



## Survival mechanisms of communication - regional language in global era

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**Abstract :** *English language is considered a global language as it is popular across the globe. But this popularity if viral & several of the local languages are suffering for their survival. Keeping the unique cultural identity through local language has come under threat. Promotion of local languages through creating public appreciation needs a new glance as losing a local language means losing a cultural distinctiveness for ever. This paper argues about promoting strategies towards upholding local languages amidst English language in this era of globalization.*

**Key words:** *Local language , survival strategies , promotion of local culture*

### Introduction :

Population pressures, globalization and the spread of industrialization are the most accredited culprits of "language murder". Global economic patterns often force small, unindustrialized communities to assimilate to a different culture. This may occur when individuals physically move to another geographic location where their culture is no longer the prevalent one, or when they allow or encourage a different cultural conduct to prevail in the place of theirs. This phenomenon, known as cultural assimilation, consists of several stages. During the first, the speakers of the vulnerable language face immense pressure to speak in the dominant language. This pressure comes in an array of forms, from peer pressure to government laws. The second stage is characterized by a developing bilingualism - people begin to gain proficiency in the new language, but continue to speak in their native tongue. During the last stage, younger generations find themselves being more familiar with the dominant language, and less connected to their mother tongue. The most concerning aspect of the final

stage are the increasing feelings, particularly amongst children, of shame and inferiority about the native language of their parents and grandparents.

Language preservation as an effort to prevent languages from becoming unknown. A language is at risk of being lost when it no longer is taught to younger generations, while fluent speakers of the language (usually the elderly) die. One way is to encourage younger generations to speak the language as they grow, so they will then teach their children the language as well. In many cases, this option is nearly impossible. There are often many factors that endanger a language, and it is impossible to control each of these factors to ensure its survival. According to the expert, historical factors such as colonialism have had a huge global impact on languages, resulting in the marginalization of and a rapid decline in the use of indigenous and minority languages, which were often seen as backwards, a barrier to colonial hegemony, or as slowing national development.



According to estimates, up to 90% of today's living languages will die out within this century. Languages and dialects are not only the means through which we communicate with others and seek ways of explaining the world in which we live, they are also expressions of human culture and the human mind itself. They are of value in and of themselves and should be preserved and documented as manifestations of the creativity and diversity of the human mind.

In the last twenty years this global development has been recognized and brought onto the stage not only by academics, but more and more by language communities themselves throughout the world. Facilitated by the new media, a global discussion has emerged about the effects of the loss of indigenous languages and in turn the loss of cultural knowledge and practices

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1. 45 million users use regional content
2. 64% of the rural users use regional content
3. 84 million urban users use internet out of which only 25% use regional languages.
4. applications used by local language excludes emails , text chats , net content , search engines , news contents , matrimonial services , online banking etc
5. rural people search for government records , employment services agricultural records etc through local languages
6. out of 84 million net users in urban areas only 20.9 millions are regional language users
7. in rural India 38 million people 24.3 million s are regional language users
8. 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)

The strength of the English language and its status as lingua franca all over the world can bring about some changes which affect the survival of local languages [arts.gov.au/indigenous-languages-support](http://arts.gov.au/indigenous-languages-support)) . the Indigenous Languages support programs to keep cultural identity of the local languages by providing funding to

1. revive and maintain languages
2. support employment and career pathways for Aboriginal and Torres Strait Islander language workers
3. support communities to deliver diverse arts projects that



showcase, protect and encourage participation in traditional and contemporary Indigenous artistic expression.

Language and art are essential to the wellbeing, culture and identity of aboriginal and tribal people and play an integral role in maintaining the sustainability, vitality and strength of Indigenous communities. The Government is committed to investing in supporting tribal communities to revive and maintain their unique languages and develop, protect and produce their individual identity through languages. Even state & local governments should support the maintenance, revival, and development of Indigenous languages . increasing the use of Indigenous languages through media , sports , social channels , newspapers , local TV channels etc can be more supportive to the revival of local languages.

Governmental policies should always aid in engaging people with their local languages. Arranging language labs in schools & colleges , framing of text books in local languages . With the help of private & public partnerships , promotion of welfare and wellbeing by strengthening pride in identity and culture through regional languages. Media programs & cultural pageants can be a handy tool in promotion of public appreciation of local languages. Instead of going of English as the language of cultural proceedings , cinema procedures , socio cultural fests , Local language can be promoted easily.

#### **Strategies for language promotion**

1. Early childhood learning
2. Community language workshops
3. Language camps

4. Teaching with local folk songs
5. Apprentice programs

#### **Local language content development - Support can be extended through**

1. Forming of local language dictionaries in electronic media , writing of books in health care , text books for schools & colleges, Historical fictions , cartoon books, Kinder garden rhyme books , anthologies , novels , short stories , medicinal books , fashion apparel tailoring books etc in local languages
2. Creation of & developing of local language databases will help the survival of local language. For instance , Oracle' s globalization support enables people to store process & retrieve data in native languages.. It ensures that database utilities, error messages, sort order, and date, time, monetary, numeric, and calendar conventions automatically adapt to any native language and locale. ( Report On The National Commission On Population In India – Ministry Of Home Affairs Government Publication.

There is a necessity to review towards formulation of an integrated support through

- ✓ Creation of & developing of audio content in local languages
- ✓ Creation of & developing of short film / film documentary in local languages
- ✓ Creation of & developing of animations in local languages
- ✓ Creation of & developing of websites in local languages



- ✓ Creation of & developing of software in local languages
- ✓ Creation of & developing of electronic games in local languages
- ✓ Creation of & developing of I pod resources in local languages
- ✓ Creation of & developing of smart phone applications in local languages

But besides these , other promotional activities which can promote local languages are

1. Skill development
2. Job / professional training
3. Mentoring
4. Language content volunteering
5. Vocational curriculum framing

**Role of academic Institutions-** Academic institutions can play an important role by engagement of school students towards

- ✓ promotion of increased literacy ,
- ✓ promotion of enthusiasm towards language learning ,
- ✓ promotion of language resources ,
- ✓ promotion of the use of language in public places including signage ,
- ✓ promotion of community pride, empowerment and social cohesion,
- ✓ promotion of positive media coverage ,
- ✓ promotion of self esteem & pride building through wide usage ,

- ✓ promotion of Sense of support,
- ✓ promotion of generation connection with elders / ancestors / peers .

**Inter disciplinary strategies** ; Inter disciplinary strategies to promote local languages in

1. Cultural events
2. Health care system
3. Legal system
4. Sporting & sports coaching manuals
5. University administration
6. Media system

Peoples linguistic survey reports survey reports that , ( which was conducted over the past four years by 3,000 volunteers and staff of the Bhasha Research & Publication Center, ) 220 Indian languages have disappeared in the last 50 years, and that another 150 could vanish in the next half century as speakers die and their children fail to learn their ancestral tongues. ( **Peoples linguistic survey report 2013**). Centuries of linguistic imposition associated with colonial expansion, followed by the monolingual policies of governments seeking to create national identities, and more recently the global expansion of corporate power and communications networks, have taken their toll on many languages, to the point where some have become extinct and others are faced with the challenge of revitalizing themselves to avoid extinction.

**Conclusion:** Thus the rejuvenation of the regional languages in this globalized era needs comprehensive approach.

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