

Prevalence of Hinglish on the Indian English News Channels and Its Impact on the New Language Learners: A Qualitative Analysis

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Abstract : Hinglish, a blended version of Hindi and English, emerged due to the lack of the competence and command of the speakers over the foreign language, i. e., English. But, amazingly, the trend has gained wide acceptance. In India, this acceptance has gone up to the extent that popular news anchors at the prime time shows are frequently using it. At the moment, instead of being considered a flaw of their presentation Hinglish is emerging as a trendy genre. Its pervasive usage and extensive acceptance is motivating youngsters to opt for the similar kind of patterns. The current study is an endeavour to assess the impact of this trend on the new language learners. With the help of semi-structured interviews, the researcher has tried to gauge the level of comfort and desire to be at par with the other fluent English speakers. The results clearly depict a substantiated boost in the confidence level of learners because they are able to use the vocabulary and sentence patterns of their own choice and convenience. The prevalence and acceptance of the trend in the main stream media have really served as a catalyst and the desire to be at par with the other fluent speakers is also fading away. The users of Hinglish find this trend to be closer to their heart as in the earlier times in the absence of exact translation they had to compromise with the meaning or spirit of the word/phrase / sentence. But now enhanced flexibility is leaving them more comfortable and confident.

Keywords : Hinglish, language learners, linguistic trends, media

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