

## Language And Media In Contemporary Times

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### Abstract

Media language since its advent attracted and had interest more on socio-linguistics and applied linguistics. That's why it is important to study media language and connect to our everyday lives. In contemporary times, it needs to work impartially beyond the news reporting and advertising like putting forward the ground realities, raising the dissent of the weak class of the society. In today's world the issue of raising the unheard voice has been adopted through social media rather than the mainstream media. Indian media had seen a certain evolution since the 18th century to post 1990 globalization which made the media better by adopting new technology. In the 21st century things have become limited and biased due to the diverse regions of India which is caused by socio-political and economic ability.

**Keywords:** Contemporary, Language, Indian Media, technology, socio-economic

In 21st century (modern era) media (either print or electronic) has possessed a unprecedented power to expand the decoded language<sup>1</sup> of idea, object. Language and media play a crucial role in our everyday lives involving in domestic and social practices, our self identity and social relationships<sup>2</sup>. In the contemporary media language has adopted the two kinds of linguistics, first socio-linguistic<sup>3</sup> and second applied linguistics<sup>4</sup>. Media is connected to the language as media in itself works as the linguistic teaching institution where we can daily listen and learn through dissemination of information. Second, the media gives a source for research data and teaching

<sup>1</sup> Language is the term derived from the word "Lingua" which means a system of communication between humans through vocal or written objects. "It is a system of signs used to communicate within the community".

<sup>2</sup> Peter Lunt, Peter, and Sonia Livingstone. "Language and the Media: An emerging field for social psychology." *The new handbook of language and social psychology*, John Wiley and Sons, 2008, pp. 585-600., [http://eprints.lse.ac.uk/1006/1/Language\\_and\\_the\\_media\(LSERO\).pdf](http://eprints.lse.ac.uk/1006/1/Language_and_the_media(LSERO).pdf).

<sup>3</sup> It simply refers to the change in the way you speak that you can make around. The study of language which is influenced by different social and cultural norms.

<sup>4</sup> It is the interdisciplinary field which is applied to solve the language problems related to the real life world. For example, psychology, education, sociology, communication, etc.

purposes<sup>5</sup>. Language used in the media is quite natural in general but controlled or biased in most of the mainstream media. Natural language means not any well format or structure oriented like film language which is based on the pre-recorded videos rather it is without conscious at a time through repetitions of the things. Evolution and origin of language is of two views, first that is divine or nature origin and the other is man-made. In the beginning humans were unable to speak (using language) they used body languages, gestures and as time went on the different sounds and words gradually became enriched through different experiences. Coming to the media ,traditional media can be newspapers, radio. Modern media can be internet based stuff such as journals, articles, blogs, email. Through the modern media people are flooded with images and information. With the help of resources which are multidisciplinary improves the media such as social sciences and humanities. This field has certainly improved the media and the main reason for its biases in contemporary society. When we study media in core, then it involves three aspects in its role and significance that is institutional production, text and audience<sup>6</sup>. The way the media uses different languages and dialects are interesting, for example, in advertising. Also, how a radio personality uses language in a certain tone to construct their image on the unseen and unknown audiences. It follows a general rule of communication that is from sender, the message and receiver. Language and media also affect the individual and social psychology. As the media are the important social institutions of our life they present the culture, social life and politics. Therefore, the Media way of speaking or writing is important because it reveals about a society and has the potential to give something to better the character of society.

Why study Media language?

It provides accessibility as a source of information and data for some new language features that can be style, concept, structure we want to study.

As media language availability is in large quantities, we can easily collect information.

We can study because of its interest that develops through opinions, issues in society and ideas to resolve it.

It reveals as a mirror and is a reflection of the culture of our wider society.

We can connect the media language to our daily life speaking and in ordinary speech.

Therefore, Media language tells us both the thing that is language and media<sup>7</sup>.

## Indian Media

The Indian media is the most diverse and oldest in the world. It has been active (print) since the 18th century which now has the largest print media market in the world and radio started in 1927. Indian media and their language has a long history starting from the pre-independence to

<sup>5</sup> Bell, Allan. "Language and the Media." *Annual Review of Applied Linguistics*, vol. 15, 1995, pp. 23–41., doi:10.1017/S0267190500002592.

<sup>6</sup> Peter, supra note 2 at 2.

<sup>7</sup> Bell, Allan. "The Language of News Media." <https://fokt.pw/1577449635.pdf>. Accessed 14th January 2021.

post-1947 and had the influence on people in post-1990 by liberalizing their mindsets<sup>8</sup> and exposing them to the western modes of “consumption and lifestyles”. Westernisation consumption on Indian media changed drastically to satellite television which was further enhanced by the advent of the Internet in 1995. Thus, Indian media has seen a long way and which is beyond the news reporting like raising the dissent of the general public, showing the ground reality and setting the agendas which can change the government policies.

Is Indian voice disabled in the past 5 years?

According to the “reporters without border press freedom index has dropped from 136th in 2015 to 142nd in 2020”. Ruling party has threatened and pressured the journalists who don’t regard to Hindu patriotism<sup>9</sup> and that’s the one reason, today’s “media happily licks the boots of the present regime”, said by Apurva trivedi who has been working in this field for 19 years. Second reason is “lure or manipulation” by the political party to the media. In 2019, a report of foreign policy that New Delhi is cutting off the advertising of at least three publishers of prominent English newspapers. Opposition parties and senior heads of those groups contended that the advertising was prevented to let them stop criticising the lawmaking policy against the government. This shows that they are openly manipulating and preventing the media (fourth pillar of democracy) from raising their dissent.

Mainstream Media v. Social Media<sup>10</sup>

There is a dilemma and argument which is better. But unlike mainstream media there are certain advantages for social media which is actually based on the technology. Unlike the media, social media allows us to react and engage with the unknown people who are interested in the same topic. So, conversation is well versed with social media. Mainstream media can be one sided or biased as it involves the employed people working. But social media don’t have any barrier in expressing themselves irrespective of defamation.

Although mainstream media is quicker in giving the information through televisions or radio but also social media is quicker and voluntary. All you have to do is to take your smartphones and search the event which you are interested in through the Internet. Most people get news through social media earlier and then unfold it through different means.

Last but not least social media is much more structured in finding the topic or event in which you are particularly interested. For example, if you are in science and technology or social issues, then simply you can see the feeds and hashtags on your twitter. It is something that is impossible for mainstream media.

<sup>8</sup> “Breaking News: A Case Study of the Indian Media Industry.” *MSG MANAGEMENT STUDY GUIDE*, <https://www.managementstudyguide.com/case-study-of-indian-media-industry.htm>. Accessed 13th January 2021.

<sup>9</sup> Hirwani, Peony. “India's media is losing its freedom and crackdowns on the press could get even worse.” *Business Insider*, 2020, <https://www.businessinsider.com/indian-media-press-losing-freedom-under-authoritarian-government-2020-10?IR=T>. Accessed 14th January 2021.

<sup>10</sup> “SOCIAL MEDIA VS. MAINSTREAM MEDIA.” *Point and Stare*, <https://pointandstare.com/social-media-vs-mainstream-media>. Accessed 13th January 2021.

Coming to conclusion for this. Although social media is much better than the mainstream media, it is way more voluntary and depends on the temper of the person to use in a much organized or disorganized way. Therefore, It's important that we use 'both' the platforms according to their needs, use and also benefit from being updated for education, health and business.

Is Language 'in' or 'of' the Media?

As written in the introduction about the natural language<sup>11</sup> it is connected with the language of the media. Language 'in' the media is specific consisting of the linguistic features that is word and sentence to message, which is shaped, pre-processed and used to reproduce through the institutionalised channels. Language 'of' the media is skeletal or general and involves the natural language which learns and perceives with the repetition of existing knowledge. Therefore, It is much better to first learn and process language in the media as it includes specific features and language of the media which is general but dynamic. Moreover, the balance of both the knowledge is imperative for the right conclusion.

Did Language and Media take up technology?

Young people have been fast to take up the technology that extends the opportunity for them in media language. Popularity of social networking sites like Facebook, Twitter, LinkedIn where people post the information, images, posts. Web blogs and online journals have given many opportunities to post their opinions and publicly scrutinize the issue. But as these portals have their own styles, linguistic norms they need to adopt with technological innovations. Also, the advent of instant communication or message and using the abbreviations, truncated sentences have been on the state of language<sup>12</sup>. Error of grammar, punctuation and spelling is high on social media platforms. An individual differs in their behaviour through their method of expressing and writing on these sites. And, that depends on whether the person is adult, old or young. As such these sites provide a more de-centred way of using the language in communication, these are much more dynamic in improvement. But people should not forget their traditional ways of understanding and processing the news.

Conclusion: This research project has tried to provide an overview of Language and media in contemporary times which is beyond the scope of news reporting. For Indian media the suggestion would be tolerance by the government for their criticism. Also, the electronic media language is now more colloquial (informal and not a literary), for that the news should be presented with the ground realities and unbiased. Media reach at local, state, national and global is supported by the medium of language and is dynamic with technological change. So,

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<sup>11</sup> A language that has built up naturally through repetitions of the same thing.

<sup>12</sup> McKay, Susan. "Language and the media." *The Cambridge Handbook of Sociolinguistics*, Cambridge University Press, 2012, pp 396-412. *Cambridge Core*.

accessibility and availability in interaction requires vast amounts of resources. In the end, people get divided digitally on the accessibility and availability of technology and without technology.

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