

THE ASSAMESE LANGUAGE USED IN TELEVISION MEDIA

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ABSTRACT:

The language used in mass media has a special interest when we talk about a language. When we look at the progress of the Assamese language the impact of mass media is essential. In this research paper how the Assamese television channels are using the Assamese language is discussed. There are some specially observed in the spoken form of the language. Significance in pronunciation, speech style, use of sentence etc. These significant aspects are thoroughly discussed especially in the written form. The language of the television media has its own style. The language style of the news titles has their own characteristics. Now words and sentences have been created by code switching and code mixing. Therefore it is very essential to study about the language used by television media to make a systematic study of the Assamese language.

KEY WORDS: Heading Writing, Speech Style, Sentence Style, Pronunciation

1.0. INTRODUCTION:

As a device of mass communication the language what is used in mass media is of special importance. The effects of the language of mass media is to be noted in the language of among the various classes, various levels of people in the society. Moreover mass media has an important part in the progress and development of a language. So the study of the language used in mass media is of much importance. But the systematic study of the Assamese language still haven't been developed enough. In this discussion an analytical study is made about the Assamese language that is used by the television media.

When we talk about the Assamese language used in television media, It covers a huge surface. Because there are several television channels in the Assamese and it is not possible to cover all of them in this discussion. So a thorough analysis on the Assamese language used in the two T.V. channels "News Live" and "DY365" is being done.

In case of use telecasted in television use three elements. Vision, hearing and reading works at the same time. That is why there is a distinctive speciality in the written form and the spoken form of the language used in the television media.

1.1.0 THE ASSAMESE LANGUAGE USED IN THE WRITTEN FORM:

For the reason that television being an audio-visual device the Assamese language which is also used in the written form is observed to have been used with special techniques. The selection of words, formation of the sentences etc. also show different characteristics these sides are below.

1.1.1. TECHNIQUE OF TITLE WRITING:

In the language of the titles used by the Assamese media the use of natural part of speech deviation use of question mark sentences, use of ornamental words are specially observed. The main objective of using different techniques in the title rather than normal sentences is to give an idea about the main topic to the viewers and attract more viewer. The different characteristics of the language used in the titles are discussed below –

(A) Natural deviation of part of speech:

The language is made interesting by deviation in speech, for example –

Sankardevar naam loi bhaxan arambha rahularo. (Rahul too started his speech talking the name of Sankardev.)

Nirbasani pracharar babe asomalo Modi. (Modi comes to Assam for election campaigning.)

Dibrugarh kandai kapaise AMC. (Dibrugarh incident has shaken AMC.)

(B) Use of incomplete sentence:

Incomplete sentences are used in the formative sense in the titles. For example –
 Judge fieldt Amarjyotir kabita... (Amarjyoti's poem at Gudge Field...)
 BTADt punar hingsa.. (Again violence in BTAD...)

By using these kinds of incomplete sentences the viewers are tried to be kept excited for the next news. It leads to the differentiated techniques of the language in television media.

(C) Absence of subject or verb:

The language in the title shows the use of sentences without a subject or verb. For example –
 Nirbasan 2014. (Election 2014...)
 Padulit Bohag...(Bohag in the doorstep...)

(D) Use of ornamented words:

Use of ornamented words in the title is worth noting. For example –
 Mahanagart goru bihur ukhal-makhal. (Goru bihu excitement in town.)
 Rajnoitik manchat kune loiche Modi style? (Who has taken 'Modistyle' in politics?)

(E) Use of question mark sentences:

By using question mark sentences as a title viewers are made excited about the news. For example –
 Gogoi jamana shex hobone chali thakibo? (Will Gogoi's era end or continue?)
 Asomar kun kun neta CBIr jalat? (Which political leaders of Assam are in the net of CBI?)
 Saritar dingit kune marile suri? (Who sliced sarita's throat?)

(F) Use of phrases:

Example of phrases –
 San para brindaban akou jipaal. (The waste land Vrindaban has become fertile again.)
 Trun Gogoik tuladhuna Nrendra Modir. (Tarun Gogoi has been beaten up and down by Modi.)

(G) Spoken style:

Example –
 Si ahi ase. (He is coming.)

1.1.2 NAMING THE NEWS PROGRAMME:

The naming of the television news programs are worth to be noted. The English language is widely used in the naming of these programs. For example – Good morning Assam, Good morning Guwahati, Guwahati live, Assam@8.30, news at 1 etc. It worth to point out that the private sector T.V. channels are widely using the Hindi and the English language. That is why English has been widely used even though having enough proper Assamese words available. It can be said that it is deforming the Assamese language.

Because the naming's pointed above have enough scope to use Assamese words. So the unnecessary use of another language is not acceptable here. Though sometimes Assamese meaning is also observed. For examples- Nishar khabar (News at night), Sandhiya 7 (Evening 7) etc.

1.1.3 .USE OF DIFFERENTIAL ORNAMENTAL WORDS:

Television media is observed to have issue differentiated ornamental words, For example – Bhayangkar Modi jwrat aakranta mukhymantri (Chief Minister suffering from severe Modi favor), Mukhymantrik jiyai rakhise Modi medicine (Modi medicine is keeping CM alive), Bihu talit record sngkhyak darshakar bhir (Bihu concert witnesses record number of spectators), Rajyat Zubben-Paponr jwar (Zubben- Papon fever is in the state), Ek kilo modi aapelnr dam 300 taka (One Kg of Modi apple is worth, 300 rupees) etc.

It can be said that use of these ornamental words in the subjective sense is exporting some new elements to the language. And also it has improved the expressiveness of the language, Still the unnecessary use of these words should be avoided.

1.1.4 CODE MIXING:

Globalization has brought the Assamese Language closer to the different languages of the world. Therefore it is observed that various word, sentence etc. from other languages are used with the Assamese language. Code mixing and code switching is widely observed in Assamese language nowadays. For example- Mukhy mantri hatao abhiyan arambha (Chief Minister hatao mission has started),Nirbasan smi final (Election Semi Final), High voltage nirbasani zuj Modi-Rahular (High voltage election war between Modi and Rahul), Gogoi hatao abhiyanar blueprint dispart (Blue Print of CM hatao mission on assembly), heavyweight prarthik parasta karao dabi (Heavyweight candidate is also challenge to be defected),dui high profile netar highvoltage Zuj. (high voltage war between high profile leaders), aji super saturday (today is Super Saturday) etc.

1.1.5 CODE SWITCHING:

The example of code switching in the language of television media are- Key fights, BJP vs. Congress, Election 2014, Live and Exclusive etc.

1.1.6 USE OF SUB-TITLES:

Television news contains sub- titles. For example- ‘Assam Medical College incident shook the state’ title has the subtitle ‘Protest at GMCH too’ Again ‘Election 2004’ title has sub title ‘Road show of Rahul at Varanasi.’

1.1.7 MISTAKE IN THE USE OF RELATIVE SPEECH AND SUBSEQUENT SPEECH IN SENTENCE:

When there is relative speech mistake in a sentence, the understanding of the meaning of the sentence become difficult. Moreover mistake in use subsequent speech may lead to different meaning of the sentence. For example- Bipanna udyankhanar prani (‘Endangered forest wildlife’) this sentence means the forest is endangered, but actually it should mean that the wildlife is endangered. Again Gogoi unnayan darshan (‘Gogoi’s development Vision’) in these sentence where some other person is having a vision about other Gogoi’s development vision is not clear, so these side should be kept in mind.

1.1.8 USES OF SLOGAN’S:

Use of sentences with slogans are observed in the television with slogans are observed in the television news. For example- Joy aai asomere bhaxan arambha karile Modiye (Modi started his speech with Joi Aai Assam).

1.1.9 PREDICTION ABOUT THE NEXT NEWS:

Television being an audio – visual device, another advantage in news telecasting is that it can hint about the next news while presenting the current news at the bottom of the screen. For example – coming up next Zubben, Papon’s songs Live, Live news of everything next etc.

1.1.10: NOT USING PROPER SUFFIXES:

Television media is sometimes observed to be telecasting news without using proper suffixes , for example- Asomat 3 bywasayik apaharn durbrittar (3 industrialist are kidnapped in Assam), Kandalit baghar akraman, ahata dui (2 injured in kandali by Tiger attack), mahilak ashilil byabahaar dui juwakar (Woman malestated by 2 youth) etc.

1.1.11 LIMITATION IN THE USE OF COMPOUND SENTENCES:

The news in the television sometimes does not use compound sentences. For example- Election war on Varanasi today, election campaigning will be ended today, Will take part in public meeting also.

1.1.12. MODERNIZATION IN SENTENCE FORMATION:

New sentence formation is observed in the television news media. For example- Rahul banam Modi (Rahul vs. Modi), duyu pradhan mantri padar pratyashi (Both are hopeful for being CM); key fights, BJP vs. Congress etc.

1.1.13 USE OF DIRECT SPEECH:

Use of direct speech is observed in television media, For example – atiyao kom ‘Gogoiye padatyak karak’ (Till Say “Gogoi should resign”) etc.

1.2 ASSAMESE LANGUAGE USE BY THE TELEVISION MEDIA IN SPOKEN FORM:

Television being an audio-visual device, the news are elaborated as well as visualized at the same time. Television media shows some special characteristics in the spoken form. They are shown below-

1.2.1 RULE OF GREETING:

Assamese television media has greeting rules as such, Namaskar (Hello), good morning guwahatilo swagatam (welcome to good morning Guwahati), Namaskar, Dy365r bishex buletinai apunak swagatam janaisu (Welcome to the special bulletin of DY 365) etc.

1.2.2 USE OF CONVERSATION TECHNIQUES:

The news anchor presents the news as such as a conversation between two persons. In this way the viewers are kept connected with the news, Example of these techniques are- Let us listen what the police are saying at this moment, you are observing at the left side of the screen etc.

1.2.3 REPLICATION:

The news telecast in television sometimes repeat the same things over and over again. The viewer's actually get bored by the repetition of the same news. Example of use repetition are-

Flood in Dibru – Saikhowa, Wildlife of the forest is flooded. National reserved forest is in flood. Wildlife is endangered.

The language used in the news has sometimes observed to have grammatical mistakes. And sometimes the reports starts to say a new sentences without completing the new sentence. These representation confuses the viewers. For example- 'But at this moment, when are took their interview....' These type of speech are often observed in the television media.

1.2.4 WRONG PRONUNCIATION:

Wrong pronunciation is observed in the television news. For example-pronunciation of 'Ch' instead of 'Sa', not pronouncing vowels at the end of sentences. For example-

Sarita- Charita

Suru- Churaj

Byapak- Biyapak

Gadichuyata- Gadichyut

Uchah- Utsah etc.

1.3 CONCLUSION:

The language used by the television media have been discussed. From the discussion it has been seen that the Assamese language used by the television media has special characteristics. The language in the news has got non characteristics. The impact of code mixing and code switching are also observed to a large extent in this world of globalization. The use of various language has also entered in the Assamese media. The synonyms of the words for which the exact Assamese words are not available is not forbidden. But, the unnecessary use of foreign words is deforming the Assamese language. The media should become active in this prospective. The media has quite a large influence upon the society. So the media should be more careful about the use of the language.

DECISION:

This discussion has leads to some decisions. They are-

- i. 'The Assamese language used by the media' is an important and vast subject.
- ii. It can be said from the news telecasted in the television that the news telecasted by the media has the news telecast by the media has the lack of sincerity about the language.
- iii. The language used by the television media is observed to have new techniques of using the language.
- iv. The words that are created by code mixing and code switching are worth to be noted.
- v. Idiom and phrases are conserved to some extent.
- vi. The language is deformed in same aspects.
- vii. Should be active and sincere for the losses that is being occurring to our Assamese language.

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