the globalization, Martin Heidegger says "all distances in time and space are shrinking. Man now reaches overnight, by the places, places which formally took weeks and months of travel" (165). Furthermore, more importantly, he also talks about the extreme utility of the abolition of every possibility of remoteness is met by the use of television internet and paper media which has become the pervasive and dominant sources of the communication and information. The given lines also give similar idea:

There are two flat LCD screens in front of our bed, one turned to MTV, and the other to CNN. A Bollywood item number was being played on MTV, as part of its ' Youth Special' program, a girl stripped off successive items of her clothing as the songs progressed. The breaking news on CNN was that the US was considering going to war with Iraq again. (199)

The writer presents characters who are able know the global information from the specific space such as from office desk by using the source of the computer. It is also regarded as one of the great achievement of the technology through which even the local people from any particular part of any country can enjoy and get information of varied field.

All these things are possible by means of computer that need electronic chip, helps to run the internet. In addition character like Military Uncle, Shyam, Vroom enjoy the source of the computer as normal official workers in the office where they not only work but also learn a lot of information from different media in computer. Younger generations brought up with MTV, CNN and internet and living in a world defined from the outset by significant global issues such as environmental degradation express some sense of global identification. "just for fun. Do you want to know what websites Bakshi visit? Vroom said and learned over so he could reach Bakshi's keyboard. He opened up internet explorer and pressed ctr+ H to pull out the history of visited websites" (175).

McGrew Held and Perton Goldbatt claims that "globalization refers to process of change which underpin transformation in the organization of human affairs by linking together and expanding human activity across regions and continents" (15). To sum up, globalization accepts the situation of the process of change talks about formed human relations and activities that meet the area of the concept of global village. Multinational companies like Connexions become breadwinner for the thousand of eastern youths who are employees of such forms spread all over India. They consume the vast products of technology from which they communicate to the others and get information from others. They get jobs, entertainment and knowledge about the world. Internets, cell phones, television, photo sharing websites are most essential accessories of the modern days, without which an individual can't imagine his/her life. The whole world becomes so narrow that we can visit it within a second. It is so all only because of the process of the globalization. If we observe the novel carefully, all the characters do their job at night. The company is kept afloat by its account with Western Computers and Applications. The story is about the characters and how a night in their office changed their lives forever. This shows the activities of the modern people who even seem to be busy in the night time and do their

activities at night "calls began 10:31 pm. Numbers started flashing on our common switchbox and as we picked up calls one after other" (38). These lines are the indicators of the effects of globalization.

In the story of *One Night @ the Call Center*, the writer is completely able to draw the changing nature of modern people who shift him/herself from one job to the other in search for better career. Esha, call name Eliza Singer, is a pretty face of the group. An aspiring model, who ran away from home and took up a job at the call center so that she could achieve her dreams. Similarly Radhika Jha is trying to manage the household activities and her job. Her main aim in life is to earn money and settle down on one hand and manage her mother-in-law on the other. Bakshi, their boss, who is going to take credit for the website design for himself, getting transfer to Boston in deal. Shyam and Vroom, though work at call center, are aiming to open their own website design company. The characters appear in a technology product machine such as computer and the internet as media sources gives them a lot of information and entertainment. Bakshi entertains with porn website of Indian girls. Shyam delivers his mail through the internet to the boss in office and receives the letters and notice, from the foreign country. Thus this clearly shows the impact and effects of the global technology. These situations carry the theme of impact of the globalization. In the recent days, the internet has become the most reliable sources which connect the world as if this world is a small room. The internet is also regarded as the convincing service like Shyam and Vroom have saved the call center from it. All kinds of information are webbed from the internet that helps to link the people into the small spaces. The use of technology rapidly changed the world and brought the world into the specific places and that extends their search for knowledge and ideas into the small arena. "The power of internet. We found on online album come see what your new house is like Vroom said to Priyanka" (225). Furthermore high internet and new technologies have also changed the symbolic construction of the



meaning of our ages have also dramatically transformed. Discourses in religious creeds; individual rights and consumer relations have become more open and free than it was not before. So because of such marvelous transformation in the images and ideas, that they practice, along with the cultural traits which have thoroughly circulated from one place to other. People experience such kinds of impacts in their contemporary everyday lives. More significantly Steger mentions that "today, cultural practices frequently acquiring escape fixed localities such as town and nation, eventually acquiring new meanings in interaction with dominant global themes" (70). Thus, he claims that present cultural practices break the boundaries of the fixed location and from new meanings in cultural practices come out of the action, reaction and interaction.

The call center has become the symbol of Indian's rapidly globalizing economy. Indian people feign familiarity with a cultural and climate they have never experienced, earn salaries that their elders couldn't have imagined and enjoy a lifestyle that's a cocktail of premature influences and ersatz westernization. If an American living New York and his computer crashes, his dishwashers malfunctions or he is overdue on his credit card payments chances are good that his call for help will be answered by a bright, young twenty something Indian graduate in New Delhi with a headset, a flickering monitor and a fake American accent. Vroom, one of the six characters in the novel says "see madam! Understood your turkey didn't fit and you didn't want to cut it, but you should not have opened up the equipment. . . . But see that is not the equipment's fault . . ." (40). A dynamic population of highly skilled, articulate professionals works through the night, functioning on US time under made up American alias. In their communication to their customers, the agents share their ideas, language and cultures. They even get opportunities to know about other fields such as ethnicity, religions, geography and so on. These situations are created because of the global impact from where one can't remain untouched.

One of the salient features of communication in the modern world is that it takes places on a scale that is increasing global messages are transmitted across large distances with relative ease, so that individuals have access to information and communication which originates from distance sources. In the chapter 21, Military Uncle receives an email from his son residing in United States: "[. . .] dad you have cluttered my life enough, now stop cluttering my mailbox. I don't want your shadow on him. Please stay away and don't send him anymore emails. For literally or otherwise, we don't want your attachment" (160).

The reordering of space and time brought about by the development of the media is the part of a broader set of processes which have transformed (and are still transforming) the modern world. These processes are commonly described today as globalization. The sociologist Castells argues that "the force of globalization especially those driven by the new information technologies are replacing the space of places with a space of flow" (308).

Opponents of globalization point out to its negative effects and impacts taking it as a form of domination by 'first world' countries over the 'third world' ones, in which individual distinction of culture and society becomes erased by an increased homogenous global culture. Institutions like Connexions are the weapons of the west to impose their supremacy over the east. It is the changed form of slavery, i.e. mental slavery in precise terms which has been ruling the denizens of the former colonized nations. Many critics have talked about the alternation form of slavery in modern time. Marxism assumes this as the continuation of social form of injustice imposed on the lowly class of the people by resourceful ones. In this regard, Louis Althusser writes:

Marx in his manifesto proposes a model of history in which economic and political conditions determines social capitalism. Marx and Engel's respond to social hardships stemming from the rise of capitalism borrowing dialectic theory of Hegel, Marx and Engel posit a materialistic account of history that

focuses upon the struggle and tension within the society. As society forms more complex modes of production, it becomes increasingly stratified and the resulting tensions necessities changing in society. For example, the introduction of heavy machines into the feudal economic system fragmented existing social structures necessitated a more towards capitalism. (36)

Thus, it is the social mode of production that results in social, moral and economic sense of domination imposed on the society by the bourgeoisie on the proletariats.

Similarly sense of subjugation rests on the concept of west and east, where east is taken as inferior and dominated by the west. Of course it is not through direct means (the imperialistic rule imposed on eastern nations by the west) as in the past but through material dominations in form of institutions like Connexions. These companies, in an attempt to providing meager employment to the local youths of the areas, exploit their potentiality and make them mental slave. These multinational projects are also the means of social and cultural colonization. In the concept of western mental hegemony, vroom rightly points out, "[. . .] the bad bosses and stupid Americans suck the blood out of our country's most productive generation" (47).

The reality of these bosses is visible in the third world nation's market where they rule with their economic power.

Despite India's fast pace development, most of its citizens are still deprived of the access to decent facilities and they dream of the west as the easy means of fulfilling their dreams. Thus, most educated youths are easily preyed by the western boss and their enterprises who buy their intellectuality in exchange for meager amount. The story of Shyam, Vroom, Prikyanka and others is quite similar as they are made scapegoats in making the west superior and east inferior. People lured by the American dream are always insecure, which eventually leads them to the isolation and arrogance. Every character in Chetan Bhagat's *One*

*Night@ the Call Center* is trapped in the illusion created by the capitalist world and seeks solace in the possession of material ownership. In fact they are living a hired life imposed on them by the West, and its influences. They are leading a life full of overwhelming desire to surpass each other and win the favour of the weird boss who, in turn, is an attempt to please his overseas masters, and one day flying to the west. This is black side of globalization.

The story of *One Night @ the Call Center* unfolds around the six youths, among them Sam, the narrator who is in love with Priyanka, and as is the case in most urban dweller earning youths, they have a break up. But somehow it seems that the couple is still sharing mutual affection to each other. Sam, who is the immediate boss of the six fellows is dreaming high on making one day to the states, as he has plans to please his foreign bosses by his wooing them with his web designing schemes. However, at present he finds hard to meet all his demands fulfilled by the scanty pay, he is receiving and has negative impact in the eyes of his girlfriend's mother. So he is dreaming big to meet the demands of his future mother in law's expectation. Similarly, Vroom wants to own up his own industry and in his own words as he frequently states his favourite dialogue, "I want to fuck up the world to live his own way of life" (56). He hates the system and especially his west obsessed boss Mr. Bakshi. Esha dreams to achieve a big name in the fashion world but ends up sleeping with a wealthy slut. All these characters are in the maze in the world of fantasy created by the West, attracts thousands of youths each other to the western culture and way of living. The youths fast lured by the carefree way of living and working, centered on self, which takes them away from the familial bondages and restrictions. Based on the ideology of personal and economic freedom, the west is preaching its capitalist ideologies in various forms and ideas. In this regard many skeptics argue, "The concept of globalization is primarily and ideological construction, a convenient myth which in part, helps justify and legitimize the neoliberal global project, that

is the creation of a global free market and the consolidation of Anglo-American capitalism within the world's major economic regions" (Callimicos et al. 19).

In this respect, the concept of globalization operates as a necessary myth; through which politicians and government discipline their citizens to meet the requirements of the global market place. This call center is one of the many tools of the west to lure the eastern youths in its trap of self-centered world. Giving little payment to the workers at the call center, American oppresses them. On the surface, it seems welcoming project where the people get job, earn money which helps to maintain their life but knowing or unknowingly they are made foolish by western which is negative impact of globalization. Mr. Bakshi is one of the representatives of US, who is trying to dismiss the job of agents in the novel. The chief argument against globalization is that global culture and global economy didn't just spontaneously erupt but originated in and continue to be perpetuated from the centers of capitalist power. For this group, globalism is a teleological doctrine which provides, explains and justifies an interlocking system of world trade. Ferguson argues, "It has ideological overtones of historical inevitability and its attendant myths function as a gospel of the global market" (87).

Though the obvious power of globalized capitalism to distribute and promote its cultural goods, in every corner it has been associated with cultural identities. In this sense, John Tomlinson says, "It is fair to say that the impact of globalization in the cultural sphere has been viewed in a pessimistic light. Typically, it has been associated with the destruction of cultural identities victim of the accelerating encroachment of a homogenized, westernized, consumer culture" (269). Before the era of globalization there existed local, autonomous, distinct and well-defined, robust and culturally sustaining connection between geographical place and cultural experiences. But globalization has swept like a flood tide through the

world's diverse cultures, destroying stable localities, displacing peoples. And at the same time people too swept along with its world, Military uncle says:

I want to be with my son and my grandson. I miss them every moment. Two years ago, I used to live with them. But my daughter-in-law did things I didn't like she went for parties, got a job when I wanted her to stay home . . . I fought with them and moved out. But I was wrong. It is their life and I have no right to judge them by my outdated values. (219)

Although many may suffer the angst, this novel so effectively conveys most see a job in a call centre as a passport to a better life, one offering more possibilities and choices than were imaginable to the previous generation. The call centre agents waste their time catering to the unreasonable and pretty demands of American customers. Customers are so stupid that instructors teach call center trainees the formula "10=35" Remember, a 35 years old American's mind/brain and it is the same as a 10 years old Indians . . . Americans are dumb just accept it. I don't want anyone losing their cooling during the calls" (51). These lines are the resistance towards the American capitalistic hegemony which in the name of employment ruins the lives of characters. Hegemony is generally understood to mean domination by the consent. Marxist Antonio Gramsci argues that "hegemony is the power of ruling class to convince other classes that their interests are interests of all" (116).

Domination is thus exerted not by force nor even necessarily by active persuasion; but by a more subtle and inclusive power over state apparatuses such as education and media. In this sense institutions like Connexions are material domination of the west which exploits the potentiality of eastern youths and make slave. This is not blunder to say the negative impact of globalization. Not only this multinational companies and corporations which were previously restricted to commercial activities are increasingly influencing political decisions. With the globalization, such companies produce goods and service in the lowest cost

location. This may cause jobs to be moved to location that have the lowest wages, least work protection and lowest health benefits. In this case, spreading the institutions like call center, US has been trying to capture the Indian intellectuality. It is alternative domination over India.

While analyzing the Bhagat's *One Night @ the Call Center* from the perspective of globalization, we can see both positive and negative impacts. Though the opponents of globalization point out to its negative effect, it has many positive sides as well. In the modern era, the level of time space distancing is much higher than in any previous period. And the relations between local and distant social forms and events become correspondingly stretched. Globalization refers essentially to that stretching process in so far as the models of connection between social contexts or regions become networked across the earth's surface as a whole. Thus globalization can be defined as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice-versa. This is a dialectical process because such local happenings may move in an obverse direction from the much distanced relations that shapes them. Vroom says: "Screw Bakshi, he is not only bad boss around. C'mon, the whole world is being run by a bad, stupid evil boss, he said, pointing to CNN. 'Look at them. Scared out of their guts, ready to bomb everyone. Meanwhile, all we do is talk on the phone all night while the world snores away" (200).

Accordingly, the concept of globalization implies first and foremost, a stretching of social political and economic activities across frontiers such that events, decisions and activities in one region of the world can come to have significance for individuals and communities in distant regions of the globe. In this sense, it embodies trans-regional interconnectedness, the widening reach of network of social activity and power and possibility of action at distance. Vroom says, "Yes, imagine the headline: call center boss

asks for sexual favors in exchange for jobs: NDTV could live on that for a week. Damn! I know I could be a good journalist" (235). The globalization of the communication is a process that has been driven primarily by the activities of large scale communication conglomerates which led to the formation of large concentrations of economic and symbolic power which are privately controlled and unevenly distributed and which can deploy massive resources to pursue corporate objectives in a global arena. These communication conglomerates operate increasingly in a world wide market and organize their activities on the basis of strategies which are effectively global in design.

The impact of globalization can be seen in social and cultural aspects. Social and cultural globalism involves the movements of ideas, information, images and people. An important fact of social globalism involves the imitation of one society's practice and institutions by others, what some sociologists refer to as "isomorphism". To share sexual relation before marriage, drinks, to go and enjoy at night club are the practice of American culture. The story of Bhagat gives the information about the spontaneous overflow of the young minds to reach in the land of freedom, human rights and materials world where they tie their spiritual knots but they find hard difficult to do because they are trapped and remain in tension between global and local forces. Priyanka, Esha and Shyam's story clarify this situation. These young Indians keep unsocial hours, neglect their family obligations, drinks excessive cocktails with names like "Long Island Ice Teas" (198). They date with each other with a casualness that horrifies their parents. They have involved in globalized cultures but they also realized the sense of loss of their own cultural roots. Thus, the characters are clearly torn in two cultures that has caused by the impact of globalization. At its most profound level, social globalism affects the consciousness of individuals and their attitudes towards cultures, politics and personal identity. The cultural impact of globalism can be seen through the attitudes of Vroom. He says, "I like Pizza, Damn well I do. I like jeans mobile and pizzas. I



earn leaf, I buy shirt and I die" (205). This culinary culture has become extensively globalized. For example Japanese noodles, Italian meatballs and pizzas, Indian curry, French cheese and American burgers and fries have become popular outside their countries of origin. In the recent days the science and technology has made it more possible that they are available every parts of the world. All the people enjoy with these things whether they are globalized or localized people.

The writer also throws the spotlights on the global problems that also affect the characters and communities respectively. The mentioned lines help to understand the problems of the globalization that comes along with the change in technology. "The main road was getting busier in the morning, but Vroom still managed ninety an hour. We dodged cars, scooters, autos, school buses and newspaper hawkers as we took the road to Delhi" (266). The writer shares the common facts that the more we utilize the modern means of transportation which affects the people heavily. The problem of global warming is also one of the burning issues in the world which is resulted out of the impact of globalization. Additionally he also displays the changing situation in the life of the Indian people through the characters who get familiar with different changes that take place in their surroundings out of which they are entrapped. They play with computer that represents as a modern means of the technology on which they do work in their office. Mobile phones and internet have brought people closer. "Hi Ganesh I just switched my phone on. Priyanka said, 'I can't believe you called so soon'" (72). At the same time using internet, Shyam and Vroom save the job of call centre agent creating Operation Yankee Fear to scare the Americans. It is how the technology plays vital role to avoid layoffs. Thus global media products may expand people's horizons of understanding and interpretation but they can also lead to antagonism between local national and global forces. Bad aspects of foreign culture are affecting the local cultures through TV and the internet. Terrorists use the internet for communicating among

themselves. In this case, Thompson argues that "Localized appropriate of global media products can also be the source of tension and conflict" (236). In the current era as the growth of the internet reduces costs and globalizes communications, the flow of ideas is increasing independently of other forms of globalization. Increase in information flows between geographically remote locations. Arguably this is a technological change with the advent of fiber optical communication, satellites and increased availability of telephone and internet.

Owing to globalization in the present, the transnational or the international connections between the countries have increased which has augmented the process of connections and communication between the countries and their diverse culture and has enhanced the process of cultural, social, economic borrowings and diffusions. It has also influenced the cultures of the countries of the world. Even the cultures existing in the remotest parts of the globe are not in position to remain untouched of the changes brought by technological revolutions in the cultures of developed west. An example is the Alaskan people's culture which has been greatly influenced by American western culture. Modern Indian culture is also an example of increasing globalization and International connections due to satellite television world internet etc which is beautifully portrayed by Chetan Bhagat in *One Night @ the Call Centre*.

The globalizing impact of media was noted by numerous authors during the period of the early growth of mass circulation newspapers. Thus, one commentator in 1987 wrote that as a result of modern newspaper, the inhabitant of a local village has a broader understanding of contemporary events than the prime minister of a hundred years before. The villager who reads a paper interests himself simultaneously in the issue of a revolution in Chile, a bush East Africa a massacre in North China, a famine in Russia. The point here is not that people are contingently aware of many events, from all over the world, of which previously they would have remained ignorant. It is that the global extension of the

institutions of modernity would be impossible were it not for the pooling of knowledge which is represented by the news. This is perhaps less obvious on the level of general cultural awareness than in more specific contexts. For example the global money markets of today involve direct and simultaneous access to pooled information on the part of individuals spatially widely separated from one another.

The particular urban life of the Indian people come together in which the writer brings the western technological and socio-cultural situation. The characters interact with each other which also deal with the global issues and local one that they merge in the certain situation and creates conflicting situation as well. The people from one country to another one talk for different purposes and issues where they share certain common issues. The ideological factors also appear in a certain field and that spread from different positions. They have become possible through the rapid change and progress in the field of science and technology. Call center technology is subject to improvements and innovations. Today, customers from far contact companies by calling, emailing, chatting online, visiting website, faxing and even instant based survey software which is the rapidly increasing globalization portrayed in the novel. Having a call center in India is the norm for several global companies today.

Globalization has an undeniably material aspect in so far as it is possible to identify, for instance, flows of trade, capital and people across the globe. These are facilitated by different kinds of infrastructure physical (such as transport or banking system), normative (such as trade rules and symbolic; such as English as a higher lingua franca) which establish the preconditions for regularized and relatively enduring forms of global interconnectedness. The writer further projects on the different faces of modern India, the cross cultural issues which are influenced by global culture through his imaginary characters. The technological advances helped the west to expand and enabled its grip to all the parts of the universe. For

instance, the value of cultural exports and expansion in the trade of television film and radio products national broadcasting system are subjects to intensifying transcend national borders.

The acceleratory diffusion of radio, television, the internet, satellite and digital technologies has made instant communication possible. People everywhere are exposed to the values of other cultures as never before. Nothing not even the fact that we all speak different languages can stop the flow of ideas and cultures. The English language is becoming so dominant that it provides a linguistic infrastructure as powerful as any technological system for transmitting ideas and cultures. Institutions like Connexions in India, English speaking universities graduates answer the question to the US customers. It helps to expand economy and thus offers more compelling employment options for well-educated Indians. The characters like Shyam (alias Sam), Vroom Priyanka are the representatives of the generation. While everyone has local life, the ways of people make sense of the world are now increasingly interpenetrated by developments and process from diverse settings, hybrid cultures and national identities. What is striking about today's cultural globalization is that it is driven by companies, not countries. The globalist Meyrowitz argues "the existence of new global communication system is transforming relations between physical locales and social circumstances and altering the situational geography of political and social life" (18). The character like Sam military uncle, Vroom in a way or other involved in product of technologies. Military Uncle learns to play with the computer at the end of his retired life. Computer is product of technology that gives knowledge and link the world relation and human relation in terms of exchange, "Military Uncle's system was still working and he stayed glued to his computer" (58). He, on the one hand, earns money and on the other hand kills the time involving with these technologies which is impact of the globalization. The development of technologies, capable of transmitting messages via-electronegative waves marked a decisive in the globalization of communication. Impact of globalization in the

cultural sphere has most generally, been viewed in a pessimistic light. Typically, it has been associated with the destruction of cultural identities, victims of the accelerating encroachment of homogenized, westernized, consumer culture.

Though globalization has been judged as involving a general process of loss of cultural diversity, some of course did better some worse out of this process. Whilst those culture in the main stream of the flow of capitalism those in the West and specially, the United States sowed a sort of standardized version of their cultures exported worldwide, it was the weaker cultures of the developing world that have been most threatened. Thus, the economic vulnerability of these non-western cultures is assumed to be matched by a cultural vulnerability. Cultural identity is at risk. But another, quite contradictory, story can be told that globalization far from destroying it, has been perhaps the most significant force in creating and proliferating cultural identity. Manuel Castells says, "Our world and our lives are being shaped by the conflicting trends of globalization and identity" (270). Departing somewhat from the Castells, John Tomlinson claims "globalization actually proliferates rather than destroys identifies" (27).

To put the matter simply, globalization is really the globalization of modernity, and modernity is the harbinger of identity according to him. While analyzing the text, both of these dimensions can be seen from the way characters are involving in its process. The characters are seen uprooted by their cultural roots. They get experiences with modern trends. They learn double ideas that keep them in trap. This occurs because of impact of globalization that also creates tension between global and local forces. In the case of Esha, who experiences the modern world in the course of modeling career, she even contracted to sleep with a designer to get into the fashion world. While she returns to her own cultural boundaries, she finds herself out of her way of culture. That stands as the prominent reason behind the loss of her way. Thus, she is highly disturbed in her way of career. Similarly,

Radhika involved in both global and local cultures. "She took her pink wool out from her bag and started to knit frantically" (58). It is typical cultural trend of women of knitting learn by birth. Her argument with Esha also reflects this fact when she says, "I am willing to follow their culture. All married women in their house do it" (58). At the same time she also misses low waist jeans. So, she is entrapped with the situation of both local and global forces. Thus, the relation between the characters and their experiences clearly shows the resistance and adoption of the global and local force which is depicted by the writer.

A call center is a centralized office used for the purpose of receiving and transmitting a large volume of requests by telephone. The writer describes the situation in the novel time and again. All the character use computers at their office represents as a modern means of technology on which they do their activities. They are in touch with such technologies which is impact of globalization. The given lines also highlight how the characters are involving with such media technologies, "Vroom and I came back to our bay. He typed furiously on his computer and tapped my shoulder after a few minutes. 'Check your email'; Vroom said and pointed my screen. I opened my inbox. Vroom had sent he mail to everyone in the call center" (243). In one sense, globalization has been taking place for centuries, whenever improvements in transportation and communication have brought formally separated peoples into contact with one another. The invention of computer, internet, and websites, mobile phones all proved powerful instruments for uniting people. In the novel, Priyanka is engaged to a person called Ganesh Gupta, who works at Microsoft in the United States but they are in touch through internet and telephones. Shyam comments, "The loud ring of the landline telephone brought me back from the 32<sup>nd</sup> Mileston. Priyanka grabbed the phone. Hiii ... Ganesh' she said. Of course I knew it was you. No one else calls on this emergency line" (108). When Vroom and Shyam, through internet, show her that Ganesh has forged his pictures to hide his baldness, she disapproves Ganesh for having cheater.

Similarly, Radhika too is shocked to learn about her husband Anuj's darkside. When Vroom calls up her husband portraying as a radio jockey and asks him to dedicate roses and a

song to someone special, he chooses his girlfriend Payal over his wife. Radhika who listens to this gets terribly upset as her husband has betrayed her. These are the facts about the impact of globalization communication which creates tension sometimes, though it has advantages on the other side which is clearly shown in the text by the writer. In the cultural globalization human behavior, conducts norms and values are playing major roles. Information and communication technologies are developed so rapidly in the globalization that one cannot imagine. Consequently, radio, television, internet, websites etc. help to get information of the cultural characteristics and aspects of the globe. And important fact of the world we live in today is that most of us on the globe live in imagined worlds (and not just in the imagined communities) and thus are able to contest and sometimes even subvert the imagined worlds of the official mind and of the entrepreneurial mentality that surrounds them. The distribution of the electronic capabilities to produce and disseminate information (newspapers, magazines, television station and film production studios), which are now available to a growing number of private and public interests throughout the world and to the images of the world created by these medias. Many audiences around the world experience the media as a complicated and interconnected repertoire of print, celluloid, electronic screen and billboards.

In this way, the totality of the analysis of the text vividly reflects the impact of globalization or we can say globalized condition through which the characters try their best to adopt and resist the situation. They could not escape from the mainstream global force that has the relation with the local ones stand as the oppositional relation. Their suffering, happiness and trauma also centers within the situation and time span of the global force that is what creates characters disturbed, torn, dismantled, destabilished, dislocated are discussed through the concept of globalization.

### III. Globalization: Problems and Prospects

In *One Night @ the Call Centre*, Chetan Bhagat vividly concretizes the recent issues of impact of globalization in which the characters are heavily distorted, dismantled, disturbed, destabilized, torn and trapped because of the tensions, trouble and riddle as the result of the global and at the same time local forces. There are different characters that possess either resistance and adaptation that also come out of the effects and impact of globalization as it appears in the lives of different characters of Chetan Bhagat's *One Night @ the Call Centre*. Thus, the varied characters are scattered, they want to resist and adopt their own cultures and escape from the globalized cultures that situations keep them in tension and leads to trouble and anxiety.

Globalization covers a wide range of the contemporary issues such as local, political, economic, cultural, geographical, ecological and sociological ones. They occur in the sphere of globe and affect locally. The characters remain in torn conditions and circumstances. These issues have particular effect throughout the lives of the characters that they share the collective experiences of tension as a whole also reflect to the situation of trouble and anxiety. In the story of *One Night @ the Call Centre*, the main characters both male and female, try their best to adopt the global cultures avoiding their own Hindu culture. Neither they can adjust their life in the way of Americans nor do they totally uprooted from their local environment. Hence, their life is disturbed and displaced as a result of the influence and impact of the globalization.

One of the clear examples of the transformations of the world is the use of the scientific discoveries and extreme uses of technologies that have narrowed the world as the global village. The concept of the global village comes out of the concept of the technological invention and its device that run through it such as internet, transportation and communication. It makes the world closer to the world's people. They can make their friends



or beloved like Priyanka becomes intimate to Ganesh a NRI who contacts her from the United States to deal their marriage process. Military uncle faces tension, whose life is also disturbed because of his son and daughter-in-law's hatred towards him though he has sent mail to his grand son out of excessive affection. These characters have heavily utilized the technological inventions such as phones, photo-sharing websites that have connected the world with its smallest horizon in which people can interact within a short span of time. This is possible through the uses of technologies. Other characters such as Shyam, Vroom, Radhika, Bakshi share the theme of the extreme uses of the technology through which they connect the global world. Either way, they remain in tension because they can not manage influence and impact of globalized condition.

The socio-economic aspects of the globalization also create the theme of the story as new aspects of exchange of the cultural values that become possible out of action, reaction and interaction among the people. They belong to the different geographical and cultural boundaries. Beyond that, they have also experiences of influence and impact of globalized culture where local culture is there too. The narrator and the characters remain in traps that results out of the global influence and effects that coins the central idea as the impact of globalization. That is to say, the writer grasps the issues of the contemporary world that is heading towards the globalization force affecting local forces. However, it can not be away from the situation of the tension, trouble and anxiety in which characters and the narrator are extremely displaced and disturbed either mentally or physically. They circle around the impact of globalization that comes out of extremes of action, reaction and interaction from global and local forces. Thus, the characters attempt to resist and adapt to the globalized cultures really reflect the effects and the impact of the globalized processes.

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