



## TRANSITION OF ENGLISH LANGUAGE THROUGH MEDIA AND SOCIAL NETWORKING

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### Abstract

*With the advertisement that had taken place in last 100 years in every sphere of life; English has no longer remained merely a course of study. English language has acclaimed an international status. Though the other regional language also prevails and is valued; the ideology of treating English as a foreign language has changed remarkably. Today English is the medium of all modern technologies. Because of its being widely accepted; English has become the language of all especially educational technology. It has entered and influenced our life in every realm of communication. Nobody can ignore the significance of this global language in modern technologies, which provide the basis for survival these days. These technologies have become powerful tools to communicate with people around the globe. They are faster, easier and more convenient than the older media. The role of computers is omnipotent in today's world. Along with the backbone of all the industries and professions and the most fascinating concern of today's youth is the internet. In this paper I am dealing with the transformation of English language through media and social networking.*



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### Scope of Media

The scope of media, especially internet is indeed quite high. Today you can GOOGLE out anything and everything you desire within seconds. This mindset (of spoon feeding) has actually junked our minds as much as that we don't bother about the exactness or the quantity of language we use while communicating. When everything, even the rules of grammar can be

found on Google, why to bother about books and strain our tiny delicate brains! Everything is just RTE (Ready to Eat) in this instant era. Gone are the days when MAGGI was known as '2 Minutes Instant Noodles', now we have all the dishes and delicacies, instant! We don't need to mess up in the kitchen and bother about the right proportions of the right ingredients. Just open the pouch, mix with water, cook for 3 minutes and it's done. Same way, exactly you need not to mess up with a pile of grammar books and notes to study the rules. It's just a 'click' away from you.

### **The Apprehension**

But the question arises, is this all too good to be tempered at all? Should we feel completely relaxed as the responsibility of the intellectuals is much lessened? We, being the teaching sections of the society are always responsible for the future of next generation. We need to pay attention to the deteriorating quality of English language. T.V. channels; social networking sites and the SMS trends have in fact crumpled the spirit of language. How can we be so irresponsible, to corrupt the language as such? 'Googling', 'unfriending', 'eve-teasing' and preponing are verbs! These verbs are commonly used, 'Apps' is noun, used to describe programmes for smart phones (not yet in OED) and if you object then you are outdated! This is in trend but only a few bother to know where to use a semicolon and yet for others it is not a matter to be bothered about. Changing the words according to one's own convenience is very common these days. Even the pronunciation too changes.

In my paper, I would like to draw attention towards the role of television programmes, Bollywood movies and the cyber-world to spoil the language.

### **1. IDIOT BOX**

Watching T.V. is an all time favorite hobby of children, youngsters as well as the elderly people. What we see on T.V. again, we try to adopt in our daily routine. It affects our life-style and our behavior to some extent. Now a days, these T.V. people are supporting a new language, which is the mixture of Hindi and English or khichdi language. To the surprise of many like me, this new language is 'Hinglish'. Just spend a few minutes to read the profiles of Facebook users; it is shocking to realize that many people have written this world's "Hinglish", in the column of 'Language Known'. Hinglish is the most popular language of T.V. advertisements. 'Hungry kya'? 'Yeh Dil Maange More', 'What Your Bahana is? Etc. are some of the Hinglish

campaigning advertisements. Contrary to these, previously the advertisement were like: 'vicks ki goli lo', 'do minute ruk sakte hai' or it was like 'Dinesh Suiting and Shirting' Sunil Gavaskar fame and 'glowing glory bath soap' where Dimple Kapadia spoke in English accent. But now it is all jumbled up." Before, advertisement used to be conceived in English and then just translated into Hindi almost as afterthought'. Says Ashok Chakravarthy, head of creative division of publicis India, an advertising firm outside new Delhi; 'But that method doesn't work for the vast majority of Indian who know only a smattering of English. You may be understood but not vibed with. That's why all the multinational corporation now speak Hinglish in their ads.' (Bauldaff)

The turning point to deteriorate the language was the introduction of cable T.V. in mid-1990s as noted by cultural observers. Earlier it was Delhi Doordarshan, broadcasting Hindi and English News Bulletins separately, beside other programmes. Hinglish gained much currency with the emergence of various channels presenting various types of programmes. All that which is happening now could not have happened 15 years ago. Because in those times learning English language meant studying in depth the rules of grammar and punctuation marks.

#### **PUNCTUATION IS POWERFUL (FB)**

Now, when English Speaking Institutes are mushrooming throughout the country, the stress point is 'confidence' to speak English, even though you do not know the sentence formation. These institutes have instilled so much confidence in their students that now they (students) want them to be understood

Rather than be corrected. Hinglish is the language of the youth strolling in halls, malls and in the college campus and the sound of this language sets many parents and teachers' teeth on edge. The supporters may be of the opinion that it (Hinglish) is building a bridge between the two cultures (Indians and western) but there is no doubt it is creating its own separate island, a distinct hybrid culture for people who want to be up-to-date or fashionable, to speak in their terms, this hybrid island may soon claim more native speakers worldwide than English. "David Crystal, a British Linguist at the University of Wales recently projected that about 350 Million, the World's Hinglish speakers may soon out number native English speakers." (Bauldauf)

Her I am reminded of a Facebook post, I read a few days back:

*An English professor wrote the words:*

*"A woman without her man is nothing"*

*On the chalkboard and asked his students to punctuate it correctly.*

*All of the males in the class wrote:*

*“A woman, without her man, is nothing”*

*All the females wrote:*

*“A woman: without her, man is nothing.”*

Talking about the T.V. programmes which are spoiling the spirit of the language, ‘*Lapataganj*’ is being broadcasted on SAB T.V. the dialect of the characters is too weird when they speak any English word. ‘*Chidiyaghar*’ is an another T.V. serial that warns us against the loss of the language, as we shall have to speak the punctuation marks, in order to make our youngsters learn the crux of the language, ‘dot dot dot’ (*Chidiyaghar* fame). Then there is ‘*F.I.R.*’, ”*mujhey aayi hai neend is da. Mai chala hu soney is da*”. Now what do they want to convey? Nothing, just trying to squeeze out some laughter out of their own weakness? As they don’t realize that they are contributing to the damage being done to the language. Laughter reminds me, as everybody else, the show stealer-Kapil. ‘*Comedy Nights with Kapil*’ is gaining the unexpected TRP. But has anybody noticed how they are playing with English language? I have attached a clipping of this show. Please don’t laugh this time, as a bit seriousness is required today.

(See attachment)

## **1. MOVIE MANIA**

Not only the T.V. Programmes have affected the decorum of English language but the world of cinema is equally responsible. The Hollywood movies which are translated or dubbed in English present the worst condition of English language. The titles of the movies often don’t match with the script or theme or anything else. Through that is not our concern; Hinglish titles are really something that demands concern

*Ishq vala love, Monson Wedding, bend it like backham(Football-Shootball-Hai Rabba). Love Shuv tey Chicken Khurana, Mere brother Ki Dulhan, Bheja Fry, Jab We Met and you, Me aur Hum are a few Examples. Songs Like mai Zandu Nalm Hui...Crazy Kiya re..., Yo-Yo-Honey Singh’s Lakk Twenty Eight...and well liked Kolawari-D.. Are all absurd songs just satirizing the catch-22situation of our language? What arealso the claimant of the same hybrid island where the youth is the poor victim of this era is heading forth? Who is responsible for this amalgamation of languages, the youth? Or the youth is the poor victim they get the expected*

applause and they are applauded because they are different from earlier titles, and they present a fusion, which is the main feature of this era.

With the advent of faster and more vived communication channels via social media and social technologies, English has been deteriorating incredibly.

The pronunciation is recklessly kicked behind when we think of speaking English as a status Symbol or a hallmark of our education. Know anything about English or don't know just speak, is the philosophy today. Gone are the days when people didn't dare to speak English if they didn't know the grammar, only those spoke in English who were acquainted with its knowledge. Now there is no such self imposed boundation.

### **Some Suggestions**

For those who don't know English, other language, preferably Hindi should also be made easily approachable. Software should be developed in both languages. This way it will possible to differentiate between Hindi speaking and an English speaking Person. It's not right to keep all on the same platform.

Teaching of English is also required to be improved. Teachers should not only try to complete their courses and get the maximum results. They are producing 'cameras' this way not intelligent English speakers. The problem with these students is that English is not their first language. That's why they don't learn it so easily. So the responsibility lies in teaching methods. Learning should also be improved. Learning should be fun, not a burden. It should be taught very seriously and effectively from the primary level. Objections should be raised on every mistake a child commits in grammar. Letting go everything so easily apparently has disastrous results.

English subject should be made compulsory in all disciplines, whether it is engineering or medicine. Studying 'communication skills', is misunderstood as studying English. It is a different subject altogether. Students should understand the importance of English from the beginning. This subject should be treated as a compulsory one in all states (it is a compulsory subjects in some states only). Failing in English should affect the entire of a student. So that they can study it seriously.

To stop the misuse of English words as per one's own comfortability and convenience or making fun of it should be completely banned or censored in fact. The censor board of internet should add this rule, to its rules and regulations list. Censor board should think to preserve the language

also because most of the work done is in English only. It is an unbiased matter. They can make a rule to follow the OED (Oxford English Dictionary), as per the acceptance of words it concerned. Same way the central board of film certification, popularly known as censor board should also add to its rules, to prevent the use of improper words or word pronunciation in T.V. Programmes, Songs and movie Titles.

### **Conclusion**

No doubt, we are living our lives at 3G speed, where everything is fast English language is also not left introduced with this phenomenon. We are always in a hurry for everything especially when we are communicating generally and not technically. The language as average Indian speaks at his workplace or before his subordinates is much different from what he speaks at home, local buses and other public places of least interest to him. Seriousness is very much required at this stage. The little clever developers of this age who are continuously creating new words might not have read Shakespeare or hardly, but they are reading and creating these little words and pages and showing that they are very creative they are fashionable at the moment but will they be around in 50 years' time? The days of writing grammatically correct and perfectly punctuated sentences seem like a thing of the past. There is no denying the fact that social media has played a vital role in it. Though they (media people) have their own logics to support such transgression, they should come forward to take the responsibility of the depressing role they are playing in distorting the language and misguiding the youth. And the educational of the society should also come forward; only then we can expect something better. So, come on, wake up! And let's start a new campaign: 'save English language'. Because we are responsible human beings, we bear the responsibility to improve and we know that by just saying 'R.I.P (Rest in Peace) English'; matter does not end.

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