

INFUSION OF ENGLISH WORDS IN URDU LANGUAGE THROUGH ELECTRONIC MEDIA IN PAKISTAN

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ABSTRACT

Urdu is a collection of multi languages like Persian, Arabic, Hindi and Urdu itself etc. but now a days, it is adopting so many English words like technology, electronic and machinery etc as well. They are also becoming a part of Urdu language very beautifully and not look awkward. Initially, they were just spoken but with the passage of time, now they are being written also. This practice is very common especially in big cities like Karachi and Islamabad. It is affecting the Urdu language both positively and negatively. According to an accepted linguistic law, languages die which refuse to take new and fresh words either of its own or other languages but those languages which are not rigid and welcoming for new words grow and survive forever. If this law is applied, Urdu is being enriched and its future is bright but in contrast, the other aspect of this practice is not much useful because intake of English words is much more than those of the family words of its old partners and allies like Arabic, Persian and Hindi. If English words are taken just as an additive, it's not bad but they seem to replace the real and original words of Urdu. The classical words are being obsolete. This is critical as languages are not just a tool of communication; they are of much more importance, they are pregnant with its culture, customs and traditions. Urdu is also a very rich language. Though it's not much older, it's the third largest

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language spoken by 14% people(One third Population) of the world. It is equipped with the beautiful multi-dialects, all linguistic delicacies, pleasant rhyming words and soothing sound effects. If this language is overlapped or replaced by English, our coming generation will be deprived of feeling or smelling the genuine fragrance of Urdu language. But one thing is very important that English is acting as a supporting stick for the survival of Urdu language in this scientific and modern world as Urdu is still in process and may not justify it's responsibilities about the latest medical and scientific terminology.

KEY WORDS:

Infusion , English , Urdu, Electronic Media

INTRODUCTION

The topic of this research is “infusion of English words in Urdu language through electronic media in Pakistan”. This chapter briefly describes the importance of language as a mode of communication and highlights the significance of its study. The role of electronic media has been especially highlighted in the choice of language and code mixing has been defined in the socio-linguistic background as well. Electronic media has been restricted just to the private channels of Pakistan due to its liking and popularity in the public.

This chapter includes the statement of the problem, significance of the study, purpose of the study, limitation of the research and research questions etc. Other than that definitions of code mixing, code, switching, code shifting and hybridization have been given. Reasons behind the infusion of English words in Urdu language and merits and demerits of code mixing in terms of English-Urdu language have been especially discussed.

Status of English Language

The world's languages are grouped into families. The Indo-European family consists of languages spoken between Europe and the Indian Subcontinent. The growth of European empires over the last 3 hundred years let several Indo-European languages, most notably English, French, Portuguese and Spanish to spread throughout much of North and South America, Africa, Australia and New Zealand.

English has become the official language in many countries which together contain more than a quarter of the world's population. It is now a major international language. Without a knowledge of English, businessmen face many problems when conducting international trade, especially with the United States or other English speaking countries. But proposals that, English, French, Russian or some other language should become a world language seem unlikely to be acceptable to a majority of the world's peoples.

Status of Urdu Language

Urdu is not an old language, dates back just 700/800 years, Amir Khusro is told the first known person who started to use this language in his poetry. Gradually, it devolved and now it is one of the important languages spoken especially in the subcontinent. In Hindustan, it is known as Hindi and Urdu is in Pakistan. Despite of being a new one, it is attracting the people throughout the world due to some certain reasons but declining in its own home especially in Pakistan. In India, Urdu has less threat as compared to Pakistan, as Indian Urdu movies will not let it die soon because of being liked and watched in all over the world. Whatever the reasons behinds, Urdu, seems to be fell down in Pakistan. No doubt this is the only language in Pakistan which is an effective tool of communication through out the

country but this is also a fact that still it's not able to become a language of science and technology.

JUSTIFICATION OF THE STUDY

Pakistan is an independent and sovereign state. It has its own powerful culture and language. But gradually it is losing its identities especially language. Much has been written about this national issue but not in depth. This study will provide an insight about the code mixing of English Urdu language which will be a different and unique work in this field.

LIMITATION OF THE STUDY

This study will be restricted just to the private channels of Pakistan. There are so many languages spoken in the country but this research will be limited to the code mixing of English-Urdu languages just in Pakistan though this practice is common in India and other parts of the world also.

RESEARCH METHODOLOGY

Research Design

The research data has been collected from the different private channels of Pakistan. Three famous talk shows were recorded from News one, ARY and Geo each and analyzed in the form of tables. For achieving the research purposes and answering the research questions both qualitative and quantitative data was arranged. Finally, data was analyzed quantitatively and qualitatively by placing under different heading to make it easier to be understood.

Population and Sampling

The population of this research is electronic media which has been restricted just to the private channels of Pakistan due to the diversity and variety of talk shows and other unique programs.

Three talk shows of different topics were taken from private channels, News one, ARY and Geo News which cover social, economic, and political aspects of life. Different domains of life were taken so that code mixing can be studied in a broad spectrum. The programmes which have been included for this research are very serious and formal shows. In this way the data, collected for the research includes the formal domains of language use. Informal programs, live morning shows, humorous, Sports and family shows were avoided so that a true and real picture of code mixing could be drawn. The names of programs, Anchors, T.V channels, dates and duration has been arranged in the table forms.

RECOMMENDATIONS AND CONCLUSION

SUMMARY

Urdu is not just a tool of communication as mentioned in the beginning, it is bearing and containing our hundred years old culture, customs and traditions. Every language has its own nature and temperament. Urdu also reflects some of its unique and specific manners and etiquettes. Just communication and messaging is not enough, dialect, accent and special mood of the language also matters. Language is not made in a factory and developed overnight. It is a process of centuries. It is a plant, witnesses each and every season, trimmed by thousands of gardeners and irrigated by hundreds of farmers. Urdu is also applied with the same case. If it is replaced with some other language, we were not loose only words, we will be deprived of all the linguistic delicacies, unique style, civilized way of thinking and pleasant fragrance of Urdu

language. Nobody will have an emotional association with their great Urdu writers and glorious past which has been mostly recorded in Urdu language. We will lose great assets of our ancestors. English can perform a role of just a post man and everyone knows the status of messenger (post man) in our society. If Urdu is replaced with English we will have to start our linguistic journey from the zero point and it will not be a cheap experience.

As compared to other languages of the world, Urdu is a new language. Despite of being a young one, it is travelling swiftly and being popular all over the world. I think there is also a positive role of English behind the promotion and development of Urdu language. Infusion of English words is making easier to understand Urdu language in all the parts of world. In other words, English proving to be a blessing in disguise and it is acting as a supporting stick for our national language, otherwise it might be restricted just in India and Pakistan.

CONCLUSION

All the languages of the world interact, lend and borrow some certain words from each other. It is necessary for the survival of the languages. But Urdu is looking to be more dependent on English and this trend is increasing day by day. Urdu needs to be self sufficient with the minimum dependence on English. The specific and certain English terms and words which are difficult to be translated into Urdu can be borrowed from English. Otherwise Urdu should be the main language of communication all the time and at all the places. It should be written and spoken confidentially, because it is having all the possibilities to be a rich language. It has the potential to be promoted and developed like any other major language of the world. The one and only weakness of this language is its newness and virginity otherwise this language and its literature is not less than any masterpiece of international literature.

If we are interested to save this national asset, there should be a language policy in all the fields of society especially in the official institutions like education, judiciary and media. Specifically electronic media must be emphasized to use the national language with least reliance on English because it has become a powerful source of communication and influence the people more than other medias. It is correct that code mixing can not be avoided and it's a natural phenomenon practiced in all over the world but precautions can be taken to minimize this factor. All the Pakistanis especially our linguists and Urdu lovers should be very much concerned about their national language. It's not only our moral duty to save and protect our heritage, it's our legal responsibility also. It was mentioned in the constitution of 1973 that within ten years Urdu will be endorsed as an official language in all the institutions of the country but unluckily no step was taken in this regard. All the formal and informal institutions of society are having their own language policy. No government policy has been made or implemented so far. Some so called intellectuals or linguists object that Urdu does not has the potential to perform its role especially in science, technology and judiciary. Their objection may partially be justified about science and technology but as far as judiciary is concerned it is not correct. If a police FIR can be written in Urdu why can judicial process not be practiced in Urdu language? The importance of English cannot be denied but just in some certain fields of life like science, medical and technology. Total reliance on English will be dangerous as discussed at many places in this research because language experts regularly report the disappearance of language and some of them predict that between 20 to 50% of the words languages will no longer exist by the end of 21st century. I am afraid that our Urdu language may not be one of them.

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