

Hinglish as a Hybrid Language: An Analytical Study

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Received Feb 20, 2015

Accepted March 10, 2016

ABSTRACT

An etymology of Hinglish is: a blend of the words from “Hindi” & “English” languages. In metro-cities like Delhi and Mumbai, the official language is Hindi and English has become a widely used medium of communication. Especially, youngsters used to speak in English amongst themselves. Also the guides, shopkeepers and taxi-drivers are well conversed in this language. As per the latest survey, India is witnessing a swell in bilingual English / Hindi class. In rural areas still, people speak in their regional language but in urban areas, the influence of English Language is observed. Research has been shown that a significant part of bilingual English / Hindi speakers are not able to speak correct Hindi and instead tend to speak a mix of Hindi and English language, colloquially known as Hinglish. The arrival of Hinglish and the influence of Indian words on English is also a reflection of the rise of the Indian sub-continent as an economic power house. The economic boom in the country has given birth to ‘Hinglish’ – a fashionable new language that is used routinely in every field such as music, films and advertising. It is also understood globally to give India a new identity. This research paper will focus on an analytical study on adoption and emergence of Hinglish in varied spheres. It will also highlight various examples of using Hinglish in our day-to-day life.

Key words: Hinglish, Current Trend, Scenario, Etymology, Colloquial.

Introduction:

Hinglish is often regarded as a prestigious language that is modern yet very culturally deep-rooted and in this manner connecting the English dominated elite culture with the lower urban classes. According to the team, the Hinglish class has a firm advantage over the bilingual and the English monolingual classes. Due to its status as well and its accessibility compared to English, Hinglish attracts migrating populations that are increasingly exposed to English the actual English/Hindi bilinguals will not shift to Hindi when interacting with monolingual speakers because of the prestige that lies in English language.

What is Hinglish?

If we go by the **Oxford Advanced Learner's Dictionary**, Hinglish is a language which is a

mixture of English and Hindi, especially a type of English that includes many Hindi words. Here, the last few words need to be read through magnifying glass: English that includes many Hindi words, i.e. not Hindi that includes many English words.

However, in a book **Chutnefying English: The Phenomenon of Hinglish** (edited by Rita Kothari & Rupert Snell), Prof. Rita Kothari writes: "The debate on Hinglish could be on either end, Hindi mein English or English in Hindi, the two are not mutually exclusive. In the same book, Prof Harish Trivedi in his forward argues that, "I must confess that now that the conference has got under way, I still have my doubts. Who cares what happens to Hindi except that routinely derided community called the Hindiwallas (and one or two dedicated and stunningly

erudite professors of Hindi abroad such as dear Rupert), so this forum here must be all about the state of English." There is no clear cut definition of Hinglish provided by any Indian institutions - private or government - working on languages. However, given the subject of our study, which is focused on advertising, we are more interested to investigate the use of English with some Hindi words effectively penetrated to create Hinglish. At the same time, we do not want to turn a blind eye to the use of English words in Hindi and its effects in this enchanting world of advertising.

Use of Hinglish in Advertisements

It is natural and inevitable that languages will adapt and change to whatever is around. English words are used so commonly in Hindi that it seems that this mixture of Hindi and English is India's real national language. Advertisers too are keen to use Hinglish, at least when it comes to targeting a particular segment of society. When you switch on your T.V., you are likely to get things like: Kyoki Dil Roaming Hai (Make My Trip), Ye Dil Mange More (Pepsi), Hungry Kya (Domino's Pizza), What Your Bahana is (Macdonald's) and Yehi Hai Right Choice Baby (Pepsi), "Gorgeous, Hamesha" (Parachute Advanced). These are some of the phrases which are part of the fastest growing language, i.e. Hinglish. Now it is a craze and accepted reality. The mixture of Hindi and English is the language of everywhere-street, college campus, bus and railway station, cinema and friendship. Since India is heading on the path of becoming a great world power, it may soon claim more Hinglish speakers worldwide than English. Hinglish is both the mixing of Hindi words in English and English words in Hindi. Devyani Chaubal (Bollywood Journalist) was the first author to use the word Hinglish in her work and writers like

Shoba De and Salman Rushdie were the forerunners to fan this genre.

Role of entertainment world in boosting up Hinglish

Bollywood movies, Hindi songs, FM radios, T.V., Music channels with anchors speaking Hindi and English in equation and overwhelmed worldwide craze for all these are some genuine factors for the use of Hinglish. Bollywood is constantly releasing of films with titles like *Tanu Weds Manu* (Tanu marries Mannu), *Peepli Live*, (Direct from Pipli), *Jab We Met* (When We Met) or *Love Aaj Kal* (Love Today Tomorrow), *Shaadi Ke Side Effects* (Marriage Side Effects) and *Main Tera Hero* (I am Your Hero). Besides, a lot of Bollywood movies are given English titles like *Rockstar*, *Players* and *Who Killed Jessica* and many of them have been big hits. "Today, spoken English has become a mix of Hindi and English. In our daily conversation, do we actually talk only Hindi or English? No. Even if we are talking in Hindi, we do tend to use English words. English titles work perfectly because there is fun and cool element attached with them," says an actress Gul Panag. But for the Hindi film industry, box office is a great driver and they supply whatever is liked. A Zee Research Group study unravels that more than half of Bollywood movies released during the last two years carried English words in their titles. In 2011, 73 out of 131 movies released, used English words in Hindi movies. Trade analyst and Bollywood reporter Komal Nahta reasons, "This trend is bad as far as Hindi language is concerned but you cannot help it since English has become the language of youth. Hindi songs with English words are not a new trend.

The late '50s and '60s saw songs like *Mera naam chin chin chu* (Howrah Bridge, 1958) and *C-A-T, cat....cat mane billi*

(Dilli Ka Thug,1958), My heart is beating (Julie,1975), What is your mobile number (Haseena Maan Jayegi,1999), Hare Krishna hare Rama (Bhool Bhulaiya,2007) and Touch me ...touch me (Dhoom-2,2004) and Tu liade muzhe golden zhumke....chittiyaan kalaiyaan (Roy,2015). The turning point that made Hinglish high was the introduction of cable television in the mid-1990s. MTV, a pure English medium channel in the beginning, started satirizing on the way Indian speak English. Till 1996, it boosted up its fame from 10 percent to 60 percent. Maximum companies want to indianize their approach and products to succeed well. VJs on MTV conduct in a perfect mix of Hindi and English. MTV India knows that this is the mood of the country. That's why it asks its audiences to be cool, means *bindaas!* FMs and their languages are again great embodiment revealing the nerve of the country.

Role of Indian culture and Diaspora in spreading Hinglish abroad

Language is the most important to share, spread and define cultures. The enriched Indian culture and prolific Diaspora have great contribution in making Hinglish more common globally. The Diasporas are true embodiments of Indian culture and whenever they come in contact with any outside culture they add or take something from the contacted cultures and it paves the way to some linguistic changes on both the sides. A huge proportion of these migrants, the preferred destinations are the U.S., Canada and the U.K., Australia and New Zealand, possibly because of the common ties with English language, yet the left aspirants prefer to move towards middle-east and south-east Asia. According to an estimate, approximately eight million Indians are living in other countries of the world. The Indian Diaspora is the great supporter of Indian culture abroad because they use English

which is colored with Hindi vocabulary, its grammar and tone too.

Once upon a time Indians were devouring the novels of Walter Scott and Charles Dickens; now, both the novel, and the English language, have been enlivened in the hands of South Asian writers of the diaspora - Vikram Seth, Amitav Ghosh, Salman Rushdie, V. S. and Shiva Naipaul, Rohinton Mistry, Chetan Bhagat, Anita Desai, Bharati Mukhrjee, Chitra Banerjee, etc. The Indians living abroad have carried with them India's traditions, languages, customs, religious faiths, philosophy and festivals. They promote India's life style in the countries they are living. The areas where a majority of our NRIs live look like mini India. The people of that country appreciate our customs and traditions. They eat regularly at Indian restaurants; visit our holy places like temples and gurdwaras, shop at the Indian stores adopting Indian fashion and attire. They also celebrate the festivals with the Indians. This has resulted in flowering of Hinglish abroad. Bangle, curry, pyajamas, bungalow, thug, guru, pundits and shampoo are some words used by the Britishers and the Americans in their daily conversation. The Indians who come to the West to work in the information technology sector speak Hinglish; the total number of Hinglishmen in IT makes it almost usual that some Hinglish words will get globalized.

Role of Indian economy in boosting up the use of Hinglish

Nowadays people use American English more than British English and they like to use all American things, why? The reason is that the U.S.A. is the greatest economic power of the world. India is set to become the third largest economy in the world by 2030, according to the latest estimates by a PricewaterhouseCoopers

(PwC) report. "In 2030 India could be the rising economic powerhouse that China is seen to be today. China's current economic growth rate - 8 to 10 per cent - will probably be a distant memory by 2030," said the fifth installment of the 'Global Trends 2030: Alternative Worlds', of National Intelligence Council (NIC). "The total size of the Chinese working-age population will peak in 2016 and decline from 994 million to about 961 million in 2030. In contrast, India's working-age population is unlikely to peak until about 2050," it said. India's expected strong growth in the next 15-20 years means that its contribution to global growth will exceed that of any individual advanced economy except the United States.

Role of mobile phones and the internet in making Hinglish omnipresent

India will have the second-largest digital population in the world with 1 billion mobile users by 2030. The mobile internet users in India have reached to 213 million in June 2015. The rapid growth of mobile phones is one of the causes for the spread of Hinglish. Miss call, wrong Number, busy, talk time, balance, message, battery, screen, network etc. have become common for not only uneducated but also illiterate Indians and used by them so often. Hinglish gets ample opportunity to thrive by Messages, WhatsApp and Facebook, where people have been become habitual of this kind of language.

Since Hinglish is the language of modern India and the greater access to the internet means the influence of Hinglish is no longer confined to the bright lights of the cities or to a particular class. In Hinglish, there is a new concept of time - "pre-pone", the opposite of postpone, meaning "to bring something forward"; "badmash" is "unlawful scoundrel"; timepass is "doing nothing

important"; "optical" is "glasses"; "job outsourced to India" is called "being Bangalored"; "kati", meaning "I'm not your friend any more", etc. With the great number of internet users the thousands of words of these kinds are doing rounds across the globe. All languages evolve over time; words disappear from vocabularies, new words are coined and some words change their spelling or pronunciation. Over last few weeks Google has added yet another feature that will help Indians or Hinglish speakers tremendously. Google's voice recognition now understands Hindi and Hinglish phrases.

Role of youth in making and using Hinglish

India has got a handsome number of educated youth who are dweller of a special world with their own norms of life and language. Ten years back a claimant, speaking a few words of Hindi, for a vacancy requiring an English speaking person, would not have got selected. But now it is a huge asset. Why does multinationals use Hinglish: All the big companies including the MNCs vibe with Hinglish ads. None of this would have happened 10 years ago. The old if they think they could not speak English correctly, wouldn't speak it. Now the power has been shifted to the young, and they want to be understood rather than be correct. According to Ashok Chakravarty, the creative head of Publicis India, the translation approach doesn't work for the vast majority of Indians whose English is not always great. "You may be understood, but not vibed with," he says. "That's why all the multi-national corporations in India now speak Hinglish in their ads." Today the youth are completely different; they take on convention, do things not done before and are audacious. The young urban youth regards Hinglish as a badge of cool. To this group of people the

language is part of their identity and with the fastest means of communication this is encompassing the youth of villages too.

Hinglish- Its craze and Future:

Hinglish is a buzz now. There are some good reasons for the explosion of English words in Hindi. They are sometimes badges of honor in a society intent on becoming modern. Even if you don't speak English fluently, you might be able to use English words to impress your neighbors. Hinglish is one of the world's most potent Anglo-hybrids. It is the vernacular of the middle-class and the so-called fashionable, through which millions of Indians communicate. Besides, the average Indian uses one or two English words in every Hindi sentence averagely and unconsciously. Shannon Anderson-Finch believes that Hindi-English mixing is a linguistic resource and bilingual speakers use it to express themselves strategically and creatively. It is a wonderful example of a living language in action, evolving to meet the needs of its speakers.

Having seen the promising future of the Indian sub-continent depending on its educated manpower, expected economic solidarity, the Diasporas, rapidly increasing mobile and internet users, it appears that Hinglish has a big role to play in moving India forward and making its unique identity. The phenomenon is gaining ground across all sections: Media, Entertainment, Business, Marketing, Government, Politics, Society and more. It has acquired the mass appeal and now it's hard to eliminate this trend, which exponentially influences our everyday communication. Whether it makes the transition to the classroom remains to be seen. One thing that is for sure, however, is that Hinglish will keep on developing and evolving so long as it remains in the public space. People are not just mixing Hindi and

English words anymore, they are creatively, actively and energetically reinventing them instead. Hinglish therefore looks likely to continue pushing the barriers of communication in India. In Government departments, pure Hindi was widely used and appreciated. Towards the end of 2011, the Rajbhasha unit of the Ministry of Home Affairs sent a circular in various offices that recommended that Hindi can be replaced with their English alternatives in Devanagari script. To give more clarity in this regard, the Department of Language at Home Ministry gave examples that ' (kunjipatal)' can be replaced with 'keyboard' and ' (sanganak)' with 'computer.' The order said that pure Hindi should be used for literary purposes and the practical hybrid 'Hinglish' for work purposes¹. With the expansion and availability of the means of communication to almost all Indians, Hinglish will progress day and night and may soon outnumber the native speakers of English.

Conclusion

Hinglish, one of the increasingly accepted Anglo-hybrids has a great silver lining globally. Exceptionally growing Indian economy, Craze of speaking and using English, Indian diaspora, great use or preference in communication over Facebook, WhatsApp and other social sites, embrace by all MNCs finding India a huge and promising market, astonishing number of mobile and internet users, love and liking of the youth and the fascination by the means of entertainment like TV, The Radio, Movie etc. leave no room for the guarantee of the success of this new vernacular. It goes without saying that soon India will be a big economic power and Hinglish will be its linguistic identity.

Thus, we can say that Hinglish, for all its occasional breakdowns of communication, is an authentically Indian hybrid. The trouble

with dysfunctional Hinglish is that it can cause havoc when clear and precise communication is required, whether on a simple taxi ride or in more serious situations like hospitals and courts. Young Indians still need better quality, standardized English teaching if they want to access the global knowledge.

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We are what we repeatedly do; excellence, then, is not an act but a habit.
~ Aristotle