Globalization And Assamese Printing Mass-Media: An Analysis

Amal Nath

Abstract: In the concurrent time period a vastly practiced term is ‘Mass-media’. It’s a tool through which connection can be made among the unorganized people of the world. By the term ‘Printed Mass Media’ we generally understand Newspapers and magazines. Although sending information is its main work, but they play important role in establishing language, literature and culture. In the recent world Printed Media with newspapers and magazines is one of those sectors which are heavily influenced by Globalization. Society, civilization, mentality of people all are changing as time passes and with this newspapers and magazines get their own new look. If someone gives insight in the practiced language of newspaper and magazines, then he/she can find a clear picture which can very clearly explain the impact of Globalization on them. By taking into consideration on the above mentioned things, the present paper tries to analyze the impact of globalization on the printed mass-media of Assam. This paper also explains both positive and negative. Impacts of globalization on printed media of Assam during the study period.

Index Terms—Globalization, Printed Media, Mass-Media, Assamese Newspaper, Magazine

1. Introduction:

In the concurrent time period, vastly practiced term is ‘Mass-media’. Mass 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 this newspapers and magazines 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.

Giving importance on the above mentioned things this topic ‘Impact of Globalization on 21st century’s Assamese Printing Mass-Media’ is considered for study. This paper also tries to give insight on the positive and negative influence of globalization on printed media of Assam on the study period.

2 Objective:

To study the changes in Assamese language that are carried by globalization and to explain how these changes are reflected on newspapers.

3 Methodology:

The study is mainly analytical and explanatory in analyzing the facts. Also the study has used point method to represent the subject matter systematically. The study is secondary in its nature which takes the help of many articles and books.

4 Scope of the study:

The subject matter of this study is very large and vast. Therefore the study has limited its scope only to newspapers as the representative of printed media of Assam. Only two newspapers ‘Amar Asom’ and ‘Asomiya pratidin’ and their articles (published after 2016) are followed to fulfill the objectives.

5. Globalization and Assamese language:

Globalization is a multidimensional process. The concept of globalization cannot be limited only to economical perspective. It is a vast process and covers all the field of linguistic, Political, Social, cultural, science and technological etc. in general by the term globalization we understand a continuous movement or continuous process. It is not a stable process rather it is a dynamic process. Its movement may be different like movement of people around the world or movement of people from one place to another place, movement of one nation’s produced goods and services to other nations, movement of one nations final goods to the free international market, movement on opening the investment sector of one nation to other nations, movement of regional language, culture, rules regulation, norms, idea etc. These movements together transform the whole world in to a small village where everyone depends on one another. Depression occurred in
one nation therefore hampered the whole world. In reality worlds every incidence depends on the activities of different nations. This is called universal mutual relation. Today goods and services, science and technology, of one nation can easily transformed to other nation. Similar things happen with language- where language of one nation get movement to other nations as time passes because of no barriers. This easy connected and two ways dependence process is popularity known as globalization.

‗Assamese‘ is constitutional language vastly prevalent in Brahmaputra valley of Assam, the land of many indigenous community or group of people. Although many of them have their own language but ‗Assamese‘ is regarded as common language which is used by all groups to communicate their feelings between them. That means in all North-East Region of India ‘Assamese‘ is the major Connecting language. This language which is included in Indo Aryan language carries special importance. Moreover it carries long form historical pride. But in recent time it is felt that this delight language is under some dangerous situations. But it cannot be denied that in the villages of Assam where people live in a very simple way, this language is out of danger. The continuous attacks of English language because of globalization on one hand and unbound influence and placement of Hindi language though mass media like movies, television etc. on the other hand have become jeopardy to Assamese language. Larger portion of the practiced words in day to day life of Assamese language are mainly coming from the field of science and technology in order to get connected with modern days. That is why the words that are actually the names of goods are included in Assamese language, for example, we can say about some items that we use in day to day life. Light, bicycle, gas, pressure cooker, motor bike, Scotty, TV, Computer, Laptop, mobile, etc- without which the life of the people will become very complex. In the old days Assamese people, either walked or went through cow or horse cart for transportation. They used firewood in the place of gas to cook something which takes many times compared to gas. Now a day’s people use gas. Although use of mobile phone make the communication more easy and transparent but it carries many harmful things to Assamese language. Mobile phone takes the place of traditional process of letter writings to relatives. In the place of letter writings, many new process get improve like sms, e-mail, whatsapp, facebook, twitter or all of which can be easily done through the use of mobile phone. Although in sms writings either in Whatsapp or Facebook or text message in mobile, the Assamese words are used but they are written in English word many times. Many times numerical words are use to write. For example- ‘2mar‘ In the place of ‘Tumar‘ (meaning Your), ‘2mi‘ In the place of ‘Tumi‘ (meaning you) etc. It is not necessary to say that the words which are coming through the invention of science and technology are mainly foreign words. Certainly meanings of words are changed like the way language has changed. In Assamese language many English words are used to mean something where actual meaning of the words is different. For example-the meaning of the word ‘Line‘ is actually “A long thin mark”. A line of people means a number of them waiting one behind another. But in Assamese language this word is used to mean ‘Electric power’. In this way, the word included in Assamese language which was coming as a result of science and technological inventions have to face many troubles rather than growth. Our society is responsible for this because of the lack of correct definition of these words or terms, ‘Assamese language‘ has to take them in the original way written and pronounced in other language. This destroys the uniqueness of Assamese language.

5.1 Introduction of Printing Media as an Integral part of Mass Media:

Printing media is a very old mass-media of the world. When the news or information’s are published in the form of news papers, books, journals, booklet, broadcasting letter etc. in order to spread some specific messages among the large population, then together all these are called printing media. After the invention of printing press, ‘Books‘ are published as the first attempt of development of printing media. Some papers like magazines are started to publish. Printing media gets its popularity around the world only after the successful publication of newspapers in the full form. Subsequently, people become dependent on books, newspapers as well as on magazines as the first best source of knowledge practice. As the time passes, printing media gets its rapid movement because of the development of modern science and knowledge as well as civilization. The reputation of printing media increases in the present time with the development of science and technology. In the starting period, the old printing process was very slow. But in the subsequent period, with the invention of printing press, computer and desktop publication, the traditional publication process is replaced by modernization. Now a day, the whole process gets its maturity in the full way. Today, it is very easy to connect the writer and reader directly. Invention of printing press also helps to develop regional languages in a proper way. In this way, printing media influences the population of the world as an integral part of mass-media.

5.2 Twenty-first century’s Assamese Newspapers:

Assamese newspapers are more than one hundred fifty years old. ‘Orunodoi’ is the first magazine cum newspaper of Assamese language. Subsequently many newspapers contributed to Assamese language with different time frequency. They also play an important role in Indian Democracy because it is the media which strengthen the democratic environment. 21st century’s newspapers give importance on fulfilling the needs as well as wants of people by expressing their writings in a proper way. The numbers of newspapers in Assam now-a-days are not so small. The importance and relevance of these newspapers also are increasing day by day. The popular Assamese newspapers of 21st centuries are mainly ‘Dainik Assam’(editor-Radhikamohan Bhagawati), ‘Amar Assam’(editor-Prasanta Rajguru), ‘Asomia Pratidin’(editor-Nitya Bora), ‘Niyomia Barta (editor-Sankar laskar), Dainik Janambhumi(editor-Hemanta Bormon), Dainik Agradul(editor-Kanaksen Deka), Edinor Sangbad(editor-Chandra Kumar Saikia), ‘Gana Adhiker’(editor-Jakir Hussein), ‘Gana Jivan’(editor-Chakrakswa Goswami), ‘Doink Pratibedoni’(editor-Padmeswar Chitrakar), ‘Shankarjyoti’ (editor-Dhirendranath chakraborti) etc. There newspaper are playing important roles by providing worldwide information.
to the people on the basis of fair journalism. Their activities help Assamese literature to go forward.

5.2.1 Impact of Globalization on the language used by newspapers:
Either is electronic or in printed media, the journalist or information provider should have very careful in representing information in an artistic manner. Since reasonability and accuracy of news depends on the language that used in presenting the news, therefore the editor must be careful about the proper use of language or words. Since words are the primary base of an information. Therefore it is necessary to be very careful in their application.

Impact of Globalization on the language used in ‘Asomiya pratidin’ :
‘Asomiya Pratidin’ is one of the important newspapers of Assamese language. The newspaper is composed of 16 pages and the editor is Nitya Bora. The language or words used in the newspaper clearly show the impact of globalization clearly. Although this impact is very small if we are the sentence structure of the newspaper but in the context of wonder used, the impact of globalization very clear and large. The words used by the newspaper itself and the other or words used in the writings of others- in the both context globalizations’ impact are significant.
The words used by the newspaper (Asomiya Pratidin) itself: If we give proper insight on the headlines of the newspaper, then we find some examples -
“Highcourter nirdekh onusori byobostha grahon raja sarkaror”(2mar,2017)
“Biswabidyalayakbina masule nothi porixar nirdekh Supremecourt”(2mar,2017)
“Kendriya sarker koifiyot tolob supremecourter”(22 april,2017)
The words ‘Highcourt’ and ‘Supreme court’ are English words. The Assamese synonym of these two words are ‘Usso Nyaiyaloi’ and ‘Usсотом Nyalayoloy’ subsequently. But the words ‘High court’ and ‘Supreme court’ are most frequently used words rather than their Assamese synonyms.

One sentence included in the news of ‘ Asomiya Pratidin’ published on 21st April was “Bortoman samoyat chahorkhan pocket town, hisape porigonita hoise.” the two words in the sentence ‘Poket’ and ‘Town’ are english words. The assamese synonym of ‘ Plocet’ is ‘Jep’ ‘Muna’or ‘ Julunga’.Nagar or ‘Nagari’ are the Assamese synonyms of the word ‘Town’. If someone analyze the sentence then the meaning would be like that –in recent time also the town is so small that one can move by keeping the town in his/her pocket.

There is a growing intercity of using English words in newspapers. Asomiya Pratidin is not an exception. Some examples of English words that are already used in that newspapers- wildlife, package, school, dreamlight, strptis, care, switch, volume, promotion, readymade, dialogue, council, blacklisted, coursing class, comitte, modelity, cinemahall, shortcircuit, training, count, er, noticeboard, traffic point, braindrain, television, talk show, last time, jail, read show, watching list, high profile, manage, firm house etc.
The words used by the others in the form of articles or others:
The impact of globalistion has also already seen in the writings of other persons in addition to the newspaper itself which are published. The writers have written their articles where they include many words of english and hindi and other languages which have assamese synonyms but the newspapers have not many time to replace those words by assamese words. For example-one news published on this newspaper on 3 march,2017 with headline ‘Bodo Madhyamar Siksharthir Sanskrit Partner Adhiker Nai’ has one slogan ‘ Divine Assam fifty fifty ’ all the words used in this slogan are english words.But this words have strong Assamese synonym.
But the so called increasing intensity of people in favour of the use of English words creates this type of slogans. Some other examples are also found on this newspaper which provides the other language favourism. For example-The headline of one news was dharmakhetra baranithit voteyudher kurukhetra.the slogan used in this news was-
“Hor Hor Modi,Ghar Ghar Tere Nam Modi,Joy Sri Ram,Huroh Benaras Syam Benaros Modi Tere Nam Banaras.”
The words ‘Hor Hor’ Tere are hindi words. The words of one news on 23rd April, 2017 was ‘ Jatitu Gel ’ Gel is bangla word. The assamese synonyme was ‘Jatitu Gol’.But the word ‘Gel’ is also used in lower assam. Thus because of the influence of globalization ,the words of bangla, hindi, English and other languages are used in Assamese literature .Some other published headlines are-
“Micel Obamar parpatra Onilinet Fadil” ”(24th September,2016)
“Smart-unsmart r Sanghat”(2may,2017),
“Hosibalatay Aasoni Anumudonor Namot Satangshkoi Commission sangrah.”
Blackmailing online, smart-unsmart .commission these are the words of English language.‘Fadil’ word is coming from hindi language. Some other hindi words that are used in the newspaper are ‘beijjati’, ‘Somji’, ‘vrostachar’, ‘Talachi’ etc.
Impact of Globalization on the used language of ‘Amar Asom’:
Another very popular newspaper in Assamese language is ‘Amar Asom’. The editor of the newspaper is Prasanta Rajguru. The sentence structure of this newspaper of this newspaper is not under the pressure of globalization. But the word structure clearly reveals the impact of globalization. However, this newspaper gives best effort to keep the Assamese language in the correct form. But at same time without concern Hindi, English and other languages occupy some places.
The Words by the newspaper itself: One news published on 20th November,2016 is “Ahatocholokol Totaiolako Nagaon Civil Hospitaloloi preron kora hol”. The words ‘Civil Hospital’ is written in the place of Assamese words ‘Osamarik Sikitsalay’. The two Assamese words are Available but they used English words.
“Tenganit dolobodho bolatkar ghatanar ejon abhyuktokt graper.” (23 nov, 2016).
“Naga yuvoti Bolatkarik graper” (22feb, 2017). ----The word ‘Bolatkar’ is mainly from Hindi language. But this word also gets the place in Assamese dictionary “Hemkosha”. The
variant example of words used by other in their writing and speech—
"Amar sorkar High speed ot Agbarhise : Patowari" (22 jan, 2017)
"Narendra Modi Prithibir Srestho Event Manager" (24 nov, 2016)
"Rajyar kunu College-oke blacklisted kora huwa nai" (9 feb, 2016)
It is seen that in every headlines there is a English word which is underlined above. In order to make ‘Assamese’ a strong language, the editor should be very careful about this problem.
Some other English words that are used in this newspaper are- School (vidyalaya), College (Mahavidyalaya), Club (Songha), Traffic (jan-jot), Town (Nagar/Sahar), Cinema (chalachitra), High court (Usottom nyalaya), Operation (Ostroytibidya), Technology (prayuktibidya), Library (Puthivoral), Suicide (Atmohatya), Television (Durdarshan), Bank (Adhikosha), Poster (Falak), Committee (Samittee), Table (Mej), News (Bator), Tutor (Ghorua shikhshok) etc.
Hindi Words are also used here. For example- Samji, jobab, talachi, faidl etc.
Instead of growth some deterioration are taking place in Assamese literature because of the use of some words which are directly related to the improvement of science and technology. Some technological words which are mainly English words that are used in this newspaper are – Computer, Laptop, Radio, Online, ATM, Telephone, card, software, Brand ambassdor, Restaurant, station, Network, Mobile, TV, Channel etc.

5.3. Impact of Globalization on Newspapers and Magazine through Advertisement:
One stronger mass-media which are mostly prevalent is advertisement. This is not the creation of globalization or technology. In 19th century also some advertisement are published in Assamese magazines with commercial purpose. But the important fact is there is a vast difference between the advertisement a long time ago and the advertisement today. Internal objectives visions or perceptions language used, scope, structure etc. all are different. The reason behind this great change is mainly changing society, civilization, mentality and perception of people etc. Language is very important for connecting people with each other. The main aim of advertisement is to attract people or to influence people. The importance of language is coming in this fact. On the basis of the same reason the language of advertisement is very objective type. The creator of advertisement very skillfully and technically uses their language. Generally advertisements are made with limited words and limited scope in order to fulfill the objective, moreover, this advertisement is very expensive in most of the time. But the important topic proper language use becomes secondary whenever advertisement makers prepare their advertisement with commercial purpose. Since platform of advertisement is based on globalization, therefore, the impact of globalization has clearly been seen on advertisement. If we see the use of word in advertise, then we have found the impact of globalization on it.
Some example of advertise published in ‘Amar asom’ And ‘Asomiya protidin’:
Advertise on ‘Notun Sunsilk long and healthy shampoo’ is like the following :-
“tini mahote digitgh suli
No waiting bosor bosor dhori” (25 march, 2016)
“no waiting”- these two words are English words.
“Khana pina xodaye soliyei thake, tente, liver-or surokshaar babe livesave xodaye nakhai kiyo? Amar xusathyha amar laxya*—this is the advertise of livesave syrup/capsules. Here two hindi words are used- Khana and pina.
Advertise of ‘Roopmantra’ mentions the following-
“Ayurvedic gunyukto Roopntra
Ayurvedic face cream sampurno poriyalor babe
Ek gun sampanna upai
Jate face hoi roi right aru skin u hoi Tight”. (25 april, 2017)
This advertises published on “Asomiya pratidin” uses five English words—Face, Cream, Right, Skin and Tight.
“Nijoke Sai Lua Val
'Star’ is the English word which is used on the above mentioned ‘no scars’ cream’s advertise.
Similarly, advertise on Monet body spray is expressed in the following way where four words are English out of total five words.
“Cheers time manei
Monet time.” (24th August, 2016).

6. Decision:
Positive Impact of Globalization on Printed Media:
This is the time of Globalization. In the concurrent period revolutionary changes have been taken place on information technology and economic growth and other aspects related to economy. The drastic changes have also been taken place on the language, society and culture. Assamese language is not an exception. Today Assamese language is in such an Influence of globalization that it becomes very difficult to remain the language in its original place. However, every work, subject or anything also has both positive and negative sides. But in this article it is clearly seen that the negative impacts are more than the positive impacts. But we cannot ignore that the contributions of globalization in the form of many goods and services are becoming our daily habit without which at the present moment no one can imagine his/her life. In Assamese language no synonyms are created to understand those goods and services. Therefore people accept and understand those goods in their original names. Some Words-computer, Laptop, Radio, Cycle, Mobile etc.
One example of those goods whose have no proper Assamese synonyms. So they are included in Assamese language which has made our language stonger in the sense of word-stock .In addition to this, since the printed media in Assamese language. English, Hindi, Bengali etc. languages are used so these languages are become familiar to Assamese people. These activities give Assamese language a new movement and this has become possible only because of Globalization.

Negative Impacts of Globalization on Printed Media:
The negative impact of Globalization on Printed Media is much more than positive impacts. Because, the Assamese language is not secure in present time because of the frequent prevalence of words that are coming from other languages only because of Globalization. New challenges
are coming to Assamese language, literature and culture. There is limited scope for the development of Assamese language, in the age of science and technology. This language moves in the way or path of commercialization as a consequently starts to loss its own identity, originality and pride. Moreover, the newspapers willingly started to use foreign as well as native other languages whose have Assamese synonyms which limited the use of Assamese words. One important platform 'advertisement' is the result of Globalization which is important to remember. In order to earn more and more profit they publish a large number of advertise. In order to make those advertise very influential in the mind of people they frequently use English and Hindi words. Through this advertisement many foreign words taking their place in Assamese language. At last it can be said that without language there is no existence of literature. Therefore it is our duty to sacrifice some individual preferences to keep our language secure. There is much more things important to be done by newspapers and magazines in this context. Moreover it is very necessary to keep our patriotism alive. One must be careful in using our language properly. These all works must have to be done at present; otherwise we will apologies one day that we can’t secure our own beautiful language. Its identity and its pride all will be missing one day if proper step are not taken today.

References