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Influence of Radio English Language on Present Day Degree Students in Udupi and South Kanara District

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Abstract - India is a country of different culture and traditions. Language is a product of the values, development, trust, views, principles, geography and history of a people. As English has become the international link language, people of the other languages of the world struggle to express in the best likely way their ideas and national spirit in the international language, and find the application not creative or successful every time. Communication through various media plays an important role in the life of Degree students. Among the various means of communication, Radio holds a significant and prominent position. Although Radio in India is one of the oldest forms it still holds a significant position in imparting communication development to the Degree College students in Udupi and South Kanara districts.

It is a well-known fact that India is a multilingual Country. In a multilingual country like India apart from the national languages, we have regional as well as foreign languages which have become the part and parcel of the life of every man in the society. The earlier generation students are still not aware of the development of the English language. But the present Degree College students have developed to use English words like Thank you, sorry, please, radio, pen, excuse me, TV, train, bus and roads. These words are used more along with the native language, in their day to day conversation.

English language has extensively influenced the pronunciation of vernacular words in Udupi and South Kanara Districts. This change was possible because of the radios which play a major role here where the RJ's use Kannada and English (Kanglish) and Tulu and English (Tunglish), which is encouraging the English language in the community too.

This paper makes an attempt to understand the role played by Radio as a standard of communication, to increase and improve the English language skills and slangs of Degree students with special reference to Udupi and south Kanara Districts.

Keywords: *India, Communication, Native language, Radio, English, Development.*

I. INTRODUCTION

“Language is not merely a system of forms but is a system of meanings as well.”

(Nagaraj 2002:133-134).

English is recognized as a global language. It spread from Britain to other parts of the world and serves multiple purposes from communication to trade and commerce today. English is the only language having a pan-global character. English as a language is achieving new dimensions in the present world. As McCrum and McNeil say, English has become the language of the planet, the first truly global language (The Hindu, P.11). In Udupi and South Kanara district degree students appear to be easier speaking in their regional language. It goes beyond the saying that their background is definitely a factor to be observed in their liking for a particular tongue. The role of English as a spoken language is not replaced; it joins with local languages in certain areas.

English has been taught in India for many centuries in teacher-centred classrooms using Grammar-translation method and pattern practice. Often, this teaching has not resulted in development of language skills and the students have been unable to effectively express themselves in English. It is an uncontested fact that knowledge of English is a pre-requisite in the modern world. Learning English language is difficult from learning subjects like Geography and Mathematics, where the teacher plays a vital role in accustoming the students with rules and facts pertaining to the field. But to develop English language skills the emphasis has to be on exposing the degree students to real-life situational use of the language.

India is a country with many approved languages, and radio communication is extensively spread in country as well as city areas which has improved the practice of English words in their day to day conversions and provide a better-quality quality of life. Kannada is a language spoken mostly in the state of Karnataka. It is the language of India. Kannada is the twenty fifth most spoken language in the world and it has given birth to many languages such as Tulu, Kodava, etc. It is one of the official and administrative languages of the Kannada, a Dravidian language, fits to the same family as the other southern Indian languages such as Tamil, Telugu, Malayalam and Tulu.

Karnataka holds a special place in the history of Indian radio. Aakashvani, the first private radio station in India, was started in 1935 by Prof. M.V. Gopaldaswamy at Mysore. The popular radio station was taken over by the local municipality and later by All India Radio (AIR) and moved to Bengaluru in 1955. Later in 1957, Air embraced the original name of the radio station, Aakashvani, as its own. The programs became so widespread that the Government of Karnataka documented it in cassettes and was circulated to thousands of schools across the state. Karnataka has watched a growth in FM radio channels mainly in the cities of Bengaluru, Mangalore and Mysore which have become extremely popular. The most prevalent among them are 92.7 Big FM, 93.5 Red FM, 98.3 Radio Mirchi etc. Radio offers its ability to reach definite viewers through specific audiences through expert programming. Radio is the perfect means of reaching people driving to and from work. It can reach people at different times of the day, and it is the least expensive of all affordable media.

The main local languages in Udupi and South Kanara are Kannada, Konkani and Tulu, but the radio language comprises other languages like Hindi, English, etc. English is used mainly in FM's of South Kanara with the main purpose of educating the use of English language in the students' day to day chats and developing his/ her speaking skills. Radio communication has influenced the learners into their native language itself and has improved the knowledge of learners without the learners' inferior thought. Any English word or phrase may almost always be presented into any kannada sentence. As a result of this degree students speak the local language with English words in their talk,

not minding much about the pronunciation. English words like 'please', 'thank you', 'you are welcome', 'excuse me' 'sorry', etc. are deep seated in them because of the language which the RJ's use on radio.

The way people welcome one another has also been influenced by the radio language. The typical and the old-style way of greeting used in Kannada and Tulu is similar, that is 'Namaskar'. Namaskar literally means "I Bow to you". A word of greeting used in Udupi and south Kanara districts to convey good morning is Shubhamunjane, good afternoon is shubhamadhyana and good night is shubhratri. Due to the use of English words like good morning, good afternoon, good evening and good night by the RJ's in radio, degree students have easily caught these words, learnt them and are using them.

II. SUGGESTIONS

To learn a language is not an easy task because there is a lot of difference in the syntactic and sentence formation level. Errors do occur when we learn a new language by having another language as medium. The degree students having a Kannada background commit errors when they learn English as a foreign language. It is because of their thinking pattern which is either in Kannada, Tulu, or Konkani. Since they learn English through the medium of Local languages, the mistakes occur usually in the word order.

The RJ's use a different language called Kanglish which is a combination of Kannada and English so that degree students' can understand the English words used in Kannada and can adopt them in their chats. Humour around language has reinvented itself on radio. The RJs speak a odd combination of Kannada and English. It's funny at times to hear them shift languages. The RJs still, view English as a means of talking the audience's motivating values. It is through this that the listeners (Degree students) are able to learn more and more of English words. Some of the most common English words that our RJs use are call, pick, hello, bye, take care, tea, coffee, pick. Time, bus, mobile, receive, balance, love, meet, bored, auto rickshaw, accident, SMS etc.

Thus radio plays a central role in learning English in day to day life of Degree students and thus progresses the educational quality. It offers a strong viewpoint for the degree learners to pick up those words and comprehend their meaning because of the thoughts covered in the sentence which is in the native language and use them in their communication process. It has become a device kit which improved the learning opportunities of Degree students in Mangalore and South Kanara Districts.

III. REFERENCES

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