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# The Role of English language in Indian Media

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## ABSTRACT

The English Language functions as the link by connecting media and individuals in spreading information from one corner of the world to the other in an efficient manner. The diverse, multicultural environments of the English language learner's create it very significant for the media to employ the English language as a means of communication. Besides, with the advent of Globalization, there has been an enormous contribution of media to mankind. Media acts as a central role in reaching the individuals of the society with the facts. It has a deep entrenched importance in the present era by placing itself as one of the successful tools. In the present generation, learning takes place within and outside the classroom. Media floats more information to the learners through the radio, newspapers, magazines, television, Internet etc., in addition to classroom teaching by using English as a medium of transmitting the information. This paper tries to explain the significance of the English language in the media, especially in India, which facilitates the learner and the reader in receiving tangible information. It also emphasizes the acquisition of language, which is beneficial to improve the learners' understanding and also the language standard by preparing them to face the comprehensive world. Thus, English in the media tries to bring a prolific transformation in society.

**KEYWORDS:** Media, Multicultural, Globalization, Comprehensive.

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## INTRODUCTION

In this fast-growing globalized world, the media has taken over, in competing with the present trends and inventions. Media plays an immense role in influencing people. Whether the objective is to sell a product, communicate a significant case or set the principles in today's competitive society, they function with massive power in facing this globalized world. Thus, Social media is society's preferred to stand for distribution, seeking and consuming information Media has definitely made us closer to other parts of the world. It always has a positive impact, if it has been received in a positive way. Media helps in widening the world by connecting ideas of people from one corner to another. Media plays an effective role as a part of communication, which has a great impact on reaching the audience with accurate content. Especially, social media connects the entire world, with a single knot. The majority of the younger generation, particularly teenagers, middle-aged people use social media for their professional and personal interactions in a successful manner. Social media opens potentials to have straight access with the customers without intervening of other parties in between, which helps in strengthening the relationships making profits. Social Media is defined as the form of electronic communication through which, users communicate effectively to share their values, information, ideas, knowledge, videos, messages, etc. through online mode.



Advertising through social media is user-friendly and has a great impact on the customers, but it is a little bit expensive when compared to the costs incurred by Print, Radio, TV or any other traditional media. It also helps in increasing the ranks of many company websites with the help of users and subscribers. Social media with its importance is able to meet the market conditions with healthy competition by its innovative ideas. With these innovative ideas, it draws customers' attention by keeping them occupied .

The language which media users have is more powerful in transmitting the information or message. Especially, the language in which the mass and social media users play a key role in conveying the information in an accurate way. Certain languages which media uses will have a powerful impact on the readers when compared to most of the other languages. The role of English language plays a very imperative role in media, especially in India. In the world of media, there is particularly one language that connects with the rest of the globe and that is English. It is used as a part of communication for native and non-native speakers. It connects as a bridge between the media and people.

### **SIGNIFICANCE OF ENGLISH LANGUAGE IN INDIA**

Languages are central in the life of any nation. The members of the society need a language to correspond with each other; it may be either for social purposes, for administration, for trade and commerce and so on. It is one of the major sources of interaction, which is used throughout the world.

In this globalized world, English as stated by Timothy J. Scrase “is not only important in getting a better job, it is everywhere in social interaction. If you can't speak it, then you are nobody”. In the above statement made by Timothy, it is clear that English occupies a place of reputation in our country. People belonging to varied language groups use the English language for their personal and professional careers. India is a country with Multilingual, Multicultural and pluralistic surroundings. An individual can survive more finely through the language, which he attains through his mother tongue. For a native speaker, it is very easy to acquire influence on the mother tongue. One can succeed in his education with the help of one mother tongue. Therefore, in India, Mother Tongue Influence (MTI) plays an important role in acquiring academic qualifications. But, with the change because of Globalization, English has replaced itself as one of the important and effective tools as a part of effective correspondence. So, the English Language has become very popular for interaction, which leads to learning English in India.

In recent years, the role of English plays a central role in various aspects of our lives. Since India's independence, it has been playing a dominant part in our education as well as national setup. At present, it has become a symbol of people's objective for quality in education both in national and international life. The noticeable impact of English is that it has been demanded by everyone at the initial stage of schooling, which is further added to the higher levels of education too. In the report of the University Education Commission headed by Dr.S.Radhakrishnan, it was stated that English should be studied in schools and universities to keep ourselves in touch with the stream of ever-growing knowledge." The 'Three language formula' has proposed a solution to India's language problem. It involves three languages, namely, Hindi, English as a link language and one regional language.” English should be one of the three compulsory languages for students at the secondary stage, the other two being Hindi and the mother tongue or the regional language. This three language formula had formed the basis of a National Policy and all state governments were



required to implement this policy at the earliest possible date.

In almost all the metropolitan cities of India, we find every educated person speaks the Indian language well, but cannot avoid the use of English words in his communication. It is evident, how the English language has been deeply rooted in society by replacing its importance as that of mother tongue. It is certainly interesting to note that India, a multilingual nation, is the third largest English-speaking country after the United States of America and the United Kingdom. It is slowly replacing its importance as that of the official language, which is used for easier communication. It has become a compulsory language as a part of academics and professional careers. English has become 'a window to the world', and such is the demand for learning the language. We find a large number of English coaching centers and private Spoken English centers, which are engaged in giving training to the speakers in order to make them well versed in communicating skills. Thus, in the present world of science and technology, of all the languages, English deserves to be regarded as a world language, as it is the only language that is understood by educated people all over the world.

### **SIGNIFICANCE OF ENGLISH LANGUAGE IN THE MEDIA**

The varied multicultural settings of the English language learners make it very important for the media to use the English language as a means of correspondence in India. In India, Media has its impact on television, radio, cinema, newspapers, magazines and the Internet. Many of the media are forbidden by large, commercial corporations which obtain revenue from advertising, subscriptions and sale of copyrighted material. India has the biggest newspaper market in the world. In the present globalized world, everyone is connected with each other under the media scanner, it may be common people, Scientists, Politicians, Sports Personalities, Famous Actors/Actresses etc. Media plays a significant role in defining public views and also educating them with the facts to face this rapidly growing world.

People desire to listen to and like to interpret in a language that they understand. This is where the role of regional language gains importance because these are the languages spoken by the majority of people in the country. Hence, if the communication is made in a familiar language, it does make a difference. The difference between the English media and the regional media is not that of language, it is a difference of civilization, method, content, and way of presentation. Both are operating in diverse cultural contexts and also cater to different types of audiences. While the English media serve those, who are already a part of the country's deliberative sphere, by connecting them, who were earlier not a part of the Indian democracy.

Media floats more information to the learners through the radio, newspapers, magazines, television, Internet etc. by using English as a medium of transmitting the information. It helps in conveying the information accurately, which the readers expect from it. Media plays a crucial role in passing the information. In the present scenario, social media occupies a critical role in reaching the readers covering the news from around the globe, related to science and technology, administration and other related national and international policies. Social media also helps the students to carry on learning more efficiently, by providing adequate data needed by them, making their academic learning easier and more accurate. This paper tries to explain the significance of the English language in the media, especially in India, which facilitates the learner and the reader in receiving concrete



information.

## **RISE OF SOCIAL MEDIA AS NEWS PLATFORMS**

Merriam-Webster dictionary define social media as: "Forms of electronic communication (such as Web sites for social networking and microblogging) through which people create online communities to share information, ideas, personal messages and other content (such as videos)". The Oxford Dictionary (2011) defines social media as 'websites and applications used for social networking'. As such, social media refers to the Interactive Web based technologies and applications that enable people to create online communities through sharing of information and ideas. Social media facilitate formation of networks of relationship connecting people of interest beyond the geographical boundaries. As social media technologies continue to evolve, they have different functions and uses.

Social Networking Sites (Facebook, Twitter), content sharing sites (YouTube, Flickr, Instagram), Wikipedia, blogging sites, social bookmarking sites (red it) etc represent the social media variety today. Social media, in fact, has extended news publishing to the street, giving the common man enough scope to share ideas and opinion with others. With the user's generous contribution to the web resources, today, User Generated Content (UGC) constitute a much valuable resource, despite all its limitations. Jacka and Scott (2011) refers to social media as "a set of Web-based broadcast technologies that enable the democratization of content, giving people the ability to emerge from consumers of content to publishers".

According to IAMAI-IMRB June 2015 data, Facebook (96%), Google Plus (61%), Twitter (43%), and LinkedIn (24%) are the most visited social media sites in India. The IAMAI-IMRB data also reveal that, in India, primary activities on social media sites are:

- Maintain profile- 59 %
- Update Status-58%
- Comment on someone's blog-55 %
- Update self-created video, audio, music-53 %
- Read blogs, twits, customer reviews, watch video-49 %
- Publish a blog, article, own webpage-42 %
- Contribute to online forums, edit articles in Wikipedia-40 %

Gradually, but surely, Social media has emerged as a news platform, useful for audiences as well as journalists. It empowers audiences to share their news and views; whereas the user generated content (UGCs) offers journalists an important news source for their news stories. Various social media platforms provide an important feature – the hashtag (#), which helps journalists to find out what is being talked about by people on a particular topic. It also shows the daily trends of news being discussed all over the world, which helps the journalists in decision making about stories to be covered.



Social media sites especially Twitter and Facebook, indeed, have revolutionized journalism by changing the way news is gathered and stories are found. As complexities in social media landscape grow, new social media tools are invented for finding story leads, verifying facts, sharing stories, and driving interest. These useful journalistic tools facilitate social media integration into newsrooms, which eventually influence the structural, functional, and ethical aspects of professional journalism.

### CONCLUSION

In this globalized world, media plays a very significant role in spreading information. Most of the language used for communication by media is in English. The focus in today's society has transferred from using different languages, towards having a combined language, with which one can communicate efficiently i.e. English. This gives the English- language of media a central role in transmitting the information. Media contributes to active citizenship, a thriving democracy and an accountable system of governance, it is expected to support the promotion of Indian languages which are feared to be on the reefs. Thus, ever since media came into existence, it has played an important role in shaping the thought process and has become the lingua Franca of all who came under desirability. In India especially, Newspapers printed in English are relatively famous, both in periodicals, including the number of copies printed. Most of the major national newspapers are published in English are popular in cities and towns. Media has played a major role in influencing language, from the manuscript to the use of internet language in the contemporary era.

The scope of media, especially the internet is indeed very high. Today one can GOOGLE anything and everything both for a personal, academic and professional career. Numerous social networking sites are available every day such as Orkut, Linked in, Zorpia, Hi-5, Facebook and Twitter are a few sites that are used for finding the required information. Media plays a significant role, particularly in the learning process of the English Language in India, which has been observed to a large extent. Media has a great impact on the English language, which plays a very vital role in the international society, probably the most central, as it is read on a comprehensive scale and reaches a larger audience than most other languages. Accordingly, it is important for the media to be aware of the power it exhibits in productively spreading the information and try not to misuse it. Social media has a greater role in our day-to-day lives by placing its dominance and influence over the evolution of the English language. Thus, media plays a significant part in improving supremacy and reducing corruption, rising economic competence and strength, and generating positive communal and ecological change. The media provides information to artists throughout society allowing them to participate in the decisions and debates that outline their lives. Media also plays an important role in a democracy that enables citizens to clutch their administrations and voted officials answerable—leading to enhanced policies and service accomplishments. For these reasons and others, media development should be viewed as an advantageous development outcome that underpins all others.

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