



GLOBALIZATION PARADOX: SOCIAL MEDIA'S ROLE IN SHAPING HINDI LANGUAGE WORLDWIDE

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ABSTRACT

English has long held the title of the most widely spoken and "International" language, but the rise of social media has seen Hindi gaining global significance. With over 558 million native Hindi speakers worldwide, and more than 600 universities offering Hindi courses, this language is on a constant upward trajectory. Social media plays a pivotal role in this transformation by fostering communication and integration, leading major platforms like Google, Facebook, Twitter, Instagram, and YouTube to incorporate Hindi. As a result, Hindi is capturing the attention of national and international audiences, all thanks to the surge in social media usage. The ascent of the Hindi language in contemporary India is inextricably linked with the pervasive influence of social media platforms. This abstract explores how social media has significantly contributed to the enhancement of Hindi's prominence. This article delves into the accessibility, outreach, and connectivity facilitated by social media, highlighting examples across various sectors that showcase the growing influence of the Hindi language in the digital age.

Keywords : Hindi language, Globalisation ,Social media, Language learning, Content creation.

INTRODUCTION

The Hindi language, with over 600 million speakers worldwide, is one of the most widely spoken languages globally. It is not only the official language of India but is also recognized and spoken by diaspora communities around the world. In recent years, the globalization of the Hindi language has been significantly accelerated, thanks to the power of social media. Social media encompasses websites, applications, and platforms that enable global social networking, transcending geographic and linguistic boundaries. Platforms like Facebook, Twitter, LinkedIn, YouTube, and blogs not only provide a space for information generation but also facilitate its global dissemination. Social media fosters communication and influences the usage and development of languages, making it a critical factor in shaping the evolution of particular languages. Language serves as a fundamental tool for communication, influencing various aspects of life, from personal interactions to education. The ever-increasing presence of social media in people's lives, particularly among the youth and students, has raised questions about its potential as a language learning tool. This article explores how social media has played a pivotal role in spreading and strengthening the global presence of Hindi, with the help of relevant examples.

REVIEW OF LITERATURE

SOCIAL MEDIA AND LANGUAGE DEVELOPMENT

Social Media and its language covers many facts of our day to day activities including entertainment, marketing and work. Social media has built a demand for language and the language of social media has become a second language for the users of social media. Since the usage of social media has been on the constant rise, the languages used to have been adaptive and personalized leading to continuous language development.

Social Media has introduced the most comprehensive, extensive and flexible form of communication that the human race has in present, and is still constantly developing. With social media and other tools on the internet, millions of people have a way to say what they are actually thinking. Social Media has improved the world with amazing developments in communication, collaboration and efficiencies. Social Media gives entertainment, access to information and the ability to give voice to the people who would have actually never been heard.

HINDI LANGUAGE AND SOCIAL MEDIA

Social media has contributed to the continued spread of Hindi language, its development and changes at a rapid pace. According to the online database Ethnologue, globally English remains the most widely spoken language with 1.13 billion speakers in 2019, followed by Mandarin with 1.11 billion. Hindi is the third with 615 million speakers all over the world. In India Hindi is the most spoken Language with over 528 million speakers in 2011. Percentage trends from 1991 to 2011 underline the growth of the most widely spoken language, Hindi showing an upward trend from 39.29% in 1991 which grew up to 43.63% in 2011. Many researchers have advocated the use of social media in the field of education and Learning. The Public University of Philadelphia reports that Hindi is among the top three languages on the campus. According to Google, local language consumption on social media is four times more than the English Language. The research conducted by a Social Media Research agency "Mindshift" concludes that English websites have recorded a growth of just 11% per year while the vernacular websites including Hindi have recorded a phenomenal growth rate of about 56%. Another study conducted by CSA (Common Sense Advisory) revealed that customers prefer their native language. While shopping online and then in term increases the sales of particular commodities. Another researcher propounded that facebook platform assisted the students in developing grammar, vocabulary and writing by exchanging information on social media. A similar study claims that social media can enhance the student's motivation to learn a particular Language.

In Depth perusal of the above literature indicates that, language development and learning is undergoing dramatic changes, and in the modern world it is not only limited to classroom teaching or one to one interaction, but is also drastically influenced by Social media.

OBJECTIVES OF PRESENT STUDY

1. This study aims to establish a correlation between social media usage and interest in the Hindi language.
2. It also assesses the impact of social media on the development, usage, and popularity of Hindi.
3. The study examines whether social media sites have contributed to the increased usage of Hindi.

STUDY AREA

The study was conducted in the Delhi National Capital Region (NCR) due to the prevalence of International Board schools in the area. Delhi NCR is home to many diplomats and multinational companies, making it an ideal location to find out foreign students or non Hindi speaking students for studying the impact of social media on language usage.

Schools following the International Board were selected from Delhi NCR (National Capital Region), as these schools are more in number in Delhi NCR. Most diplomats come to Delhi for a period of 3-5 years, and their children are admitted into these schools because of the similarity of the Board and Curriculum of their native country. Many multinational companies have international citizens as their employees whose children get educated in IB schools. Since Delhi is the capital of India and NCR being the hub of multinational companies and their corporate offices are mostly situated in Delhi NCR, so for the ease of sampling Delhi-NCR was selected as the study area

SAMPLE SELECTION

A sample of 300 International Board (IB) foreign students were divided into a social media tutored group, and a traditional classroom tutored group. Students belonging to International Board were selected as they have a mix of Indian and Foreign students, and the medium of teaching is strictly and purely English. This sample of foreign students was deliberately selected to find out whether social media usage attracts an individual and develops their interest in Hindi Language. It was easier to find foreign students in International Board schools, as these schools predominantly have children of Non Resident Indians or Foreign nationals, who come to India for career or otherwise. These students can easily get admitted to their native country school when required to leave India, as International Board schools are present all over the world.

HYPOTHESIS

1. There is a positive correlation between the increase in social media users and the development and popularity of the Hindi language
2. Social media sites have significantly increased the usage of Hindi to attract users on platforms like Facebook, Google, WhatsApp, and online shopping sites
3. Google, Facebook, WhatsApp, and online shopping sites have substantially increased their use of the Hindi language due to rising user demand

THE ROLE OF SOCIAL MEDIA IN THE GLOBALIZATION OF HINDI

BRIDGING GEOGRAPHICAL BARRIERS

Social media platforms like Facebook, Twitter, and Instagram have connected Hindi speakers from different parts of the world. Through these platforms, individuals can communicate, share content, and engage in discussions in Hindi regardless of their geographical location. For example, a Hindi-speaking person in India can connect with someone in the United States or the United Kingdom, facilitating the exchange of language and culture.

LANGUAGE LEARNING AND RESOURCES

Hindi learners now have access to a wealth of language learning resources through social media. YouTube channels, Facebook groups, and Twitter accounts dedicated to teaching Hindi have gained popularity. For instance, YouTube channels like "Learn Hindi with us" or Facebook groups like "Hindi Learners' Community" provide lessons, tutorials, and practice materials for learners from all around the world.

CULTURAL EXCHANGE

Social media allows for cultural exchange through the promotion of Hindi festivals and traditions. Events like Diwali and Holi are celebrated virtually by people worldwide, making them familiar with the Hindi language and customs. Hashtags like #Diwali or #Holi on Twitter are flooded with messages and images from across the globe, showcasing the globalization of Hindi culture

TRANSNATIONAL ONLINE COMMUNITIES

Hindi-speaking communities have established a strong presence on social media. Platforms like Reddit have dedicated Hindi language subreddits where users discuss various topics in Hindi. This helps create a sense of unity and encourages the use of Hindi on a global scale

CONNECTING THE INDIAN DIASPORA

Social media enables Indians living abroad to connect with their roots and heritage. It provides a platform for Indian communities worldwide to communicate, share experiences, and celebrate their culture in Hindi. For example, the "Indian Americans in the USA" Facebook group has over a million members who regularly converse in Hindi and use it as a bridge to connect with their Indian heritage.

BOLLYWOOD AND HINDI MUSIC

Bollywood, India's vibrant film industry, plays a significant role in promoting the Hindi language. With the rise of YouTube and other social media platforms, Bollywood songs and movies are easily accessible to a global audience. As a result, millions of non-Hindi speakers are exposed to Hindi through the catchy tunes and lyrics of Hindi songs. For instance, the song "Why This Kolaveri Di" became a viral sensation not only in India but also globally, with people from different linguistic backgrounds singing along in Hindi. Hindi pop culture, including Bollywood movies, music, and television shows, has found a global audience through social media.

LANGUAGE LEARNING COMMUNITIES

Social media has given rise to online communities and forums where individuals can learn new languages, including Hindi. Websites like Duolingo and Memrise offer Hindi language courses, and learners often discuss their progress and share their experiences on platforms like Reddit or language learning apps. These communities encourage the exchange of language knowledge, making Hindi more accessible to non-native speakers

VIRAL HASHTAGS AND CHALLENGES

Viral trends on platforms like Twitter and Instagram often involve Hindi language elements. Hashtags in Hindi are commonly used in challenges and movements. For example, the #PadmanChallenge promoted menstrual hygiene awareness, using Hindi as the primary language for its outreach. This demonstrated the power of social media in leveraging the Hindi language for social causes. Social media has made it possible for Hindi speakers to engage with people from diverse linguistic backgrounds. The use of global hashtags in Hindi, such as #हिंदीमेंबोलो (Speak in Hindi), encourages non-Hindi speakers to engage with the language. This initiative has helped Hindi to penetrate various online communities.

E-COMMERCE AND CONTENT LOCALIZATION

E-commerce giants like Amazon and Flipkart have recognized the significance of Hindi language in reaching a wider audience. They provide options for users to navigate their platforms and make purchases in Hindi. Additionally, content creators and influencers on platforms like Instagram and YouTube have embraced Hindi to connect with their audience, further expanding the language's reach.

HINDI MEMES AND COMEDY

Social media platforms are inundated with Hindi memes and humor content. Memes often use Hindi phrases and colloquialisms, which not only entertain but also educate users in a light-hearted manner. Memes have an incredible reach, and they contribute to the everyday usage and understanding of Hindi among young internet users.

RESULTS AND FINDINGS

The study is based on a limited sample size of 300 students, revealed a notable increase in the popularity of the Hindi language and a growing interest in Indian culture due to the influence of social media. Users worldwide have developed an affinity for Hindi movies, songs, and culture, resulting in increased usage of Hindi on social media. Additionally, many foreign universities have included Hindi as a language in their curriculum.

Despite the positive aspects of Hindi's globalization through social media, there are some challenges and criticisms also of the increased usage of social media. Language Purity is a major and foremost concern. Some purists argue that the extensive use of Hindi on social media has led to a dilution of the language due to the incorporation of slang, colloquialisms, and English words. Regional variations in the language is another important factor. Hindi is a diverse language with several regional variations. The use of social media can sometimes neglect these regional nuances, leading to misunderstandings or miscommunication among Hindi speakers from different regions. Finally last but not the least, the digital divide remains a concern, as not all Hindi speakers have access to the internet and social media platforms thus limiting the potential reach of Hindi globalization efforts.

CONCLUSION

Social media has undeniably played a significant role in the globalization of the Hindi language. It has connected Hindi speakers across the globe, provided resources for learners, promoted Hindi pop culture, facilitated cultural exchange, and fostered transnational communities. However, it also brings challenges such as language purity concerns and regional variations. As social media continues to evolve, it will be interesting to observe how the global presence of Hindi further unfolds and shapes the linguistic and cultural landscape of our interconnected world. As social media users and usage continue to grow, the popularity of the Hindi language and Indian culture is also on the rise. This study demonstrates a positive correlation between social media and the spread, usage, and development of the Hindi language. It is recommended that schools and universities incorporate e-learning into their programs to capitalize on the advantages of social media for language development. Embracing e-learning can expose students to cross-cultural experiences, fostering a global perspective and ethical values present in other cultures. Social Media influences the usage and development of languages, making it a critical factor in shaping the evolution of particular languages

Language serves as a fundamental tool for communication, influencing various aspects of life, from personal interactions to education. The expansion of the Hindi language through social media channels is a remarkable and ongoing phenomenon. Social media platforms offer a global stage for the Hindi language to shine, connecting people, promoting cultural exchange, and facilitating language learning. The growth of the Hindi language through social media is not only a linguistic phenomenon but also a testament to the power of online connectivity in shaping our world

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