

## IMPACT OF TECHNOLOGY ON HINDI LANGUAGE

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**Received: 20 Sep 2021**

**Accepted: 27 Sep 2021**

**Published: 28 Sep 2021**

### **ABSTRACT**

*Language acquisition and use of language is mental phenomenon and illustrated as overt behavior. Language acquisition is a very complex process and most powerful communication channel. Scholars of different fields are very curious about the different processes of language. Language is totally specific to human being. Conversation between animals is happened through the symbols and sounds but human beings use language for the communication.*

**KEYWORDS:** *Language, Hindi*

### **INTRODUCTION**

Language acquisition and use of language is mental phenomenon and illustrated as overt behavior. Language acquisition is a very complex process and most powerful communication channel. Scholars of different fields are very curious about the different processes of language. Language is totally specific to human being. Conversation between animals is happened through the symbols and sounds but human beings use language for the communication.

Traditionally content of linguistics research was focused on the phonology and the grammar (especially morphology and syntax). In the 1970's logic and rhetoric has been reincorporated under the headings of semantics and pragmatics. Today's theoretical linguistics includes grammar theory indisputably constitutes the kernel of linguistics proper. Some linguists would even argue that linguistic theory equals grammar theory. Language structures not only include morphology and syntax but also phonology and semantics. Thus, there are historical reasons why linguistic developed into rather narrow, abstract discipline treating certain aspects of language structure as if they were autonomous. It should be considered that language is a psycho-lingual phenomenon. Language is embedded in acts of communication and cannot be properly described and understood out of social context. This means that relevant parts of psychology, sociology, anthropology, and neurophysiology must be taken into consideration.

Noam Chomsky has mentioned some of the classical ideas regarding language structure and contemporary efforts to deepen and extend them. It seems clear that we must regard linguistic competence, "knowledge of a language" as an abstract system underlying behavior, a system constituted by rules that interact to determine the form and intrinsic meaning of a potentially infinite number of sentences. Such a system – a generative grammar – Humboldt defines as "that constant and unvarying system of processes underlying the mental act raising articulated structurally organized signals to an expression of thought". In each such grammar there are practical, idiosyncratic elements, selection of which determine one specific human language; and there are general universal elements, conditions on the form and organization of any human language, that form the subject matter for study of "universal grammar". Noam Chomsky has distinguished deep and surface structure of the grammar.

According to these linguistic approaches there is only one monolithic linguistic competence. They ignored the differences between the language system underlying speech and writing. The Russian psychologist Vygotsky(1962) described many of the differences between writing and speech. He considered differences in sentence structure, precision and detail. According to him there are three categories of differences for spoken and written language. First, difference is in the physical nature of speech and writing; speech provides auditory information, writing provides visual information. Speech provides prosodic features (rhythm, stress and intonation) while writing does not. Second difference is in the use of speech and writing and third difference is in characteristics of language generally found in speech and writing.

Language change is another very complex phenomenon. Language is shaped by cognitive abilities such as categorization, sequential processing and planning. However, it is more than their simple product. Language is used for human social interaction, and so its origins and capacities are dependent on its role in our social life (Croft 2009; Tomasello 2008). Language change is a cultural evolutionary process (Christiansen and Chater, 2008; Croft, 2000). Every linguist has the curiosity to see how change is occurring in any language? How phonemes are changing? How meaning of a word is changing? Language advancement is a continuous process. An alteration in any language is very naturally adopted by the common people. However this is difficult to accept these alterations in language by the literary people because of grammatical standardization.

Information technology is oriented towards English language because most of the revolution in information technology has been made by USA and other European countries. If other nations want to go with this revolution they have to learn English. Global system is changing the local world. In this paper an attempt has been made to understand how technology influences the language process globally and how this change further influences local language? Therefore this paper is exploring how Hindi Language is influenced by the Information and communication technology. It is not only the language which is influenced by global technology but also it influences the culture through the thought process of a person.

## **GLOBALIZATION OF INFORMATION**

Society is changing with reference to different time and space, this change has happened very fast in last two decades. Information is travelling every second from anywhere of the world. Connectivity between different places of the world is very easily available. Every society is affected by globalization and technological development. Informationalism has given rise to economic, social, and cultural dynamics which are very different than those of the industrial area and which are shaped by an overriding contradiction between the power of global networks and the struggle for local identity (Barber, 1995; Castells, 1996; Friedman, 1999). People's lives are increasingly affected by international networks operating via financial markets, transnational corporation, and the internet which impinge on traditional seats of authority and meaning, such as family, patriarchy, and nation. The emphasis is on functional interaction through the English language such that it is more shared by non-native speakers rather than first language speakers.

English is the part of information and communication technology evolution. English language has become the lingua franca for communication between "Man to Man" and "Man to machine". According to information gathered by Crystal (1997), 85% of international organizations in the world make official use of English, at least 85% of the world film market is in English, and some 90% of published academic articles in some academic fields, such as linguistic, are written in English.

## LOCALIZATION OF INFORMATION

India is the part of this changing world. Indian languages have seen many changes with reference to the time. Language is changing with the time so that the culture is also changing. India is multilingual society and Indian constitution identifies 22 languages. Although Hindi language is native language of north India it is most widely spoken and understood throughout India. Hindi or more precisely modern standard Hindi is derived from “Khari Boli”, the vernacular of Delhi and surrounding western Uttar Pradesh and southern Uttarakhand.

The Hindi language is a descendent of Sanskrit. The evolution of Hindi from Sanskrit took place by way of the middle Indo-Aryan Prakrit languages and medieval ‘Apabhramsha’. Old Hindi emerged around 500 A.D. Modern Hindi arose in the period of time spanning the 13th to the 18th centuries (i.e. around the time of the decline of Apabhramsha. In Hindi language most of the words are drawn from Sanskrit, Prakrit and Pali. Some words are also taken from different foreign languages. Constitutional Assembly adopted Hindi as the official language of Union on 14 September 1949.

Hindi has a presence on the internet but due to lack of standard encoding search engines it cannot be used to locate text. It is one of the seven languages of India that can be used to make web addresses. Hindi has also impacted the language of technology with words such as “Avatar” used in computer science, artificial intelligence and even in robotics. With the web content being written in different languages of the world, it has become important to have tools that can retrieve information from the documents written in different languages. Hindi language has been given much emphasis leading to the development of significant number of Hindi documents. In fact, of the top 100 languages in the world, English occupies the top position with Hindi coming fifth (Kumar and Mansotra, 2012). Internet is friendly to English language but it is difficult to retrieve information from web in Hindi language although demand of the Hindi is increasing as 30% population of India is using Hindi as their second language where in English it is only 5%. But it is impossible to use informational technology without knowledge of English language. And another difficulty is that keyboard is not easy to handle in Hindi and it needs special training because of phonetic nature (using MATRAS) of Hindi language.

Any language changes over the time because of different phenomenon. But last twenty years are known as revolution in information technology and the impact of this not only changed the repertoire of Hindi language but also its usage. Technology has done more than extend our vocabulary, it has changed the way we use language, communicate and express ourselves. That is why linguist Perley has written quite critically of modern documentary linguistic enterprise and the “ghoulish processes where linguistic go out to find the last speakers of dying languages and record their last word”. Perley refers to language documentation as “mortuary linguistics” and “Zombie linguistics”. This may be debatable that the new technologies are negatively impacting literacy standards. But it is sure that it is definitely shaping our written language, communication and expression. These kinds of changes are occurring for any language of the world. For example acronyms are frequently used in texting, chatting and emailing to minimize length and increase speed, as are new spellings (Table-1).

**Table 1: Different Expressions used for English Language**

Widely Used Acronyms		Phonetic Replacement and Abbreviation		Widely Used Emoticons	
u	you	4	for	:)	happy
omg	Oh my god	2	To/two/too	:(	sad
btw	By the way	c	see	:-D	Laughing open- mouthed
oj	Only joking	luv	love	:-/	undecided
irl	In real life	ppl	people		
ttyl	Talk to you later	bc	because		
thanku	Thank you				

These kinds of changes are not only a part of English language but they are simultaneously affecting local language also. Electronic gadgets do not provide “Devnagari” script most of the time or it is difficult to use Devnagari” therefore people are using Roman script for writing SMS, Facebook and E-mail in Hindi language.

**Table 2: Chat Boxes: Conversations between Two People**

<b>Informal Conversation</b>
A Says: kaha ha (where are you.) , without using pronoun in Hindi B says: chndigarh
A says: delhi aja (come to delhi.) B says: tu aa ja (you come.)
A says: kaha (where?)
A says: Kis bat pe gussa a rhi ha (why you are getting angry?) B says: Nothing dear
A says: To states kya daal diya ha (what kind of status you have given)
Check it 😊😊😊😊😊
A says: Ha unhi k bgl bethi (yes, I am sitting beside him.)B says: Bat krti rhti sikhti bhi (talk and learn)
A says: okkk
Gud
B says: Vivek bhaiya sara task keval shardha ko deteTo kya sekhe
<b>Formal Conversation</b>
Boss says: At what time?Employee says: As u say
Boss says: Will confirm u in the morningEmployee says: Ok
Boss says: Chalo to gud gud nite
Employee says: Gud night

Traditionally in the area of linguistics the focus was on grammar, syntax and morphology but today people are not following any rules of language. They are only bothered about communication; they have even developed different kind of language that is fluently suited to their machine. Every language has its own script for writing which suits to its phonetics and morphology. Script of Hindi language is based on pronunciation and it can be written only in “Devnagari” script.

Many words which are written in this mode of conversation do not sound the same in Roman script as in “Devnagari” script. Table-2 provides some example of different persons, who are engaged in informal and formal conversation. If we see these conversations it will be really a very pathetic situation for development of any language. We are not only losing the temperament of Hindi language but it is our identity also which is hampered. It is totally spoiling the language, if this continues then it will be a great loss for “Devnagari” script and ultimately to Hindi language. As prior research on linguistic shows many can speak their native language but they cannot write it particularly it is happening to “Dravidian” language.

English has played very decisive role in India and struggle continues over which variety of English will predominate, the highly colloquial version is known as “Hinglish”, the mixture of English words with Hindi language in communication.

### **What is the Necessity for Acquiring this Technology?**

India is experiencing a growth in information-based employment; a major population is shifting from manufacturing to service industries, and there is also a shift within both manufacturing and service toward jobs that require information processing and analysis skills rather than brute force (Castell, 1996). New form of manufacturing and service are arising which depend on careful application of science and technology: customized production, marketing, and distribution; access to real-time networked information; the high level of national and international communication among teams (Carnoy et al., 1993). It can be understood that it has really become a compulsion for young youth to learn the information technology for the great opportunity of employment which does not need command on language but it needs that they should know the use of modern gadget for communication. Thus new work skills of symbolic analysis are emerging as crucial for success in the 21<sup>st</sup> century. These include skills of critical analysis, evaluation, experimentation, collaboration, communication, abstraction, system thinking, and persuasion (Reich, 1991) and due to globalization these skills are increasingly applied in English language context.

While the U.S. has been a world leader in internet use, the fastest growth is occurring in Asia. Therefore information technology is rapidly posing itself as the medium of a new and fourth revolution in human communication and cognition, matched in significance only by the prior three revolutions of language, writing and print (Harnad, 1991). Language is related to socio-cultural situation and economy plays a significant role in any society, therefore it is the necessity of Indian youth to go with the fast emerging international scenario.

### **RELATIONSHIP BETWEEN LANGUAGE AND CULTURE**

Language is not only a tool for communication but it represents our culture. The principle of linguistic relativity hold that the structure of language affects the ways in which its respective speakers conceptualize their world, further their world view which in turn influences their cognitive processes. Generally it is believed that one language can be translated to another language, but Whorf (1956), a student of American Indian languages, found such direct translation often impossible. Whorf’s conjecture is that there is a close correspondence between language and thinking. According to the linguistic-relativity hypothesis, the way man conceives the world is dependent upon the language forms he uses. Language will change the thinking process and thinking will change culture. Vygotsky sees private speech as a means for children to plan activities and strategies and therefore aid their development. Private speech is the use of language for self-regulation of behavior. Language is therefore an accelerator to thinking. Vygotsky(1987) notes that private speech does not merely

accompany a child's activity but acts as a tool used by the developing child to facilitate cognitive processes, such as overcoming task obstacles, enhancing imagination, thinking and conscious awareness (Winsler et.al., 2007). All these thinkers emphasize the role of language for any culture or society. Not only technology is responsible for non-traditional encounters with the written word, it is also assisting in the growth of new words and concepts. For example, chomper is computer slang for loser and cyberlacking means surfing the net during work time. Text messaging through mobile phone is a form of social communication for youth. Mobile phones and other new technologies give young people more privacy than the home phone, minimizing parental control. About 70% or 225 million youth population are using mobiles in India.

The situation is not that much worse in formal writing. Although this is not used in print media like news paper, text books and government literature but it is now being accepted in literature. New generation is not only using Roman script for Hindi language but somehow global culture is slowly piercing the Indian literature for example most popular Indian writer Chetan Bhagat in his "Half Girl Friend" describe about the person who is facing a global culture and it create crisis for his local identity. This is not only the case of English Literature but also perceptible in Hindi literature. So it is not only that language is changing but it is also changing our culture, the "metro culture" is nowadays most popular word for this. This kind of change in language is happening not only because of changes in technology but also because of mind set of the people. This is very important for any researcher to explore that how the mindset of the people is influenced by not only electronic media but also the mass media like television and Hindi Films. The News channels which describing themselves as Hindi channels actually use English-Hindi words simultaneously. For example MTV is actually representing the American culture but when it broadcast in India it provides local flavor to the audience. Using English words with Hindi language is not only the habit of electronic media but it is happening in most of the class rooms also, whether it is primary, middle or higher education, market place or any other public place. People are using mixture of Hindi and English with mindset of belonging to elite class. Hardly there is any sentence in Hindi which is without English words in general conversation between two people when it is a formal conversation. Sometimes words those are thought to be slang in Hindi language are used in English a very easy manner. But when we start formal writing use of English words in Hindi writing is not allowed. The norms for formal writings are still followed by standard modern Hindi.

## CONCLUSIONS

If we distort our language it will misrepresent our thought process. It is through our language that we represent our cultural values. But simultaneously it is also important to be pragmatic and equipped with new technology. While it is debatable that the new technologies are negatively impacting literacy standards, one thing is for sure that they are definitely influencing our written language, communication and expression. Therefore we should be conscious about the use of technology. Children should be taught to develop their language. Encoding of a particular language is very important for the child development as it enhances the cognitive development. Books are important but there is also a need for digital screen to be updated with modern information and communication technology.

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