

Institutionalization of Global English in Media in Multilingual Countries

Sheeba Hassan¹ & Samah Abduljawad²

¹ Department of Linguistics, University of Kashmir, Jammu and Kashmir, India

² English Department, Royal Commission for Yanbu Colleges and Institute, Saudi Arabia

Correspondence: Sheeba Hassan, Department of Linguistics, University of Kashmir, Jammu and Kashmir, India.

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Abstract

Studying the areas where minority languages can be strengthened through their use and promotion as functional languages is crucial right now. The purpose of the current research is to examine the institution of media in multilingual communities. Multilingual, multicultural, and multiethnic populations can be found in Jammu and Kashmir, a union territory of India, particularly in the region of Kashmir division. In addition to the linguistic diversity, there are two non-indigenous languages—Urdu and English serving various practical domains at present. This essay aims to provide a thorough explanation of how media is crucial in forming the linguistic repertoire of Kashmiri multilingual society. And to what extent does the media influence Kashmiri society's shift in linguistic preferences and cultural paradigms? The statistical analysis of the data demonstrates the perceptual shift in the direction of language preferences by three different age groups in favour of three languages: English, Urdu, and Kashmiri. This demonstrates how Urdu and English are progressively replacing native languages in the media, especially among young people in Srinagar.

Keywords: media, linguistic preferences, multilingualism, language contact, Global English

1. Language and Media: An Introduction

It is important to shed light on the bodies that can reinforce a particular language by encouraging and its retention as a functional language. And this important body is “media” which can provide institutional support to safeguard the linguistic and cultural identity. In the present day circumstances, in the domain of mass media, “the role of institutional support is often very important for the maintenance and promotion of the indigenous language and the minority language” (Matsomoto, 2001, p. 99). But “the effect of the mass media on the speech of its audience are not well established as a field of research yet, due to the uncertainty to which media may affect people's habits” (Matsomoto, 2001). “The penetration of the English language into the language practices is clearly manifesting itself, which is accounted for corresponding educational programs, the effect of globalization, ... to be recognized and understood by the world audience” (Kashina, 2020, pp. 114–115).

Some sociolinguists argue that frequent exposure to pronunciation on television can result in change (Naro & Sherre, 1996) so that this deserves study (Hudson, 1980, p. 171). Holmes suggest that, “television can soften people up by presenting new forms used by admired pop stars or TV personalities, so that when they ultimately get exposed to a particular form in speech of a real person, they are more ready to adopt it” (1992, p. 236).

This paper attempts to give the detailed account of how media is imperative in shaping the inventory of linguistic repertoire of the society? And, how far media stimulates the change in linguistic preferences and cultural paradigms of the Kashmiri society? In Jammu and Kashmir State particularly Kashmir division were we find diversity in languages. In addition to this linguistic diversity, there are two non-indigenous languages—Urdu and English serving various practical domains at present.

2. Methodology

The case study on Kashmir as multilingual society, took electronic media as the primary tool for invigorate language contact situation in the capital Srinagar city in Jammu and Kashmir. The subjects were classified into three age groups—old generation, young generation and new generation. In consideration of the shift in the psychological behaviour and linguistic behaviour that is shown by the respondent's preference for different languages to access to various forms of mass media.

The study took literate people that are bilingual in Srinagar City for the purpose of collection of data.

In this study, the questionnaire were distributed among the three age groups- A, B, and C which are further divided in two sub-groups based on their gender. Table.1 as under shows the distribution of the respondents depending gender and age group:

Table 1. Respondents' distribution on sex

| Group | Sex | | Total |
|---------|------|--------|-------|
| | Male | Female | |
| Group A | 100 | 100 | 200 |
| Group B | 100 | 100 | 200 |
| Group C | 100 | 100 | 200 |
| Total | 300 | 300 | 600 |

3. Analysis

The analysis is based on statistical observation, survey and discussion with the natives in Srinagar city. This paper provides a modest attempt in presenting that the listenership/viewership of the programmes in electronic media depend on:

- 1) The accessibility of the selection in the native tongue.
- 2) The degree to which the audio-visual media in the relevant language have developed generally as a result of the production quality.
- 3) The respondents' exposure frequency.
- 4) An individual's education level.
- 5) The respondents' gender.
- 6) The respondents' age.
- 7) The respondents' status.
- 8) Attitude towards one's mother tongue.
- 9) Attitude towards the in-group culture.
- 10) Attitudes about the other language.
- 11) Attitude towards out-group culture.
- 12) Proficiency in language of the communication used in variety of programmes.

3.1 Language(s) in Radio

The focus was to find out the language preferences for listening to radio for various programmes. The finding suggested that the language choice for listening to radio by the respondents depends on the type of the programme broadcasted. Language attitude among different generation is tested by the respondents answer to which language they would like the best to listen.

Group A (Over 55) Old Generation

In the analysis of the two subgroups that belongs to Group A, the language of the interest of elder family members is Kashmiri. However, depending on the type of programme and non-availability of that programme in their native language, the respondents make shift to other language. The data is given in the following Table 2.

Table 2. Group A: Respondent's choice of language for programmes broadcasted from radio in Srinagar

| Types of programmes broadcasted from radio in Srinagar | | | | | | | | | | |
|--|-------|--------|---------------|--------|--------------------------|--------|---------------------|--------|-------------------|--------|
| Languages | Songs | | News Bulletin | | Entertainment Programmes | | Cultural Programmes | | Sports Commentary | |
| | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| English | - | - | 10 | - | - | - | - | - | 10 | - |
| Urdu | 12 | 4 | 30 | 12 | 30 | 11 | 4 | 8 | 80 | 90 |
| Kashmiri | 88 | 96 | 60 | 88 | 70 | 89 | 96 | 92 | 10 | 10 |

The analysis of the data suggested the following interpretations:

- 1) Songs: people of this generation mostly like songs in their native language. They consider it as related to Kashmiri cultural heritage. Highly educated people also have got the same choice. Approximately 90% of the respondents have selected Kashmiri language as their first choice.
- 2) News broadcasts: Kashmiri stands first. News broadcast in Kashmiri are mostly listened in the morning and in the evening from Radio Kashmir. This has become common practice. Urdu and English language for news broadcasts stands second. Approximately 75% of the respondents have chosen Kashmiri.
- 3) Entertainment programmes: Kashmiri language is first preferred language by almost 60% of this generation of the respondents. Urdu is second preferred languages. English is least preferred only by educated respondents of this generation.
- 4) Cultural programmes: the response is primarily in favour of Kashmiri language. Approximately 95 % of the respondents prefer cultural programmes in Kashmiri languages.
- 5) Sports commentary: since commentary of sports is least available in Kashmiri; the respondents have shown approximately negligible preference for Kashmiri.

Group B (30–55) Young Generation

The analysis of the two subgroups that belongs to Group B the language of their interest is Urdu. However, depending on the type of programme, the respondents make shift to native language i.e., Kashmiri and other i.e., English language. The data are given in the following table:

Table 3. Group B: Choice of language for programmes broadcasted from radio in Srinagar

| Types of programmes broadcasted from radio in Srinagar | | | | | | | | | | |
|--|-------|--------|---------------|--------|--------------------------|--------|---------------------|--------|-------------------|--------|
| Languages | Songs | | News Bulletin | | Entertainment Programmes | | Cultural Programmes | | Sports Commentary | |
| | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| English | 20 | 9 | 36 | 25 | 7 | - | 20 | - | 72 | 49 |
| Urdu | 50 | 56 | 30 | 43 | 70 | 80 | 56 | 75 | 20 | 41 |
| Kashmiri | 30 | 35 | 17 | 15 | 23 | 20 | 24 | 25 | 8 | 10 |

Group C (15–30) New Generation

The analysis of the two subgroups that belongs to Group C, the language of their interest is English. However, depending on the type of programme, the respondents make shift to Urdu and only for a while to native language i.e., Kashmiri. The data are given in the following table:

Table 4. Group C: Respondent’s choice of language for programmes broadcasted from radio in Srinagar city

| Types of programmes broadcasted from radio in Srinagar | | | | | | | | | | |
|--|-------|--------|---------------|--------|--------------------------|--------|---------------------|--------|-------------------|--------|
| Languages | Songs | | News Bulletin | | Entertainment Programmes | | Cultural Programmes | | Sports Commentary | |
| | Male | Female | Male | Female | Male | Female | Male | Female | Male | Female |
| English | 19 | 12 | 64 | 40 | 40 | 38 | 25 | 23 | 75 | 70 |
| Urdu | 60 | 65 | 13 | 19 | 39 | 42 | 41 | 55 | 8 | 13 |
| Kashmiri | 4 | 6 | - | - | 4 | 3 | 4 | 3 | - | - |

The analysis of the data suggests the following observations:

- (1) Songs: this generation mostly like pop songs, new albums releases etc. in English and Urdu language. Kashmiri language is least preferred because of quality of music is overshadowed by the albums from outside English, Urdu, Punjabi and other languages.
- (2) News broadcasts: if they listen to news broadcasts, English stands first. Urdu language for news broadcasts stands second as option. The respondents of this age show zero percent response towards Kashmiri language.
- (3) Entertainment programmes: English language is first preferred language by almost 50% of this generation of the respondents. Urdu and Hindi preferred languages by 50%. Kashmiri is least and occasionally preferred by respondents of this generation only by compulsion of their family.

(4) Cultural programmes: approximately 60% response is primarily in favour of Urdu language and 30% is in favour of English language and 10% in favour of Kashmiri.

(5) Sports commentary: approximately 90% of the respondents chose English language to listen to Sports Commentary and 10% percent are in favour of Urdu.

The overall analysis of the data suggested the direction of the changing attitude and linguistic preferences towards three language—English, Urdu and Kashmir from group A to group C. From the analysis of the Figure 1a, 1b and 1c, show the shift in attitude towards Kashmiri, Urdu and English. It suggested how new generation – group C behaves distinctly to its native language. Kashmiri language (indigenous one) is being undervalued in comparison to English and Urdu (non-indigenous one). While as the old generation—group A prefer their own native language relative non-indigenous languages. However, the young generation—group B bridges the gap between the two opposite perceptions, continuing the process of shift. Like for Kashmiri language, it forms a hierarchy of value in shift in positive attitude to negative attitude from Group A → Group B → Group C. For Urdu language, shift in developing positive attitude is from Group A → Group B → Group C. Also for English language, shift in developing positive attitude is from Group A → Group B → Group C.

The following figures show the comparison of the language preferences for different categories of programmes broadcasted from radio.

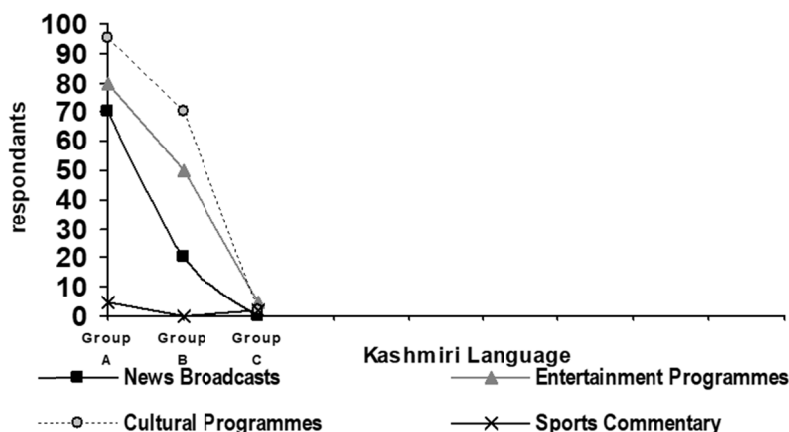


Figure 1a. Comparison of choices for Kashmiri language of Group A, Group B and Group C for listening to radio for songs, news broadcasts, entertainment programmes, cultural programmes and sports commentary in Srinagar City

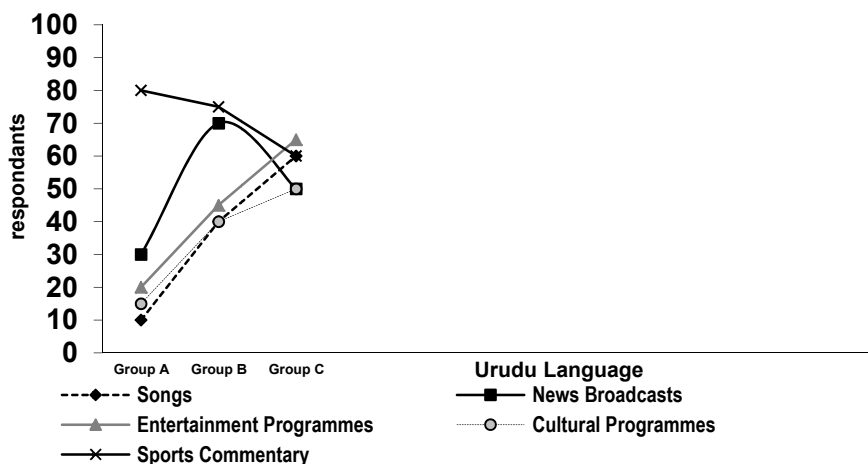


Figure 1b. Comparison of choice for Urdu language of Group A, Group B and Group C for listening to radio for songs, news broadcasts, entertainment programmes, cultural programmes and sports commentary in Srinagar City

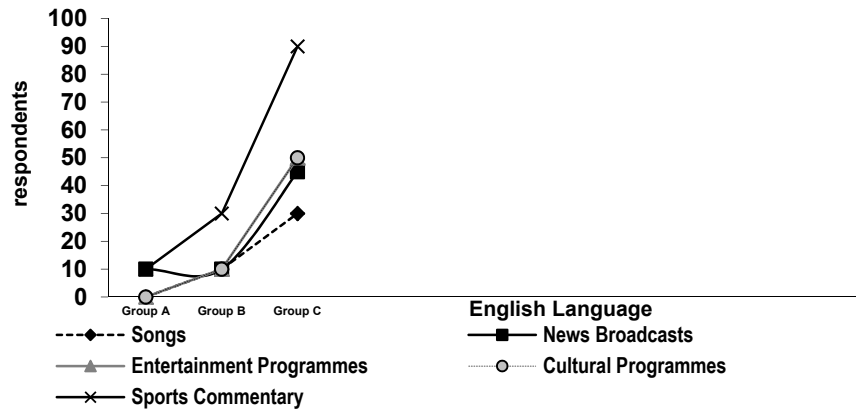


Figure 1c. Comparison choice for English language of Group A, Group B and Group C for listening to radio for songs, news broadcasts, entertainment programmes, cultural programmes and sports commentary in Srinagar City

In the analysis of the audience ship/listenership of three groups—A, B and C, radio Kashmir top the chart with 75% among group A, Yuvawani and Aakashwani to the chart with 40% among group B and 92.7 FM surprisingly top the chart with 100% among group C respectively. Children and teenagers have consistently been susceptible to the influence of popular entertainment. The reason for indicating group A’s preference for 92.7 FM were advanced technology, much entertaining, Urdu-English language, 24 hr transmission, pop music, new album releases are frequently available, Bollywood gossips, do not need to spent money to buy new album cassettes, ACD, VCD etc. The data are given in the following table:

Table 5. Comparison of listenership of Group A, B, & C in Srinagar city

| Radio stations | Group A | Group B | Group C |
|-------------------------|---------|---------|---------|
| RadioKashmir | 187 | 17 | 2 |
| Yuvawani and Aakashwani | 13 | 28 | - |
| 92.7 FM(Srinagar) | 10 | 155 | 198 |

The graphical representation of above results (1d) represents the above observation:

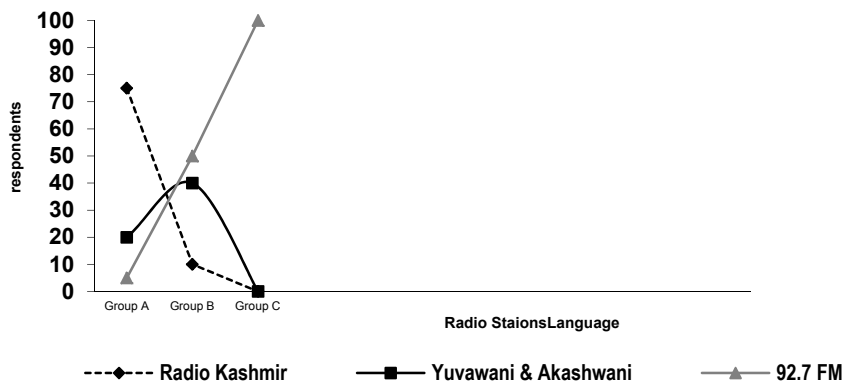


Figure 1d. Comparison of listenership of Group A, Group B and Group C for famous three radio stations in Srinagar City

3.2 Language(s) in Television

The findings suggested that the language choice for watching different programmes in television by the respondents depends on the type of the programme telecasted. Like radio, language attitude among different generation can also be tested by the respondent's answer to which language and satellite channel, they would like the best to watch the television in actual practice:

Group A (Over 55) Old Generation

The analysis of the collected data suggested that for most of the programmes on television, Kashmiri is preferred language among this group.

The analysis developed on the basis of the data collected is as follows:

- (1) Songs: the respondents of this generation mostly like songs in their native language on television channels in Kashmiri. Watching Kashmiri songs of different type, particularly bandepathir, Sufi gazal, Chakir ti ruf etc. are considered to be related to Kashmiri cultural heritage. Highly educated people also have the same taste.
- (2) News telecasts: Kashmiri stands first. News telecasts in Kashmiri are mostly watched in the evening from Doordarshan Kendra Srinagar and DD Kashir channel. The culture of watching Kashmiri news telecasts is still in common practice instead of having many news channels like Zee News, BBC, Sahara News, etc. Urdu and English language for news broadcasts stands second.
- (3) Entertainment programmes; Kashmiri language is first preferred language by almost 70% of this generation of the respondents. Urdu is second preferred languages. English is least preferred only by educated respondents of this generation.
- (4) Cultural programmes: the response is primarily in favour of Kashmiri language.
- (5) Sports Commentary: since the live telecast of the all types of matches are telecasts either from national services or satellite channels, the language used is Hindi/Urdu and English. Therefore, like radio, Kashmiri is not used as the language of watching sports commentary particularly live telecasts.

Group B (30–55) Young Generation

The analysis of the collected data suggested that for most of the programmes on television, Urdu is preferred language among this group.

The analysis of the data suggests following calculations:

- (1) Songs: people of this generation mostly like songs in Urdu language from Hindi features films which are mostly, gazals etc. Songs and gazals in Kashmiri language is also preferred language. English is least preferred.
- (2) News broadcasts: English stands first. Urdu language for news broadcasts stands second. News broadcast in Kashmiri is occasionally listened.
- (3) Entertainment programmes: Urdu language is first preferred language by almost 80% of this generation of the respondents. Like they like to watch phone—in programmes, TV serials, movies etc. Kashmiri is second preferred languages. English is least preferred only by educated respondents of this generation.
- (4) Cultural programmes: 50% response is primarily in favour of Kashmiri language and 50% is in favour of Urdu language.
- (5) Sports Commentary: the availability of commentary particularly live telecast of the all types of matches are telecasts either from national services or satellite channels, the language used is Hindi/Urdu and English. English is the preferred language of watching sports commentary particularly live telecasts.

Group C (15–25) New Generation

The analysis of the collected data suggested that for most of the programmes on television, English is preferred language among this group.

The analysis of the data suggests the following observations:

- (1) Songs: this generation mostly like pop songs, new-album releases etc. in English, Urdu and Punjabi also. Kashmiri language is least preferred which may be because of very less proficiency and of course, the quality of the production. Therefore, video albums are less popular literate Kashmiri Speech Community.
- (2) News broadcasts: if they watch the news broadcasts, English stands first. Urdu language for news broadcasts stands second. News broadcast in Kashmiri is occasionally listened. Some respondents follow the pronunciation used in English new telecasts.

(3) Entertainment programmes: English language is first preferred language by approximately 80% of this generation of the respondents. Urdu is second preferred languages. Kashmiri is least preferred by the respondents of this generation. The entertainments programmes telecasted in native languages are less watched, e.g., serials, phone—in programmes etc.

(4) Cultural programmes: 40% response is primarily in favour of Urdu language and 60% is in favour of English language.

(5) Sports Commentary: English is the preferred language of watching sports commentary particularly live telecasts.

The following Figures 2a, 2b and 2c show a disagreement between choosing Kashmiri, Urdu and English language for the purpose of watching television for songs, news broadcasts, entertainment programmes, cultural programmes and sports commentary by three age groups.

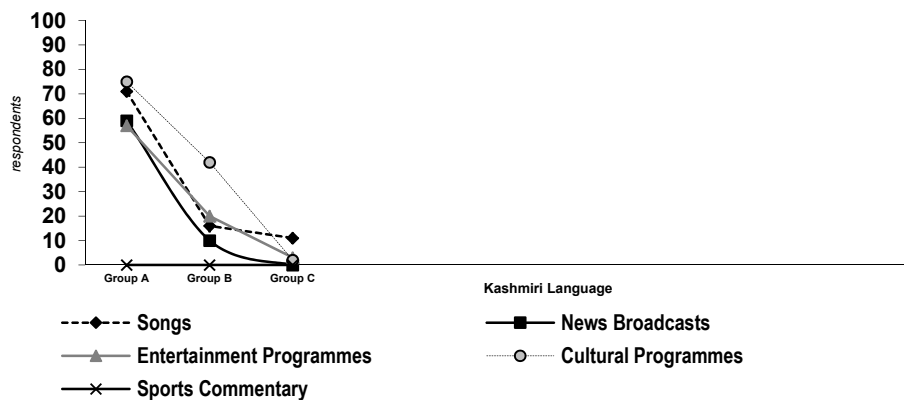


Figure 2a₁. Comparison of the choice of male respondents of Group A, B and C of Kashmiri language for watching songs, news telecasts, entertainment programmes, cultural programmes and sports commentary on television in Srinagar City

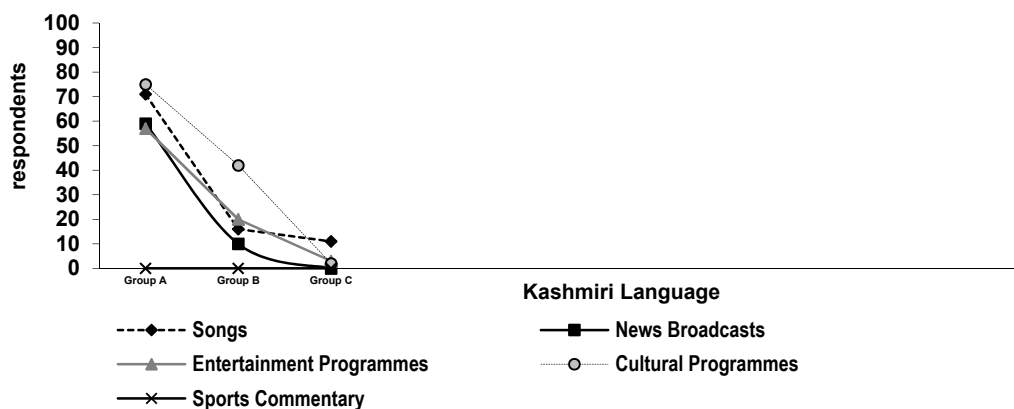


Figure 2a₂. Comparison of the choice of female respondents of Group A, B and C of Kashmiri language for watching songs, news telecasts, entertainment programmes, cultural programmes and sports commentary on television in Srinagar City

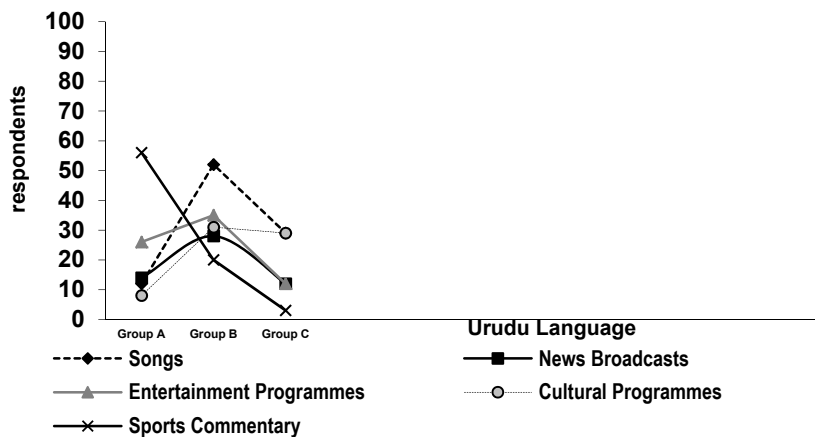


Figure 2b₁. Comparison choice of male respondents of Group A, B and C of Urdu language for watching songs, news telecasts, entertainment programmes, cultural programmes and sports commentary on television in Srinagar City

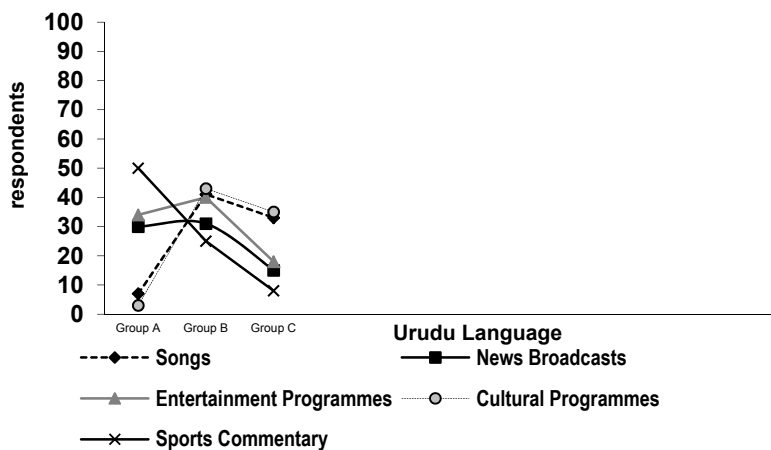


Figure 2b₂. Comparison choice of female respondents of Group A, B and C of Urdu language for watching songs, news telecasts, entertainment programmes, cultural programmes and sports commentary on television in Srinagar City

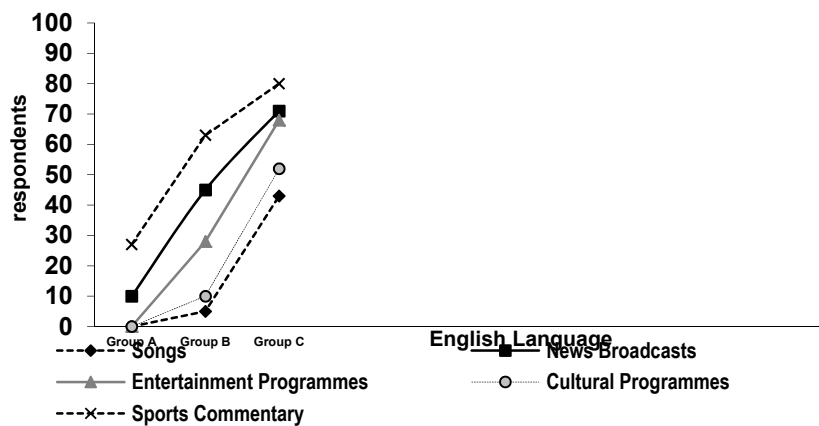


Figure 2c₁. Comparison choice of male respondents of Group A, B and C of English language for watching songs, news telecasts, entertainment programmes, cultural programmes and sports commentary on television in Srinagar City

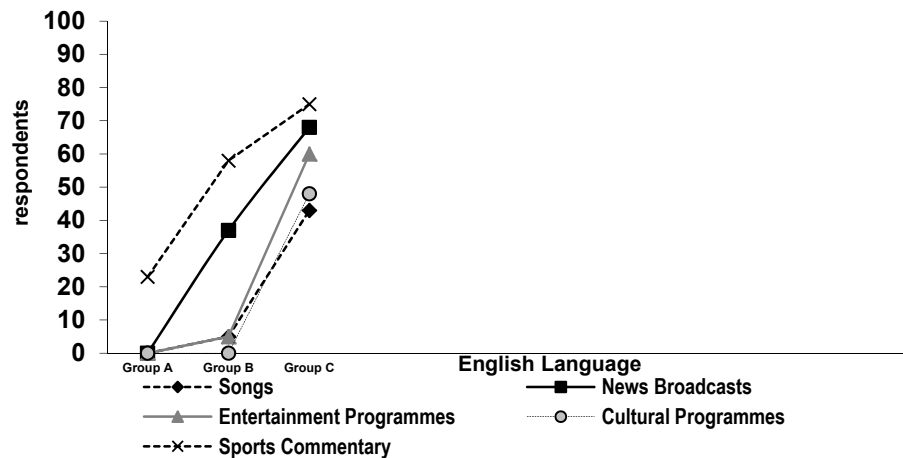


Figure 2c₂. Comparison choice of female respondents of Group A, B and C of English language for watching songs, news telecasts, entertainment programmes, cultural programmes and sports commentary on television in Srinagar City

In the analysis of the viewership of three groups—A, B and C, *DoorDarshan Srinagar* and *DoorDarshan Kashmir* top the chart for its popularity among Group A in case of songs, entertainment programmes and cultural programmes respectively. Satellite channel top the chart for its quality, entertainment, variety in programmes, fineness in presentation among group B and group C respectively. Sports channels like TEN Sports, ESPN, Star Sports, surprisingly top the chart among all the three groups—A, B & C respectively. Children and teenagers have consistently been susceptible to the influence of popular entertainment. The main reasons behind indicating group A's preference for ZEE Music, ETC, ZEE English, Star Movies were advanced technology, find it much entertaining in this age, English/Urdu/Hind language(s), 24 hr transmission, pop music, new album releases are frequently available, Bollywood gossips, reality shows, discos, world of fashion and celebrities, do not need to spent money to buy new album cassettes, ACD, VCD etc.

As noticed from the analysis of the data and observation, if it is sports, particularly cricket match, children, parents and grandparents spend their leisure time at home or their vicinity listening mostly live commentary on radio in Hindustani or English language. The plausible reason for this the non-availability of the sports commentary in Kashmiri language. Therefore, the programmes in Kashmiri are in tough competition for audience attention.

4. Conclusion

One of the most effective techniques for influencing linguistic norms and linguistic attitudes is the process of providing pleasure, information, and instruction through the media. This holds true for both the language used in interpersonal interactions and the language used in various forms of mass media, including movies, radio, television, newspapers, etc. Language use in these forms of entertainment and communication has contributed to what a specific culture considers important and has shown a hierarchy of values. A person is more likely to perceive a favourable attitude towards his native language if there are more amusing amenities available to him in that language. According to Riggins, “minority language media has improved the skills of imperfect speakers, modernised languages by adding new technological vocabulary related to contemporary life, and standardized” languages (1992, p. 283). The media languages in the valley served as a tool that, in part, altered how the group was perceived in favour of or against the media languages in contacts. It has altered the sociopsychological view of the general populace. It has served as a motivating force in the effort to cultivate a positive attitude and to skew perception in favour of native languages. The mass media, in particular local newspapers, privatised TV channels, and radio stations, do not offer the indigenous languages any notable institutional backing.

The data and observations underwent a straightforward statistical analysis. It demonstrates the perceptual shift in language preferences among three groups—A, B, and C—in favour of native and non-native languages. This has demonstrated how native languages, particularly among the younger population in Srinagar city, are increasingly making way for Urdu and English in the media. Language shift is likely to occur since Jammu and Kashmir state's minority languages, including Kashmiri, are not valued as highly or as frequently utilised in media as other non-native languages are. The degree of linguistic preference volatility across three generations highlights

the necessity for rigorous measures that promote the sustainability of the valley's minority language(s).

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