



Urban Indian Language Culture -Strategies to Prevent English Taking over Regional Languages

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Abstract: Urban India is facing a boom in mass communications as internet users more than doubled every year. Youth business people & weaker sections also use English as a medium of language in internet cell phones emails etc. Indian youth especially use English as a medium of conversation as well as communication Indian internet users use English as a main language Urban India being a grooming place for various language speaking people naturally becomes the intermittent languages. But this comes with a challenge as local languages are almost become extinct. The usage of local language is considered a taboo while English speaking are considered as elite. This language barrier is causing negative outcomes as people are forgetting their mother tongue language & are adopting themselves to a foreign language & accompanied customs. This paper addresses in futuristic impact of adopting English in urban centers.

Key words: urban India, foreign language, Indian heritage, futuristic challenges, strategies language policy.

"The death of a language leads to the disappearance of many forms of intangible cultural heritage, especially the invaluable heritage of traditions and oral expressions of the community that spoke it," -Koichero Matsura UN Director General

Introduction: India is multi-cultural multi language country. It is estimated that there are 3200 languages in India. From tribal to urban Indian cultural plurality has diversified Indian landscape. But with the coming of the British India became puppet in the hands of language leaders & English became an official language of correspondence. Local languages were sidelined & English forged as the single governance language. After independence the Language policy of Independent India supported learning 2-3 languages & one foreign language, English. But this had a great impact on Indian education system as English started ruling the entire gamut of Indian educational mechanism. (Report on the National Commission on population in Indi 2012). Innumerable English medium schools were established in the nook & corner of the country. This made local language learning a secondary position. Along with mass communication boom, all cell phones



& Internet communication were taken over by the English language. (Report on the National Commission on population in India 2012)

Key Indicators

1. A survey by IAMAI (internet & mobile association of India) on vernacular report says a high percentage of rural people are aware of the regional languages content than urbanites
2. 45 million users use regional content
3. 64% of the rural users use regional content
4. 84 million urban users use internet out of which only 25% use regional languages.
5. applications used by local language excludes emails , text chats , net content , search engines , news contents , matrimonial services , online banking etc
6. rural people search for government records , employment services agricultural records etc through local languages
7. out of 84 million net users in urban areas only 20.9 million are regional language users
8. in rural India 38 million people 24.3 million s are regional language users
9. 18.2 English literates 34.2 urban 11,1 rural internet penetration is only 11 % (Report on the National Commission on population in Indi 2012)

Challenges of local language

1. The feeling of People is not using local language because they feel they will be considered as secondary citizens. They think they will laughed at for using local languages in commercial complexes, malls, shopping arcades, PVR halls, Offices etc. (Khan . J .H.- Population growth & demographic change in India 2012).
2. People should feel proud to feel their language its heritage & its traditional implication & pass it on to the younger generations .If the elders do not embody this intuitively then younger ones do not feel the rhythm of language.
3. Language is a bridge which connects generation to its core. People should understand & identify the enormity of local language it richness & try to enrich through continuity.
4. Local language should be made computer software friendly .This needs investing in researching & developmental process. Policy framers should allocate funds to conduct research in computer friendly local language soft wares. Since internet users are more than doubling every minute. Local language software application can promote local languages without barriers.
5. People & community should feel the burden of adopting a foreign language in a multi linguistic & multi ethnic country. Indian heritage dates back to 5000 BC & Indian language content is very vast



- & unique. Hence People should use the language in their surroundings to keep it alive. (Atlas of the world languages in danger UNESCO 2012)
6. policy framers have a great role to play in enlivening local languages. Indian states & local administration needs a tremendous feedback for R&D in software application forming.
 7. Some states have adopted local languages in vehicular number plates , restaurant menu cards , sports commentaries , radio channels , government records , agricultural data , census records , survey samples etc but the incumbency of such procedural framing should be widened to involve every routine .
 8. Language policy in India calls for learning English as a language but some of the Asian countries do not have such a language formula. They foster only their local language in all their dealings whether in embassy or in their flights.
 9. Indian local languages mess ups can be handled more ideally if the community wakes up to identifying traditional affluence of India.
 10. People should not forget that ancestry of Indus valley people remains a mystery even today because their language & symbols are undeciphered.
 11. Local language content will be very handy contrivance to educate children in a right way. A child learns preliminary education at home where the surrounding s are local language users once it enters school it is mandatorily pushed to learn a foreign language which acts as a mental strain on the child's learning potentialities. When he grows up he pertinently forgets his past his tradition & feels accountable to a foreign culture which is not only synthetic but also unfamiliar to his roots. This disturbs his ethos & he imbibes everything artificial to his thoughts.
 12. Along with the lines of urbanites, rural Indian counterparts are also succumbing to the magic of English language. (Atlas of the world languages in danger UNESCO 2012).
- Strategies -** as internet users are increasing several strategies can be adopted to survive language loss.
1. Regional language suffers because translation websites are very rare. Translation websites are very few hence research & development activities in translation could be taken up by all countries.
 2. Transliteration web sites are scanty There is a need for increasing transliteration facility.
 3. phonetic equivalents are less Research in phonetic equivalents uses can be more fruitful
 4. Unicode applications are less. The Software technologies can be beefed up to score on Unicode applications



5. user generated media content is very few Youth generally go for employment & matrimonial services in internet but regional language can be very helpful for them .

6. Social media websites are more which are popular among youth both urban & rural hence social media networking can be made more regional language friendly instead of using English.

7. As the director general of United Nations Matsura opines "Of the languages that are spoken in the world, the most significant for our early emotional and cognitive development is that through which we first learn to name our personal universe and by means of which we begin to achieve a common understanding with our parents and the broader community or friends and school. It is the language of childhood, of intimate family experience and of our early social relations.". (Atlas of the world languages in danger UNESCO 2012). People have to understand & perceive their local language regional usage before any danger destroys its very existence.

Conclusion- thus Indian urban community which is sailing through the English Language needs a better thinking in terms of continuity of heritage & ancestral tradition. This gap which is dividing urban India as elitist & non elitist has to change. The communication revolution which

is dangerously affecting languages across the world needs to be repaired with a good language policy. Indians should stop becoming selective of language medium & they should feel proud to use their mother tongue as a primary language in all their communications. . Even though English is considered for great careers, local Languages also need fathom support for jobs & professions which are attached with our won civilization. Language is a bridge which connects generation to its core hence all should identify the necessity to devolve regional language culture. People should appreciate & recognize the enormity of local language, it richness & try to enrich through continuity of usage whether through internet or through habitually.

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