

**ENGLISHES AROUND AS THE NEW LITERATURE: A STUDY THROUGH THE INDIAN  
PRINT AND ELECTRONIC MEDIA**

**Dr. Juri Dutta**

Assistant Professor, Department of English, North Lakhimpur College, North Lakhimpur, Assam

**Introduction**

English is the global language. At present time, English is in great demand because it opens up more prospects in different domains---education, economy, technology, politics, administration. It is the second most spoken language in the world. Apart from it, it the most successful official language in more than seventy countries. In India, English is the associated official language. English as a language has a number of advantages and uses which have led to its global status. A language once achieved the status of a global language doesn't confine to a single ownership. As put by Crystal, "a global language belongs to nobody in particular; anyone who learns it, owns it". It is used by many to serve different purposes which have resulted in the emergence of an incessant drive for English language learning. People across the globe are using English in different possible ways, thereby giving rise to change in different aspects of the language.

The paper takes up the following assumptions into consideration. Following the Standard English in Indian language classroom is a mythopoeic canon. The English language needs to be escaped from its native form to blend in different ethnic, regional and linguistic moulds so that a flexible and tendentious curriculum can be framed. The media is one of the sources which promote a kind of English that glimpses the Indian occupancy in the language.

**Media as the contributor**

The media is playing an outstanding role in expanding and popularising the deviant variety. It is working towards accomplishing Indian English an independent status. The media is a powerful body with an independent voice. It oversees the happenings all around which finds expressions in their writings and presentations. The media enjoys autonomy of using and experimenting the language which makes it dynamic in its tone and expression. In today's world, media has a significant role to perform in different facets of a country. It is the most influential and accessible medium among the masses. It has a major role in guiding and creating public opinion and shaping the lifestyle of the people. It is an autonomous institution which is powerful enough to put its impartial opinion in different terrains.

## **The role of deviant variety in Indian context**

The monolingual concept cannot work successfully in multilingual and multicultural contexts. To meet the political, commercial, pedagogical, official and socio-cultural needs in India, the English language with considerable twists can serve effectively. The rigidity of the Standard English cannot afford the demanding needs of the non-native surroundings. So, the standard variety has to be moulded and broken according to the suitability and applicability. In India and the other countries of the Global South, a non-native variety of English

Language has been in vogue accommodating the young learners' craze for experimentation, unconventionality and drive for a fresh approach to their medium of communication. This has resulted in the assertion of a vibrant variety appropriate to the Indian context.

## **Decentring English in the curriculum**

In this context we cannot isolate our teaching/ learning curriculum to remain aloof from such wide circulation of Englishes around us. The teaching and learning processes vary according to the linguistic, cultural and social contexts. In Indian classrooms the use of traditional methods and Standard English appears to be unrealistic in achieving the goals of the learners. In Indian context the English is best communicated when it is coloured by Indian cultural and linguistic flavours. It is seen that the young learners are fond of the trendy English which they confront around. They are in frequent touch with this flamboyant non-native variety through different mediums--- television, internet, mobile phones, movies, newspaper, magazines, etc. The students are easily influenced by such channels of the media. The exposure to the new English ensues an effective learning without any conscious effort. In fact across the country linguists have stood for a deviated variety of English in course of their research in ELE (English Language Education).

In the era of globalisation, where English is entering the phase of decentralisation, we require a new paradigm of studying the language. We need the implication of a more pragmatic and realistic approach which can accommodate our regional and cultural deviations. In the Global South, if the curriculum of English is framed by associating it with our regional and national ethos, cultural choices, then learning would be more flexible and easy. The idea of using the formal textbooks in the classrooms can be supplemented by authentic texts; materials from the media such as television, internet, newspapers, magazines, hoardings etc. As it is already said that the young learners are moved by the kind of English used in these fields, relevant materials extracted from the media can prove beneficial in the learning process.

## **Data from media**

The use of English in print and electronic media shows how a non-native language has been nativised in our own way thereby developing towards an independent variety. The media is one of the esteemed platforms where a very unique kind of English exists in abundance. A few examples of such variety in our context would make my argument clear:

1. i) Modi pagdi makes a splash

(Title of an article in *The Telegraph*, August 16, 2014)

It is an example of code switching.

ii) Narendra Modi has shown real pagdi-tude.

A new syntactic structure has been created through the process of code mixing of the two words 'pagdi' (turban) and 'attitude'.

2. Happy navi year

(Advertisement of Hero Honda in *The Assam Tribune*, January 1, 2016)

The word is replacing 'new' as 'navi'. It involves the process of code-switching.

3. The divine taste of milky mangoey fusion

(Advertisement of 'Maaza' juice in *The Telegraph, Graphiti*, 14 September 2014.)

It involves the process of affixation where the suffix 'ey' is added to the word mango.

4. Biggest and Baddest

It is the name of a T.V. programme on National Geographical Wild. It catches the attention. It means worst which is the superlative degree of the word 'bad'.

5. Enter the hyperlocal.

(Title of an article on *India Today*, January 11, 2016.)

It is an article on the hit regional movies like *Baahubali, I*, etc. The respective Hindi versions have achieved a success at national and international success.

6. Common Sutra

(Title of an article in *The Hindu*, September 12, 2015)

A new term has been created which implies Kamasutra as Common Sutra. The title suggests sex to be a very common thing in life when can be discussed openly.

7. Dare to wear.

(It is the title of an article on style in *The Telegraph, Graphiti*, 16 June 2013).

It follows the process of alliteration.

8. Because noise should be seen. Not heard.

(Advertisement of 'Fenesta Windows' in *The Week*, Nov 25, 2012.)

It appears to be the setting of a poem or fictional writing. Generally seeing is not associated with noise. It is used with the purpose of promoting the product by presenting it in a unique manner.

9. Kiss me. Close your eyes. I can lead your lips on your fingertips and see happiness in your eyes.

(Advertisement of 'Cadbury Dairy Milk' chocolate on TV channels.)

Two lovers are shown eating chocolates. The chocolate is personified and appears poetic.

10. Utterly romantic

(Title of article on the promotion of tourist places as prospective holiday destinations on the Valentine's day.)

Here 'utterly' and 'romantic' are two unusual combination. It is way to make the language eye catching with odd combinations.

11. Indulge. Do not just wear.

(Advertisement of 'Camaro' clothing in *The Times of India*, October 11, 2015.)

The caption is poetical which carries a deeper meaning that clothes means much more than wearing.

12. Dil toh roaming hai

(Application of 'Make my trip' mobile application in *The Times of India*, October 27, 2015)

It involves the process of code-switching to make the caption catchy.

The following is a list of ads by 'Amul'. The captions advertised by 'Amul' are tuning with the present scenario of the everyday happenings.

13. Ammagnificent victory

It is a caption on the retain of power by Jayalalitha as CM of Tamil Nadu. It is fusion of the words 'amma' and 'a magnificent.'

14. Kohlissal achievement

Here, the word 'kohlissal' serve as an adjective. It is a caption related to Virat Kohli's incredible four IPL tours.

15. Indus waali civilisation

It is parallel to Indus Valley Civilisation where 'valley' is replaced by 'waali.' It is an ad on the context of a new archaeological discovery.

### Conclusion

It is seen that the data listed above reflects the influence of Indian linguistic and cultural diversity in English. The media is moving towards the process of giving the language a distinct status by coining new lexical terms and syntactic structures relevant to the Indian context. The English language in Indian media has been Indianised. It no more a blind mimicry of the Standard English. It has its own distinct creative style which claims our competency and march into the world. The incorporation of such data can make a flexible and learner-friendly curriculum. The burden of the formal textbooks and traditional methods can be lightened with a refreshing collection of materials. Such materials offer a valid text in the curriculum of the Global South; in particular, India.

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