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Language , Society and Media**Dr. Machhindra Govind Varpe**Associate Professor & Head, Dept. of English, Mula Education Society's Arts Commerce and Science College
Sorni, Tal. Newasa, Dist. Ahmednagar (MS)**Abstract:**

This paper aims at defining the basic concepts such as language , society and media and the interrelatedness among these concepts. Language is a part and parcel of society . Society is a source of all languages and it upbrings all languages. It also traces the development of media and the role of language in developing today's media from traditional media to digital media.

Key Words: Sociolinguistics, ethno-linguistics, culture, heredity.

Introduction:

The word "language" is applied , not only to English, Chinese, Malay, etc. but to a variety of other systems of communication. There are other systems of communication, both human and non-human, which are natural rather than artificial. Other languages are such as 'sign language', 'body language' or 'the language of bees'. Every animal, bird and human being have its own language. Let us look at some definitions of language:

(i) According to Sapir (1921:8): "Language is purely human and non-instinctive method of communicating ideas, emotions, and desires by means of voluntarily produced symbols".

(ii) In their *Outline of Linguistic Analysis* Bloch and Trager wrote (1942:5): "A language is a system of arbitrary vocal symbols by means of which a social group cooperates".

(iii) In his *Essay on Language*, Hall (1968:158) tells us that language is "the institution whereby humans communicate and interact with each other by means of habitually used oral-auditory arbitrary symbols".

(iv) In *Syntactic Structures* Chomsky, (1957:13) states "From now on I will consider a language to be a set (finite or infinite) sentences , each finite in length and constructed out of a finite set of elements".

The above four definitions of "language" quoted introduce us some of the properties which some linguists have taken to be essential features of languages as we know them.

Language and Society have a close relation. In other words, it is a reciprocal. Sociolinguistics is defined as "the study of language in relation to society"

(cf. Hudson, 1980:1). In similar way we can define ethno-linguistics as the study of language in relation to culture- which is used in anthropology and more generally in the social sciences. Culture presupposes society; and society in turn depends upon culture.

Personality is a part and parcel of society. Personality is of its very nature, a social phenomenon. What we call personality is, in part at least, the product of socialization- the process where by we are made members of a particular society and participants in the culture. In other words what we call self- expression is the projection of one socially interpretable image or another. Expression and social meaning in language and in other kinds of communicative behaviour are absolutely undistinguishable. Language is a socially maintained and socially functioning institution, there is ultimately no distinction between Linguistics and either sociology or social anthropology.

Some languages are associated historically with particular cultures; the languages provide the key to the associated cultures and especially to their literature; the languages can not be fully understood without culture. Language and culture are inextricably embedded. So language and culture are studied together.

'Media' is defined as "the common outlets or tools used to store and deliver information or data . The term media in its modern application relating to communication channels was firstly used by Canadian Communication theorist Marshall McLuhan who stated in *Counterblast* (1954). It also refers to components of mass media ,communication industry such as print media ,publishing the news, movie and photographs, cinema, broadcasting and advertising . It also involves communication information, entertainment in society such as newspapers, magazines ,radio or television.

Media can be classified into four types: i)Print Media (Newspapers and magazines), ii)Broadcasting (TV and Radio), iii) Outdoce or Out of home(OOH media), iv) Internet.

In other words the electronic media is called the 'new' media. Knowledge is available in the forms of broadcasting ,computer and digital language etc. In an essay written in 1976, Richard Dawkins proposed a notion of cultural heredity to parallel biological inheritance. The replicating unit of cultural heredity he called the *mem* (to rhyme with 'cream').

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" Examples of memes are tunes, ideas, catch phrases, clothes fashions, ways of making pots or of building arches. Just as genes propagate themselves in the gene pool by leaping from body to body via sperm or eggs, so memes propagate themselves in the meme pool by leaping from brain to brain."

(Dawkins 1985:143)

It is this cultural heredity, and its interplay with technology. Heredity in culture incorporates the possibility for continuity as well as for change. Fundamental changes in knowledge structures are traceable to changes in technological capacities. Technologies change communication patterns and possibilities.

To sum up, language, culture and media are mutable along with time. Every culture, whether modern or traditional is carried through the cultural forms that are used and passed on in society. Language is a legacy and inheritance of any culture and society. Right from the ancient ages, evolutionary changes are merged with the upbringing culture and society. Human beings and every living being is endowed with the utmost capacity to adapt with the situation whether it is technology, culture, language or society. Human being adapts and adapts mutability in the fields of civilization and society.

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