

## **Assamese Language and its Impact on New Media: A discussion based on Globalization.**

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### **Abstract:**

*As against of traditional media to establish mass communication, the media is limitless and bases on new technologies though which we can easily share our thoughts, emotions as well as date and news etc. is referred to as new Media. The concept of new media is new and very important and also impactable in the contemporary period. If we talk about new media we can include Electronic Magazines, Facebook, You tube, Wikipedia, various applications etc. in it. In the coming of new media, there is something new in every aspects of our nation regardless of men, women and youth, all are now a days are using new media to connect with massage and all there people of our nation are using and new form of Language in new media.*

*In new media, there is a vital place of every re-known Language of the world. Therefore, our Aassamese Language has also an important place in the new media. Google Assamese Keyboard is a very good example in this regard. We can fine or from joint latter by using Google Assamese Keyboard to write or make any data new media. The new form of Assamese Language in new media is the core subject to discuss about here. The new form of Assamese Language in new media is sometimes situational. Somehow, we make a mixture of Assamese and English to express or write something in new media, which can be said a new form of the Language. It is notice able that in new media people are using English word or phrase to write or express their views, but we fine that the particular word or phrase is being written in their own regular Language. Thus, it is the new form. In Assamese also we are using English word or phrases but writing them in our own Assamese Language by Assamese Letters. In the near future, there is a sure possibility of using the new form of Assamese Language to Communicate with massage in new media. But the new form of Assamese Language should not be acceptable because if we mix it up with other languages, we will forget to use our original form of Assamese Language.*

**Key Words: Globalization, Assamese Script, Printed Media, Mass-Media or New-Media or social media, Assamese Newspaper, Magazine.**

### **INTRODUCTION**

In the concurrent time period, vastly practiced term is new-media. New media is a tool through which connection can be made among the unorganized population. With the help of many devices some specific works like data collection, data transformation, news telecast, and entertainment etc. are done and with this connection is made among the people. Mass media is mainly divided into three parts-

printed mass media, electronic mass media and new media. By the term printed Mass-media we generally understand newspapers and magazines. Although sending of information is its main work, but they play important role in establishing language, literature and culture. In the recent world printed mass media with newspapers and magazines is one of those sectors which are heavily influenced by globalization. Society, civilization, mentality of people all change as time passes and with these newspapers and magazine get their new looks. Therefore, today 's newspapers and magazines besides other objectives also related with political as well as practical objectives. Other hand, if we give insight into the usual language of newspapers and magazines, then we find the very clear picture which explains the impact of globalization on them. Every newspaper uses their own unique language skill either to attract the readers or to maintain their own identity. Moreover, in Assamese language many words are used in day-to-day life, and bigger portion of those words are mainly coming from the science and technological field. Because the Assamese people must have to use many goods or items contributed by modern science and technology as they are going forward with changing society. Consequently, the names of those items are also included used in Assamese language.

Language is one of the best mediums of communication and thought and feeling among each other's. The Roman script is most familiar to adopt for its simplicity and expression forms. But the modern Assamese Language has code mixing and code switching as symbolic of representation.

## Objection

In different characteristic of modern Assamese Language and it's Globalization and in new form is the main objective of study.

## Aims of studies

In modern days the generation technology such as Face Book, Youtube, Wikipedia has been contend as source of best information for study the subject.

## Methodology of study

In the age of new technology, the Assamese Language has a new form of shape to study and experimental method has been taken in account. In this regard, the uses of Assamese Language have adopted experiments of applicability through descriptive and explanatory methods.

## Source of information

The primary sources of studies are Face Book, Youtube, Wikipedia, etc. as source of information for study of new shape of Assamese Language.

## Globalization of Assamese Language

It is widely known that the process of globalization got accelerated in our country specially after the initiation of Liberalization, Privatization and Globalization process following the instruction of International Monetary fund and World Bank in the 9<sup>th</sup> decade of the previous century. Importantly, this process of globalization has impacted at-most all major sectors of the India and Assam as well. If we deeply observe post 1990 period of our society then one thing can easily be noticed that language, culture and other such vital issues of our day-to-day life are being impacted by the process of globalization to a great extent. It is generally argued that United States of America is the epicenter of the vulnerability of languages. American linguistic norms as we all know have impacted the English language followed by other major languages of the world. This phenomenon has created a major debate in the academic lexicon of the world. Importantly, different marginal and local languages have also automatically become the victim of US centric linguistic hegemony.

Needless to say, the imitation character of the people of Assam in general and in particular to the upcoming generation of our society. The growing trend of the dilution of Assamese language has emerged as a major challenge before the Assamese language, one of the oldest languages belonging to the Indo- Aryan language family. It has been a widely accepted norm that spread of modern information technology specially those related to mass media and social media has impacted a lot in the native or regional languages like Assamese. Such impacts can be seen both in positive as well as negative manner. In this connection, both positive and negative impacts of globalization on Assamese language have been discussed below.

By virtue of globalization the native peoples of Assam specially, the new generation has got the access to learn many languages. This results in the emergence of the prevalence of many languages in lieu of one common language. Moreover, increasing tendency of showing interest in foreign language specially English language has impacted our native Assamese language to a great extent. Apart from English, use of the words from other languages like Hindi, Bengali and other such language in Assamese conversation has heavily impacted Assamese language. Prevalence of such language can widely be termed as jargon, argot, slang and contemporary colloquial in the linguistic terminology. In the same line, it can be observed that the new generation prefers to change their way of talking or conversation frequently as per that change occurred in their respective code switching or code mixing. In short, such developments have bought a new trend in the contemporary scenario of Assamese language.

The present discourse of the impact of globalization on Assamese language would be incomplete if we skip the phonological, morphological, lexical and syntactical dimensions.

**Phonological impact of globalization on Assamese language:**

1. In standard Assamese language certain words are uttered as 'Xo' or 'So' and so on. <sup>4</sup>However, it has been widely seen that the present generation prefers to utter these words like 'Cho'. For example, Sarma is widely used as *Chorma*, Sivasagar is uttered as *Sibsagar*, Das is widely uttered as *Dachet*.
2. Generally, the phoneme of 'a' isn't twice used in a sentence wherein it is located very near to each other. However, due to the impact of globalization, such norms have been seen as diluted today and two 'a's are widely used in contemporary speakers of Assamese language specially those belonging to the new generation. For instance, Indian currency rupee is termed as '*toka*' in Assamese language from the time immemorial, but now a days, speakers of Assamese language doesn't seen hesitating using '*taka*' which is used in Bengali language in place of Assamese term '*toka*'
3. Due to the impact of globalization some Assamese words without having Phoneme cluster like '*thapar*' (implying slap in English) are now used as '*thappar*' as used in Bengali and Hindilanguage.

### Lexical Impact

People belonging to new generation or the common people are seen being using certain words which have getting popularities not only in urban or semi-urban areas but also and most importantly, such practices now spread to the rural areas too. However, such words are still to be merged with Assamese language as listening these words in Assamese conversation raised eyebrows in the experts of Assamese language. For example, now a day's people highly used the words like *saff*(used in Hindi denoting to clean) in place of "*Chaff*" in Assamese. Similarly, now a day's words from other Indian languages like *mamuli*(implying normal or common), *gaddar*(implying betrayal) '*pakka*' (denoting certain or definite) have widely been used in Assamese language.

In a nutshell, it can be opined that growing trend of globalization has negatively impacted a lot in Assamese language and it has created a kind of chaos in Assamese language. However, it would be an exaggeration to say that globalization has posed only negative influence in Assamese language. Truly speaking, it can also be observed that the notion of globalization has also positive impact on Assamese language too. In this connection, following issues can be taken into consideration.

### Science and Technology and Assamese language

Globalization is highly associated with the development of modern science and technology. By virtue of globalization. Now a day's encyclopedia in Assamese language on various subjects including science and technology has been possible.

## Communication, Assamese language and New Media

Globalization and social media can be considered as the both sides of a same coin. Importantly, now a day's the tendency of using Assamese script in social media platforms such as what's app, facebook etc has been rapidly increasing and getting popularized among the younger generations. Here, we can cite the name of some technological applications such as *Google Indic app, Rodali, Lipikar, Lachit* and many others.

In today's world of informative technology has use medium of exchange of thoughts feelings as new media. These are mainly Magazine, Facebook, Youtube, Wikipedia, Vikashpedia etc. Even though, world, but it has also bad effects in our socio-cultural life.

### Attitude of New Media in Assamese Language

The new Media has connected through Internet or Satellite and as a whole this media is termed as New Media. At present WhatsApp, We-chat, Hike, Live Skype video chat, Twitter, Viber, Telegram, E-mail, YouTube, e-magazine etc. are working by the help of Internet or Satellite.

### Assamese Script and Language in new Media

The new media is one of the rapid growing systems in today's world. The direct and indirect information may be connected immediately. The new social media, directly or indirectly, the characteristic of codokial and written shape reflection has been noticed, in this context, it is observed that consumers of Assamese Language has use Assamese DTP in Roman script and some one used phone or computers as media of communication. In all pronunciation, International phonetic alphabets has been recognized to be used in new social media, but in same case, it is not used in new social media.

In terms of communication and media most case Roman script has been used for reflection of pronunciation of Assamese Language. Sometimes Assamese script is similar of Bengali script, so it has also adopted.

Example :

In Roman – Moi najanu, murvul ne teurvul.  
Moi aji taloi jam.

### New Media and Similarity of Script

Some Characteristic has been reflected in new social media. The user interest has sometime reflected in between senders and receivers.

Mixing of Assamese Language and demerits in new social media

Globalization has bad influence in politics, economics, socio-cultural life as

well as in languages.

In this context, the languages have been suffered badly in social media due to much speaking generation for which mixing is general seen and lost the original shape and style of the language.

Example –

1. In Roman – Mur monuri jai

Mormonori jai

2.

InAssameseInRoman

অ	a, aa, o
উ, উ	o, oo, u
চ, হ	s, ch, x
স, শ, ষ	s, sh, kh, x, h
হ	h, x

## Addressing of Assamese Language in new social media

The new social media has absolutely changed the honor and respect in the case of addressing the people namely ‘Namaskar’, ‘Swagatam’etc.

Example –

1. Baidew/Vani - Sister,  
Siso, Sis, SwettyKakaidev/Vaity-  
brother, bro, bhai  
Deuta -papa, ded, dad, deddi  
Maa -Mom, Mama, Mami  
Khura/ Mama/Peha/Moha-Uncle  
Khuri/Mami/Pehi - Unti, Unty

2. Hi, Hei, Hello, Heloo  
Thanq, Thank u, Thanx, Thanks, Good nyt, gd nt, etc.

## Internalization of Assamese language

By virtue of globalization, Assamese language has been getting internationalized to a great extent and role of different technological and communicational tools is quite vital in this regard.

## Digital preservation of Assamese texts and access to online reading of Assamese literatures

It has been generally argued that the strength of Assamese readers are gradually diminishing owing to different causes. However, this over simplified and over generalized allegation has been met to a satisfactory level in the present era of

globalization. For example, now a day's any reader of Assamese texts residing in any corners of the globe can read his or her preferred Assamese literature because of the provisions like digital preservation of Assamese texts and access to online reading of Assamese literatures. It becomes possible only because of globalization.

## Conclusion:

To concluding the present discourse on impact of globalization on Assamese language, we may opine that the process as well as the norms of globalization has influenced all over all segments of human life including the linguistic one too. In case of Assamese language, one of the official languages of the State of Assam, India the impact of globalization is quite vivid. The process, norms and practice of globalization have impacted Assamese language through various means having both positive and negative dimensions. However, we can remark that it is the high time to avoid the negative influence of globalization over our own and beloved Assamese language and to accept the positive ones to our level best for making Assamese language as one of the more powerful, bountiful and prosperous language of the globe.

Due to vast and broad influence of social media in future Assamese Language may be lost its original character. As a result, it may deteriorate the original forms of Assamese Language which not a good sign.

To maintain the correct form of the Assamese Language, everybody should contain and care for improvement and all-round developments the and all-round developments the Assamese Language.

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**Globalization and developing multilingual tendency:** Another importance of globalization in terms of linguistic scenario of the globe is that it develops the tendency of multilingual identity or quest for learning different language by the readers. Such practices not only meet the academic or intellectual needs of the readers but also help in building universalbrotherhood.

In short, it can be remarked that Assamese language is benefited by the current trend and the process of globalization to a large extent.