

# English Language Used in Indian Media

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**Abstract:** *English was a language of power, and hence maintained some distance from the regional languages, but, the novelists like Raja Rao, Mulk Raj Anand and R.K. Narayan, gave a new bent to the language and they introduced native words to retain local flavour in their writings. Since then English language opened the door to all possible words and retained in its vocabulary. This receptivity made it an epicenter of all sort of communication in the world. Sanskrit was believed as divine language, retained purity, never goes with regional languages and common people: only one community people were familiar with Sanskrit. Hence, it is considered to be a dead language. English is a learner friendly language as Deborah Comeron pointed out.*

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There is no doubt that English has become the dominant means of international communication. Over the last few decades and in the globalization trend gathered pace: the influence of English has grown ever stronger. We are persuaded, informed and entertained during every conscious minute of our-lives. In this regard media today is “the process of creating symbol system that every information had meaning”. The present paper tries to explore, how English Language used in news media of non-English speaking country like India. My study is restricted to Karnataka State and to regional English News Papers. I have selected news dailies like Deccan Herald, The Hindu, The Times of India Deccan Chronicle and Bangalore Mirror. My view here is that the “content” of newspapers is not facts about the world, but in very general sense ‘Ideas’. I will try to show here that English language has not remained as neutral, but a highly constructive mediator.

The journalist takes a different view. He or She collects facts, reports them objectively and newspapers present them fairly and without bias, in languages which is designed to be unambiguous, undistorting and agreeable to reader. This profession ethos is common to all news medias. It is necessary to quote, Halliday’s, Functional Explanation of linguistics structure in terms of social structure.

“ Why is language as it is?. The nature of language is closely related to the demands that we make on it, the function it has to serve. In the most concrete terms, These functions are specific to a culture..... The particular form taken by the grammatical system of language is closely related to social and personal need that language is required to serve”.

This statement helps me immensely to further my argument. Because, according to one of the surveys, it has been proved that, there are 53% of non-native English speakers are there in the world. When non-native speakers of English language attempt to communicate with the member of other cultures and ethnic groups are within the culture also, the writing of cultural, traditional expression, as well as the folk form may became a frustrating experience.

As English is one of the most flexible and expressive languages in the world, its immense vocabulary provides for the precise and persuasive communication of ideas. It is a language of subtle verbal inflections, which enables the writers to project the mood and emotion to formulate thought and principle with clarity and impact. It is a

language made for, and by poets, playwrights and philosophers. And it is a reporter’s language in which graphic words can be used to tell story in vivid detail. But the very richness of English makes it difficult to use well. English began as a combination of Anglo-Saxon and Norman - French with a strong dose of Latin and as it spread, developed a series of dialects such as, Indian, American, Australian, West Indian, etc.,

Among the several varieties of English languages in the world, Indian English also one. But, Indian English has unique categories in itself, due to India’s unity in diversity. So I am discussing about one such variety of Indian English that is South Indian English. Due to the regional influence on English and English learning is increased among the middle and lower middle class, dalits, farmers, and other neglected communities of Karnataka. It has become a Bangaluru variety of English language. It is inevitable to English journalist to accept the cultural bumps in cross-cultural communication. The regional English newspapers are using enormous number of Kannada words in Captions in various levels such as, world level, phrase level and clause level. It doesn’t mean that they are imperfect in using English language, but, the reasons are

- a) In order to retain nativity
- b) When it has to narrate the essence of Kannada it has to use as it is.
- c) Some words can’t replace.
- d) English dictionaries don’t give equivalent meaning.

Hence Kannada words are being used in caption in the form of words, phrases and clauses.

For instance:

Some of the names of Indian festivals and South Indian festivals as well as Karnataka festivals can’t be translated in to the English language.

## 1) Indian festivals

- a) Deepavali : Festival of lamps
- b) Holly : Festival of colours
- c) Dussara : Festival of victory
- d) Durga Pooja : Word can’t be found
- e) Moharam : Word can’t be found
- f) Id-Milad : Word can’t be found

## 2) South Indian festivals

- a) Sankranti : Tamil Nadu and Karnataka’s Harvest festival

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b) Onam : Malayalam New Year

### 3) Karnataka Festivals

- a) Ugadi : Is celebrated in the month of March and it is a New Year according to Kannada speaking people. If any English news reporter write like new year celebration it is irrelevant or ambiguous.
- b) Nagarapanchami: Festival of Snake
- c) Mahalaya Amavesye : Worship of Ancestors

### 4) Traditional and Folk Art :

- a) Kolatta : Stick play - irrelevant translation
- b) Yakshagana : No matching word is found
- c) Pooja Kunitha : Pooja Dance – irrelevant translation.
- d) Dollu Kunitha : Drum dance – irrelevant translation
- e) Hoovina Kolatta : Flower stick dance – irrelevant translation.
- f) Kamsale : No matching word is found

Some words which are not original Kannada words but they are used in Kannada language and English reporters utilized those words as it is.

- a) Bundobast: Police have arranged complete security.
- b) Howdha: Elephant carrying Golden Throne of the King on the Special Occasions.
- c) Kavadi: A Assistant Mahout or Elephant trainer
- d) Lati-charge: Lati is Hind word which means stick, we can't use it as stick charge if used it will give different meaning.

Word like 'Hadi' is a soliga tribes settlement. India consists of large number tribal settlements, even in Karnataka there are several Hadi's. if it is used as settlement, common reader may get confused. So we have to use Hadi. There are a number of words, which are used in the regional languages without the need or necessity to anglicized.

- a) Astan Vidwan : Court Poet
- b) Vidwan : Scholar
- c) Kila : Fort
- d) Mohalla : Street/locality
- e) Kuvempunagar : Can't be translated

## Findings

Indian English is no longer Victorian English of the poets, novelists or intellectuals. It is a language of common man. Dalits, agriculturists' families, pro-people activists, middle and lower communities are actively participating in the activities of the nation's affairs. As result English convents are being established in big villages of five to ten thousand populations.

All common people want to learn English, which is purely Indian English. Hence, news dailies are trying to contribute their might in improving the language. They are very particular in using the English language.

- English they use in media is reader friendly
- When they write they keep in the mind of a school - going boy and use English to his frequency level.
- Language here means communication only
- Academic discipline is not given more importance.

I have discussed with two working journalists: regarding this language discrepancy. They are not ready to accept any

deviation in English language which is used in the news papers

- It is because of the need of the day
- Even people do not bother about the linguistic structure.
- One who is well-versed in both regional language and English can translate quite competently to obtain the meaning in the original language.
- Some regional words don't have any English words so they translate as it is.
- English is developed on par with Kannada language
- Some traditional people still retain their originalities for example 'The Hindu'- it has 125 year history it is a centre of attraction of all intellectuals and academic.
- Communicate context to the readers It has developed its own readers. Hindu, never do gimmick to attract the readers.

## Conclusion

English was a language of power, and hence maintained some distance from the regional languages, but, the novelists like Raja Rao, Mulk Raj Anand and R.K. Narayan, gave a new bent to the language and they introduced native words to retain local flavour in their writings. Since then English language opened the door to all possible words and retained in its vocabulary. This receptivity made it an epicenter of all sort of communication in the world. Sanskrit was believed as divine language, retained purity, never goes with regional languages and common people : only one community people were familiar with Sanskrit. Hence, it is considered to be a dead language. English is a learner friendly language as Deborah Comeron pointed out.

"English has emerged as the necessary standard : The default language, the linguistic windows or global system for mobile communications standard". Again, it is continued as: When people talk about the spread of English, they usually mean one of the two things. The first is adoption of English as a second or additional language, English here means the whole language system, though of course, it comes in many different varieties. The second thing that often gets discussed in the borrowing of English vocabulary into other linguistic so English words become nativised.

English now is allowing the space for the regional language also in writing as well as in speaking : whereas English language once maintained purity in structure though it encountered with regional languages. It maintained a kind of unaffected distance, however, due to globalization effect, code mixing has become very common between English and regional language.

It is clear that, 'Languages in Contact', no language lives in isolation. They are equal in status one may be language of power and other may be at the receiving end. The present study suggests that English language use in media; that to be in non English speaking countries, has been linguistically innovative in other ways designed to achieve a compressed style. That is device like, using non English words, nativizing English phrases and clauses are especially characteristic of newspaper prose.

In the context of globalization, the media have seen an unprecedented amount of change, in quantity, technology and wider public participation. : the speed of transmission has increased many readers participate both actively and passively.

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