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## **SOCIAL MEDIA INFLUENCE IN AUGMENTATION OF HINDI AND VERNACULAR LANGUAGE USERS**

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### **ABSTRACT**

Nowdays every institution, company, government and person from leader to actor is being weighed on the basis of their number of followers in social media. There is a strong relationship between this new techno-social power and language. Social Media has completely changed the world of communication like what happened years before when print, radio, television and computer were introduced. English is considered to be the most widespread and worldwide spoken language. It also has to its credit the crown of being the “International language”. But with the increased usage of social media Hindi has also started having a massive impact on the people worldwide. The number of countries where the population of Hindi speaking people is more than a million is also increasing constantly. Recent statistics indicate that more than 558 million people worldwide natively speak Hindi and popularity of Hindi shows a constant upward trend (Navikaran 2022). Studies also show that more than 600 universities worldwide teach Hindi as one of the subjects (Patrika 2022). In recent years, social media has become one of the largest means of communication enabling people across countries to share ideas, content, news, information, and culture beyond the barriers of languages. Since social media promotes communication, it affects, and is responsible for the spread and usage of the languages used and plays a pivotal role in the development and popularity of that particular language. With millions of people gaining fluency in Hindi, the technological world is also finding it lucrative to include Hindi as a means of communication. Social media is offering better integration, development and spread of Hindi Language by incorporating Hindi as one of the major languages on sites like Google, Facebook, Twitter, Instagram, Youtube etc. Hindi language is thus, gaining popularity among the national as well as the international audience, with the increase in the usage of social media.

**Keywords :- Social media, Hindi Language, Augmentation, Promotion and Usage**



## **INTRODUCTION**

‘Social media’ to define is a collection of websites, applications and other platforms that enables one to share, create and participate in social networking. Social media applications allow the users to go beyond the boundaries of their countries, break the barriers of their language and enables them to connect, exchange and express themselves on a global scale (Thorne 2016). Social Media such as Facebook, Blogs, Twitter, LinkedIn, YouTube etc. not only give the users the platform to generate information, but also to share it with users across the world. Social media promotes communication and is responsible for the spread and usage of the language and therefore plays a pivotal role in the development of that particular language. Language is basically a source or tool of communication which plays a major role in all walks of life. It is the language which is used for communication among friends, family and more importantly in the teaching and learning process. Since Language is the most important means of communication, with usage it undergoes changes, modifications and adjustments to suit the global needs and situations. It is a form of social behavior which allows people to express themselves. In recent years, social media has been dominating the life of most people all over the world, and in particular the youth and the students. Research has indicated that social media could act as an important instrument for language learning. This research paper explores the impact of social media on the development and spread of Hindi Language. A sample of 200 International Board (IB) foreign students were divided into a social media tutored group, and a traditional classroom tutored group. Students of IB 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.

## **REVIEW OF LITERATURE**

### **IMPACT OF SOCIAL MEDIA ON LANGUAUGE**

Development of online platforms or Social Networking sites with approximately five billion monthly actual users are seeing and influx of local languages specially Hindi. Managing Director of Pointer Organisation argues that Social Media is actually strengthening language. Language is always evolving and technology is a healthy part of that evolution (Mallery Jean, 2022). Social Networks are websites and apps that allow users and organizations to connect, communicate, share information and form relationships (Gavin Wright, 2022). Social Media and its language covers many facets of our day to day activities including entertainment, marketing and work (Irfan.et.al 2012). 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 (Jones, 2003).



Since the usage of social media has been on the constant rise, the languages used have been adaptive and personalized leading to continuous language development(Kaplan. et.al 2010)

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 (Irfan et.al 2016). 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 (Chartland, 2012).

## **SOCIAL MEDIA AND VERNACULAR LANGUAGES**

A country with 22 different languages and thousands of dialects can only witness digital evolution through mass digital empowerment and awareness. This could only be possible by customization and personalization. Today multilingual platforms allow users to consume content in their preferred language and connect with people from similar backgrounds. (Ajit.V,2022). Social media has contributed to the continuous 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 (Ethnologue,2022). 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(census, 2011). Many researchers have advocated the use of social media in the field of education and Learning (Census,2011). The Public University of Philadelphia reports that Hindi is among the top three languages on the campus (Irfan. et.al,2012). 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% per year. Another study conducted by CSA (Common Sense Advisory) revealed that customers prefer their native language while shopping online, and this in turn increases the sales of particular commodities.(Bellman,et.al 1999). Another researcher propounded that facebook platform assisted the students in developing grammar, vocabulary and writing by exchanging information on social media(Woo.et.al,2007). A similar study claims that social media can enhance the student's motivation to learn a particular language(Hadousea.et.al 2022). Another study conducted by CSA (Common Sense Advisory) revealed that customers prefer their native

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

### **OBJECTIVES OF PRESENT STUDY**

1. To find out whether social media sites have increased the usage and popularity of Hindi language.
2. To assess the impact in terms of social media on the development, usage and popularity of Vernacular languages.
3. To establish a correlation between usage of social media and interest in Hindi and vernacular languages.

### **SAMPLE SELECTION**

A random sample of 200 foreign students was taken, studying in schools having curriculum according to the International Board (IB). It was easier to find foreign students in IB 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. The sample thus selected, was predominantly Non-Hindi language speakers and impact of social media on their developing interest in Hindi Language was easier to record.

### **STUDY AREA**

The sample of 200 students from schools following the International Board was taken 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.

## **HYPOTHESIS**

1. There is a positive correlation between increase in the number of users of social media with development and popularity of Hindi Language.
2. Social Media sites have increased the usage of Hindi tremendously to lure the customers on Facebook, Google, Whatsapp, Online shopping sites.
3. Social Media mainly Google, Facebook, Whatsapp, online Shopping sites have increased their usage of Hindi Language tremendously due to increased demand, as users surfing in Hindi Language is increasing drastically day by day.

## **RESULTS AND FINDINGS**

The present study deals with a limited number of sample i.e only 200 students and that too studying at the school level. The interaction with these students and their observations emphatically propounded that social media has definitely increased the popularity of Hindi Language and interest of students in Hindi, India and Indian culture. Data collected and computed shows, more and more people across the globe have developed an affinity towards Indian movies, songs and Indian culture thus, there is a notable increase in the usage of Hindi language on social media. Moreover, Non-Hindi speaking users have also developed a keen interest in learning and reading hindi language, literature and books. Many foreign universities have included Hindi as one of the languages taught in the universities. It is recommended that schools, colleges and universities are going to benefit if they introduce a culture of e-learning along with text books. Social media has definitely led to the development and increased the popularity of Hindi Language and Indian culture all over the world. As Gyan Gupta CEO of Dainik Bhaskar digital rightly puts it “we are at an inflection point in another few months local languages will dominate online”

## **CONCLUSION AND SUGGESTIONS**

With increase in the users and usage of social media, the popularity of Hindi Language and culture has also increased. The present paper was written with the objective of assessing the impact of social media on the Hindi Language. The interviews conducted with the foreign students studying in schools of IB Board and the observations made, established a positive correlation between social media and the spread, usage and the development of Hindi and vernacular languages. Hindi speaking people's number is also increasing and Hindi Language and culture has been gaining popularity, day by day across the globe. It is suggested that social media can prove to be a great asset in the learning and teaching process, by introducing

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advanced technological changes. If the schools and universities want their students to be good citizens working for the welfare of their country and community, they should adopt and adapt to the new culture of e-learning while designing the programmes and curriculum. E-learning incorporates cross-cultural and cross-national exposure to users which helps them to learn and instill ethics and moral values present in other cultures.

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