

## PECULIARITIES OF COMMUNICATION IN ENGLISH IN INDIA

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English is the major international language of communication in such areas as science, technology and business. It is the language of literature, education, modern music, and international tourism. English is the major language of diplomacy, it is one of the official languages of the United Nation and other political organizations.

However, language is one of the major political problems in India. According to the Constitution of India, the official languages are Hindi and English.

Until 1947, in India English was considered to be a foreign language, studied by wealthy people. Since independence, the situation had changed significantly. The influence and spread of the English increased greatly.

Nowadays, Indian films are written in English – all instructions to the actors in the scenario are written in English, and even the dialogues in Hindi are written in the Latin alphabet. Nearly all advertisements in India are in English. This is not a well-paid job, which would not require a good understanding of English. Teaching in higher educational institutions is conducted entirely in English [1].

In order to emphasize superiority of the English language, Chandra Bhan has built Uttar Pradesh.

In 2014 everything changed with the arrival of a new Prime Minister Narendra Modi. He created a new bill according to which government officials are required to use Hindi, not English in official correspondence, in meetings with the media, as well as to negotiate with foreign partners. Also this language must be a prior language of government websites. Besides the prime minister urged government officials to communicate in social networks only in Hindi. According to the document, state employees, who communicate in Hindi, will receive monetary compensation in the amount of 2 thousand rupees a day (\$ 29).

According to the Indian nationalists, English kills classical Hindi. All over the world people already talk about Hinglish – a hybrid of Hindi and English, in other words, the youth, the students and the middle class communicate in India in Indian English [2].

Indian English is the richest language, which arose as a result of borrowing from the official language, from the spoken language and from British standards of speech.

There are some differences between English and Hinglish. The main of them are:

- Use of the ending –ing, for example: *"You must be knowing this actress?"* or *"Hello! It is nice meeting you!"*.
- Adding –ji to names, which means an expression of reverence and deep respect, for example: *Chrisji, Michaelji*.
- The Indians usually avoid changing tense forms of verbs, using them in most cases only in the form of infinitive without regarding to people. For example: *"Yesterday he watch his favourite film again"*.
- Some Indian words cannot be replaced by English. These words are, for example, pronouns, that are not English, as well as the possessive adjectives.
- The main requirement of Hinglish is that all words must be pronounced as if they are pronounced by native Indian. Pronunciation is one of the main points.
- Grammar for constructing sentences in Hinglish was borrowed from Hindi, i. e. the order of words in Hinglish is different from English, for example: *"You will come tomorrow?"*
- The stresses in the words are unusual for English, for example: *Ókay* instead *Okáy*.
- Indians often finish sentences by clarifying question "no?" (*"isn't it"*), for example: *"They really knowing each other well, no?"*
- Hinglish can be expressed in different forms – it can be non-existent words similar to English or half English, for example:

Hinglish	English
<i>Time kya hua hai?</i>	<i>What time is it right now?</i>
<i>I have hazaar things to tell you.</i>	<i>I have thousands of things to tell you.</i>
<i>I have a headache</i>	<i>My head is paining.</i>
<i>Mother serious</i>	<i>Mother is very ill</i>
<i>godown space</i>	<i>Warehouse</i>
<i>box-wallah</i>	<i>a businessman</i>
<i>newspaper wallah</i>	<i>Newsagent</i>

At the moment, Indian English is most often used in advertising campaigns, slogans and posters. This is the best method to attract attention to the product. The use of English words shows that the brand is contemporary and focuses more on young people.

Moreover, Hinglish is not only used in India but in the UK, and the reason for this was the same bollywood film. For example, British vocabulary includes such phrases of spoken language, as "innit?", i.e. the short form "isn't it?" [3].

According to world statistics, Hindi is spoken by about 422 million people, or 32.9%, Hinglish – 350 million people, or 27.3%, English is spoken by about 9.7% of the population, i.e. 125 million people – a number that is inferior only to the number of native speakers of English in the United States, 30.1% – other languages.

The latest indicators show that in India the English language firmly holds its position. Many decades it will remain the language of the political elite, business, science, and the language of interethnic communication among people from different parts of India. Good knowledge of English has long considered to be the advantage of Indian professionals – for example, it explains the success of programmers from India in America.

### References

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