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# Using English in Indian Ads: A Sociolinguistic Analysis

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**ABSTRACT :** This research looks at the problem of code-mixing in modern ads that appear in print and online media. Teens and young adults in India's megacities and rural areas are picking up Hinglish. English is undergoing endo-normative stabilization in India, meaning it is blending with indigenous languages to form a new identity apart from its original speakers. Therefore, modern English is a fusion of several cultures, a number of Indian languages, and the original English language. The marketing world mirrors India's socio-economic reality. This was known to multi-national corporations like Pepsi, which opted to employ Hinglish to appeal to local sentiments in order to popularize their products.

**KEYWORDS:** Language of advertisements, Hinglish, fusion, Endonormative Stabilization, acculturation, code-switching.

## I. INTRODUCTION

Therefore, the purpose of this research is to make an effort to analyze the linguistic aspects of a few representative commercial advertisements from both print and digital media. It goes a step further by examining the kinds of words that are translated into Hindi from English, or vice versa, in these ads. Also investigated is the rationale for this hybrid of local and Western languages. In order to look for similarities, if any, we also examine the historical and sociocultural context of newspaper and internet ads.

To find out how students from regional medium backgrounds felt about these ads that included two languages, we sent them a short survey to fill out. The study ends optimistically, arguing that the merging of Hindi and English is not a danger to the current languages but rather an unavoidable part of speech evolution. This paper's central argument is based on the author's first-person account of an event in her own life.

The researcher seeks to analyze the code mixing in modern advertisements in both print and electronic media, which is why the above personal narrative is included in the article. The above-mentioned transliteration example should serve to emphasize this merging of Indian and English languages. The researcher amplifies the comedic effect of her expression by combining several scripts and codes. Hinglish, a linguistic variation typically found in Indian advertisements, is the principal subject of this study, even though the transliteration sample at the beginning shows a blending of Hindi and English.

Therefore, the purpose of this research is to make an effort to analyze the linguistic aspects of a few representative commercial advertisements from both print and digital media. The article starts with a literature study that covers the definition of Hinglish proposed by researchers such as Parshad, Bhowmich, Chand, et al. (2015). It then goes on to explain why Hinglish has become a popular language in commercial marketing. What follows is a discussion of the reasons Indians speak and use English. The article goes on to discuss the endonormative stabilization stage that English is currently experiencing and discusses Schneider's (2003) model of the processes that the New Englishes have gone through. This citation of Schneider's approach lends credence to the idea that Hinglish should be used more frequently in commercials.

The paper goes on to examine the kinds of terms that are translated into Hindi from English or vice versa in advertisements. Also investigated is the rationale for this hybrid of local and Western languages. In order to look for similarities, if any, we also examine the historical and socio-cultural context of newspaper and internet ads. The study concludes with a brief informal survey that the author carried out through interviews with sixteen students enrolled in a regional language school, ranging in age from fourteen to sixteen. As a result, this paper looked at how these students felt about ads that combined Hindi and English.

Examining the contributions of Indian scholars is crucial. In their 2015:5 article, Parshad, Bhowmick, Chand et al. describe Hinglish as "a colloquial umbrella term spanning isolated borrowings, indigenized Indian English forms, within otherwise monolingual Hindi or English, to rich code-switching practices unintelligible to monolingual Hindi or English speakers." In an interview with the BBC, Prof. Thussu brought up the fact that large multinational corporations market their products in Hinglish. He claims that Hindi films and commercials, among other forms of mass media, are pushing for a combination of English, the language of global communication, and Hindi, the language spoken most frequently in the country, in order to appeal to a wider range of people.

In the current context, sociolinguists view language mixing as "a systematic and rule-governed phenomenon that satisfies the creative needs of bilinguals," as stated by Bhatia and Ritchie (2006b:518, referenced in Kathpalia and Ong: 2015:5). They claim that the "single, separate linguistic systems" they are familiar with are unable to meet these demands.

This would "achieve special socio-psychological effects," according to Luna and Peracchi (2005a, 2005b cited in Kathpalia and Ong: 2015:2), and it would also be appealing to bilinguals and provide copywriters with opportunities to explore creative uses of the resources of both languages. According to McQuarrie and Mick (1993, referenced in Kathpalia and Ong:2015:5), 'brand memory and favorable attitudes' are improved when such linguistic fusion is coupled with figures of speech such as metaphors and puns.

Hinglish is becoming increasingly popular for two key reasons, as Chand (2016) has correctly pointed out. The first being that being able to communicate successfully in English has long been considered a sign of social status in India, and secondly, that the Indian people are highly motivated to utilize English for practical and integrative purposes. The mentality of Indian ESL students has also changed, moving away from a focus on acquiring the language for its own sake and toward a more holistic goal of "upward social mobility."

The lack of exposure and chances to the language is the second point brought forth by Chand. Hinglish has grown and expanded rapidly for these two reasons, making it one of the "communication styles" that the masses can access more easily. Based on their research, Chand and colleagues (2015, quoted in Chand:2016) state that Hinglish speakers occupy "a niche between monolingual Hindi and full bilingualism" and that the language is gradually replacing full English proficiency in India. Why? Because it satisfies the demand for "a modern yet localized way of speaking" that even people can understand, so the reasoning goes.

Many researchers are naturally interested in the rise of Hinglish, a hybrid code. They worry that it might cause some languages to become less distinct. Referring to Schneider's (2003) model, which details the commonalities shared by all New Englishes, is a fitting approach in this regard. The model outlines five stages of change:

- Foundation
- Exonormative stabilization
- Nativization
- Endonormative Stabilization
- Differentiation

Among the three stages, Nativization stands out as the most dynamic acknowledgement that a basic shift is taking place. This is the stage at which New English begins to differentiate itself from the native form.

A new sense of locally rooted self-confidence undergirds the eventual adoption and acceptance of an indigenous linguistic norm during the endonormative stabilization phase.

In the Indian setting, English has become more localized and has taken on a new identity as a result of its mingling with indigenous languages. Because of this blending of native English with a number of Indian languages, the English spoken today is a product of at least two cultures. The two languages influence each other in a way that resembles acculturation. The non-native variation of English is a third, completely distinct reality that emerges when two languages and cultures merge. There is no longer any cultural ownership in India. Not only the well-educated upper class, but people from all walks of life would like to adopt it as their own.

Nowadays, businesses, not only in India but on a global scale, cleverly take advantage of this cultural feature. If you want to sell your wares to the Indian market, you should give Hinglish considerable thought, according to Bhana



(2014). The secret to successful advertising in India is Hinglish, one of the most powerful Anglo-Hybrids in the world. Many media, including movies, music videos, and radio stations, frequently use code-switching. Hinglish has extended to rural areas because television and the internet are becoming more accessible and affordable.

Bhana (2014) states that any businessman interested in doing business in India must take into consideration the fact that Hinglish is most often used by clients in this country. Not utilizing it might be a social faux pas that would be embarrassing, especially for the younger generation living in cities because it is associated with their personal identification.

The story of Hinglish advertising began in 1990, when Pepsi experimented with language fusion. "You made the right choice, baby!" is the slogan. After hearing "You've got the right one, baby!" Indians began to see Hinglish as more than just a substandard form of English; it became a vibrant symbol of modern India. This ad campaign was the most fruitful in the company's whole existence. Another slogan similar to this one, "Yeh dil maange more!," which was promoted by the renowned master blaster Sachin Tendulkar, also became quite popular. That's not all the heart desires.

The campaign by Domino's Pizza for their irresistible pizza is another example of a slogan that could appeal to younger consumers. Are you hungry? One example of a brief and straight forward message that manages to evoke a powerful emotional response from its audience is "Are you hungry?". As an additional example, the company successfully appealed to the target demographic with the catchphrase "Pal banaye magical" (It makes every moment spectacular) in order to market its sour snack, Lays. Similarly, the Coca-Cola commercial's image was used.

"Life ho to aisi" (That's what life should be like) uses a similar strategy by fusing these two languages. "Come on girls, waqt hai shine karne ka!" was another memorable statement used to promote Sunsilk shampoo to the young girls. I dare you, ladies: now is your moment to shine. "Is Close Up Karate your thing?" The popular toothpaste brand "Do you use Close Up?" and the motorcycle manufacturer Hero Motocorp, whose slogan is "Hum mein hai hero" (Everyone has a hero within them), have both used this strategy to great effect.

With the exception of one or two English words, all of the aforementioned slogans make use of Hindi grammar and vocabulary. Only the most crucial words, both syntactically and semantically, are borrowed from English, demonstrating the advertisers' excellent understanding of the human mind. In most cases, these are lexical terms rather than practical ones. Examples of nouns, adjectives, and verbs in this category include "shine," "hero," "life," "magical," and many more.

Lexical Words Borrowed from English in Hinglish Taglines

Sr. No.	Brand	Lexical Word/s Borrowed from English
1.	Pepsi	Right choice, baby
2.	Pepsi	More (as an adjective in this context)
3.	Domino's	Hungry
4.	Lays	magical
5.	Coca-Cola	Life
6.	Sunsilk	Come on, Girls!, shine
7.	Close-Up	Close Up
8.	Hero Motocorp	Hero
9.	Freshwrapp	Fresh
10.	ICICI Prudential Mutual Fund	Market
11.	Volini	Expert

The situation is widely seen in India, and the English phrases used to describe it reflect that. People use a little bit of English in their everyday Hindi or regional language conversations all around the country, not just in large cities or even in small towns. Thus, Hinglish has permeated every aspect of Indian culture and daily life, from the countryside to the cities.

Multinational corporations employ some of the ad slogans listed above. According to Ashok Chakravarty, the creative director of Publicis India, who is quoted in Bhana (2014), the reason why foreign nationals working in India use a hybrid language that combines Hindi and English is because most Indians are not very good at English.

A popular English magazine called Reader's Digest included six ads using Hindi slogans in its June 2018 issue. The journal is published in English, however The problem includes ads like this in the L1, which target readers from the upper middle class, because the publishers know the ideas behind them have emotional appeal. An example of this would be the Revital pill commercial, which uses both English and Hindi. Among the many English product descriptions on the page is the slogan "Live life to the fullest," which is followed by an enticing, nonstandard Hindi phrase that does not contain any punctuation at all: "ThaknaManaHai" (You are not allowed to be tired). "Khaana jobhi ho, fresh ho!" is the slogan of an ad campaign for Fresh wrapp aluminium foil in Hinglish, the Hindi language that incorporates an English term. The following is an English-language paragraph describing the product, following the statement "(The food you eat should be fresh)". An commercial for ICICI Prudential Mutual Fund that combines Hindi, English, and Hinglish asks, "Ab market ke utar-chadhav ka darr kaisa?" following a lengthy section in English, there is a brief Hindi tagline—"Tarakki Karein!"—written in English that asks, "Why should one be scared of market upheavals?" So, let's move forward. Volini, a pain reliever, has another Hinglish tagline that reads, "Jab Kamar Dard Sataye Sirf Expert Kaam Aaye" (When lower back pain worries you, it is only the expert who helps). The English version of the slogan follows. The Hindi slogan "Ek koshish, Maa jaisa aaram dene ki..." (An attempt, to bring motherly comfort.) appears next to the English description of Sleepwell products in advertisements.

As an interesting aside, these Hindi or Hinglish slogans are printed in large, colourful characters either before or after the photo, or even on their own. It is worth noting that the majority of Reader's Digest subscribers are middle-class or upper-middle-class individuals who have a great command of the English language. Regardless, it's intriguing that advertisers have purposefully used Hinglish taglines to evoke emotions and connect with the modern Indian, who is at ease with language and cultural hybrids.

In order to know how these Hinglish advertisements are taken by the teenagers with regional medium background, the researcher administered a small questionnaire to 16 students studying in a Hindi medium school in Vikhroli, a suburb in Mumbai. They were asked whether the language of advertisements should be Hindi, English or Hinglish. 10 (62.5%) of them replied in favour of Hinglish. 12 (75%) of them reported that they find advertisements in Hinglish more interesting as the fusion of both the languages, one being their own national language, makes it easier for them to understand difficult concepts in English.

Students from regional medium backgrounds have provided replies that are indicative of the current social climate in India. These are the next generation that will carry the language forward. In the 1980s, advertisers targeting the upper and middle classes on television and in newspapers tended to utilize English as their primary language of choice. But in this day and age, even the lowest socioeconomic classes have been impacted by the ubiquitous presence of gadgets and the media. The kid of a domestic worker takes pride in being a member of the interlingual generation that will one day blend languages; as a result, he finds a Hinglish commercial entertaining and enjoys speaking a mix of languages. Aside from the obvious social and psychological benefits, his preference for linguistic hybridity also allows him to express himself more clearly and grasp concepts that would be challenging to convey only through Hindi or English. According to the study, this fusion allows advertising companies to cater to the desire of people from lower socioeconomic backgrounds to use English as a tool for social advancement. Therefore, education policymakers and language researchers shouldn't see this merging of languages as a danger to the current language stock, but rather as a reflection of the social reality of our day, brought about by globalization and the interaction of different cultures and languages. We must comprehend the vast chasm that exists between the pedagogical instruction of languages in schools and the exposure that kids receive to code mixing in mainstream media such as movies and television advertising. The researcher claims that the educators and those responsible for creating the curricula, It is necessary to consider the inclusive nature of languages and the tactics employed by pupils when speaking and writing in both English and Indian languages.

By extending the reach of study beyond the confines of single language studies, these accommodating and inclusive expressions of the languages lay the groundwork for future studies. Acharya (March 2018) cites a recent Telegraph article that mentions that Portsmouth College in the UK has introduced a new course called "Hinglish" to assist British students interested in doing business in India. This would make for an interesting conclusion to the paper. According to The Telegraph, this is due to the fact that exposing pupils to this fusion in such a way will equip them to take advantage

of global opportunities in "the world's seventh largest economy"—an economy growing at a rate unmatched by any other.

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