

# ANALYSIS OF THE ROLE OF ELECTRONIC MEDIA IN CREATING AWARENESS OF ENGLISH LANGUAGE IN PAKISTAN

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**ABSTRACT**-This research study is based on the role of electronic media in creating awareness of English language in Pakistan. It relates to the national development and to the process of globalization in terms of information through T.V and Radio, it is providing a chance of subconscious learning to the people. The study looks at how television and radio can be helpful in the spread of English language and be a useful tool for improving and creating awareness of the English language. There is a futuristic need to provide people to meet the levels of modern education. Interviews and surveys were conducted with the very educated and high profiled individuals of the country for the collection and analysis of the data for more dependable results. This research has been concluded with the hope that television and radio will look into this vibrant area of creating awareness of English language in Pakistan.

**Keywords:** English language awareness, electronic media, second language learning, Pakistani youth.

## 1. INTRODUCTION

Today the English language not only serves as an international language, but it has also attained the position of a global language and many countries use it as the language of broader communication. Recently, the revolution in communication has motivated social changes. The world has shrunk to what is sometimes referred to as the 'global village'. In order to facilitate this evolution in communications it has been essential to use a language in which communication could take place, this language is English. At the beginning of this millennium electronic media has added new dimensions to the lives of people. It has promoted efficiency, flexibility and the ability to compete in the world market. Today electronic media has a wide choice of channels for sending messages to an audience of millions.

In electronic media, television may be the most influential for many purposes; Television can convey many types of signs instantaneously, it can gain substantial impact from mutually reinforcing gestures, words, postures, sounds, historical setting flags, play cards, music, significant leaders, celebrities, cheering crowd or powerful people. Television is supposed the most dominant information technology. The influence of television on society in general and the boomers in particular is deep. In the modern age, television has redefined the political process in some countries, it has improved marketing, education, commerce, leisure, and culture all over the world. Radio broadcasting is also a popular medium cross the world. The BBC is the major source of news and information; its world service is mainly in English. Crystal has noted that:

"In 1994, 45% of the world's radio receivers were in those countries where English language has a special status; but what such figures say in real terms about exposure to English is anyone's guess." [2].

McArthur [1] has all praises for this language;

"For good or ill, at the end of the second millennium AD and the fifth full millennium since recorded history began, English is unique. No language has ever before been put up to so many uses so massively by so many people in

so many places on every continent and in every sea; in the air and in the space; in thought, speech, and writing; in print on paper and screen; in sound on tape and film; by radio, television, and telephone; and via electronic networks and multimedia. It is also used as mother tongue or other tongue fluently, adequately, or haltingly; constantly, intermittently or seldom; happily, unhappily, or ambivalently by over a billion people. Perhaps a fifth of the human race." [1].

Observing the conquest of the world by the English language, the emphasis then is on the serious role of language in electronic media in both maintenance of society and in shaping the mental activities of the individual.

## 2. Objectives of the Study

This development of electronic media in Pakistan was almost non-existent a decade ago. But today it has made significant progress in this field. There is a production of TV channels and FM radio channels. The propensity of these channels is that ever more programs are progressively conducted in English or at least English language is being used as a second language. Our radio and TV channels are engaging, announcers, commentators and compares proficient and fluent in English. With the approaching of satellite and cable television, public can now watch programs, live from the original country. America and England are the main English speaking countries and states, transmitting their English programs all over the world and this affects the advancement of English. However, English is not fresh in Pakistan; it has always relished a high status in Pakistan as an official language and as an acknowledged second language. However, English has remained partly the language of electronic media in Pakistan, in the time of electronic media it has developed a central part of complex, new, sociolinguistics settings. Therefore, specific objectives need to be defined in its study.

The main objectives of this study are as follows;

- To explore the support and status of electronic media (Radio, Television) in creating awareness English language in Pakistan.

- To assess the needs of people for using English language in different domains of the society.
- To find out attitudinal changes towards English language in the presence of electronic media in Pakistan.
- To evaluate the strength and weaknesses of electronic media in the unconscious learning of the English language.
- To discover the new position of electronic media in the challenging scenario of the world, in creating awareness of English language in the general public and especially in the youth of Pakistan.

### 3. Literature Review

In the very commencement of the research on the said topic, we discovered that no research had been done on the relationship of creating awareness of English language and the electronic media in Pakistan. However, there were many books and research thesis by Pakistani writers on the role of English in education and its projection, politics, power, culture, religion and its link with electronic media. Some distinguished scholars and researchers have written comprehensively on the role of the English language, expressing their deep apprehension about the deteriorating condition of English language in Pakistan and suggesting means to improve it. Language is essential to the deliverance of awareness and education. This study is an effort to fill the gap. In Pakistan English may be the only mean of obtaining success in education and employment, therefore, it is of central significance. But as it is available to a small segment of society, the educational opportunities are less for the people.

The significance of electronic media and technology in Pakistan, however, has remained largely neglected in past decades. In recent years, television, cable, satellite, FM radio, computer and mobile phones have become an important feature of people of Pakistan. Even a vendor has a mobile phone and internet availability, television and radio is in every house. It is necessary, consequently to make intensive efforts to design a role of technology as to how it could be used in a creative and inventive manner to bring about awareness of English language among all sorts of public, and educational change to improve the learning and understanding level of English language in the country. In the light of Development Media Theory, the literature has been reviewed that how productively electronic media technology is being used in creating awareness of English language in the country.

The present research is related to two foremost issues, English language learning and English language awareness. The research is exclusively associated to the variations in the English language used and spoken by the speaker who's L1 in most of the cases is very different from L2. It is not only those two languages are in constant interplay with each other, but in most of the cases there are three working languages at the same time. One is the mother tongue which can be taken as a regional language, second is the national language Urdu, which works as a link-language for communication between the people belonging to different areas and provinces of Pakistan. The third language is the English language which is the institutionalized language and people are obliged either by psychological reasons or their practical needs to learn this language. Adding to the present trio of languages, people of

different areas of Pakistan are able to speak and understand other local languages which they have to interact with in their daily everyday matters. So in such a multilingual community, it is but very natural that variations appear. Electronic media provides a chance to learn English language sub-consciously. William Littlewood remarks: "The most subconscious processes of acquisition at one extreme and the most conscious forms of learning at the other should be taken in terms of a "continuum", in which subconscious and conscious processes are mingled to varying degrees." [3].

During British rule, English developed a language of the elitist administrative services of India, the officers of the armed forces and the language to be used in higher education. After independence from British rule, the demand for a national language was felt intensely. The constitution of India specified in 1950 that Hindi would replace English by 1965. However, this was amended in 1963, and again in 1967 that the change had been suspended indefinitely.

Tariq Rahman states these facts:

"That Pakistan planners also articulated the same desire to replace English by Urdu in all the three constitutions, but unfortunately this hasn't been happened so far." [4].

In Pakistani society, the English language has shown tremendous change. There are just a few researchers or scholars who have provided analysis of Pakistani varieties of English. They can easily be counted on fingers. The pioneering work belongs to Tariq Rahman. Next in the line are Sabiha Mansoor, Baumgardner, Mubina Talat, Riaz Hassan, Anjum Riaz-ul-Haq and Anjum Saleemi. All of them have contributed whatever they could with limited resources. The people of Pakistan are ethnically diverse. They trace their ethnic lineage to many origins, largely because the country lies in an area that was invaded frequently during its extensive history. The people of Pakistan come from ethnic stocks such as Greek, Dravidian, Indo-Aryan, Scythian, Afghan, Hun, Mongol, Persian and Arabs. Although most of the people are Muslim, religion does not override ethnic affiliations. The inhabitants of this country follow many different cultural traditions and employ about 300 different dialects and languages.

Pakistan is a multilingual and multiethnic country. Most of the people belong to one of the country's five main ethno-linguistic groups: Punjabis, Pashtuns (Pakhtuns), Sindhis, Baluch (Baloch) and Mohajirs (Muslims who migrated to Pakistan after 1947). Baumgardner sees the effect of English in Pakistan and comments:

"In Pakistan the influence of English is all pervasive. It has been guesstimated that from one to three percent of the Pakistani population knows English. In raw figures this translates into about one to three million speakers. English is used by this relatively small but extremely influential portion of the country's population in the domains of government administration, law and military, higher education, commerce and mass media. English in Pakistan has forged its own linguistic identity." [5]. All the elite classes prefer to get educated their children in the English Medium institutions so that they may be able to complete at tertiary level and competitive examinations [6]. Similarly, all business organizations used advertisements to promote their products

on electronic media, but they prefer to use innovative phrases through a renowned model to attract consumer.[7].

Learning from electronic media is a psychological process, which involves perception, selection, interpreting both visual and aural information, relating that information to prior learning or experience and possible conversion of visual and aural perceptions into other mental modes, such as imaginary or words. Since learning from television is a major concern in the present discussion, it is essential to take into account the theories concerned with the unique nature of learning from television as a crucial relevance to the production of television programs for educational purposes and in creating awareness. Tony Bates argues that: "Once we examine television in terms of the way it affects our thinking, a vast fathomless pit opens up. He further observed that television programs are made day in, day out, with no idea on any one's part of how they are affecting the way the people think. It is not the television or electronic media is necessarily "Bad" or "Harmful", it may not even matter in general broadcasting that we are ignorant of its effects. But surely in electronic media, we ought to care not only about contents of programs, but also process of thinking that the programs stimulate and develop." [8].

#### 4. RESEARCH METHODOLOGY

The research is based on qualitative and quantitative patterns. There are several considerations when deciding to opt for a qualitative research method. Strauss and Corbin claimed that "qualitative methods can be used for better understanding about which little is yet known." On the other hand Quantitative approach was also considered as necessary for the present study to provide precise measurement of the respondent's attitude, motive, opinion and views to reach systematic conclusion. In this kind of research results are more readily analyzed and interpreted. In short the data is analyzed in the terms of numbers with an objective to achieve precision.[9]

We have used primary and secondary techniques for data collection. They both are qualitative and quantitative in form. Two surveys were designed, we opted to use closed ended questionnaires. The survey consists of two parts: Domain Analysis (Language use in different areas of society.) The second part deals with Attitude Analysis. And semi-structured interviews were conducted with 20 interviewees. The interviewees were in their own right expertise in the area of evaluating the importance and role of electronic media in creating awareness of English language in Pakistan. My personal experience and observations provided a holistic view to the research problem. The locale of the survey was all the four provinces (Punjab, Sindh, Baluchistan, Khyber-Pakhtunkhwa) of Pakistan and other linked tribal areas of the country. Both public and private sector offices, educational institutions and workplaces were main in the focus and from all over Pakistan people were selected for this research purpose.

For this research, total number of respondents selected for this purpose were 100 and they belong to all the areas and all the four provinces of the country. And they were highly educated, well versed and well proficient in the second language English. Hence, they were found to be most suitable

for this survey. In this survey a highly educated set of population was selected which comprised of eight groups, businessmen, engineers, doctors, lawyers, civil servants, educationists/ teachers, military officials, graduate students in general public from both English and Urdu medium colleges and universities. They were both men and women. And their age group was divided into two categories, the first group was between 19-24 years, which represents the very youth of the country and the second group was between 25 years and above which represent rest of the general age group of public. Through this domain analysis, it was possible to find in which context the respondents use English and the areas in which they need it most. Second part of the survey, which relates to attitudes would reveal why they use it! Pakistan presently has the largest group of young people in its history. According to reports, over 43 million of our youth ranging from 15 to 24 years of age are the main users of the English language. Secondly, as English is the medium of instruction for the higher education, hence students who had earlier studied in Urdu medium are required to use English at this level. I found this an ideal situation to collect data from both. And lastly, after the completion of their education they enter some profession or take up a job, therefore, the need to use English becomes essential for them.

#### 5. DISCUSSION

Urdu was found to be the most common and popular language used at home by 58% respondents. In leisure time while watching T.V and regarding English programs 50% commented in English because it is natural to comment in the same language as one is listening or watching. The most surprising discovery was that informants did not use their mother tongue/native language during socializing. People were introduced to each other in English by 52% respondents. General topics were reported to be discussed in English 36%. Presence of English being decreased in the domain of the transaction. A higher percentage of use of English is observed at restaurants 80% for placing orders because the menus are in English. Urdu is the most common language for negotiating /bargaining 74% Urdu and in English 6% only. At school they talked to friends in Urdu, 70% and in English, 20%, but at university the medium of communication with teachers in English is 70%. It is supposed that teachers pay more attention to those who communicate in English. Academic assignments were attempted 90% in English language. 90% respondents use English language during job Interviews. Similarly, job applications are written in English by 96% respondents. A very high percentage 82% respondents were agreed that it is an advantage to know English. The majority of respondents of 82% think speaking both Urdu and English is an advantage and 70% respondents like speaking English. A huge majority, 82% of respondents are strongly convinced that without the knowledge of English they would find it difficult to get a job. 76% respondents think, that English is a symbol of status and respect as well as the ladder of success. Among the respondents, 82% fully support the role of English as an official language. Relatively a small percentage 32% would like to see English used for public signs. 82% respondents agreed that all children need to study English language at school. A huge majority of

respondents, 86% wish to send their children to English medium schools. 58% respondents would fully like the continuation of English as an official language of the country. 58% of the respondents feel embraced if they cannot speak English. The knowledge of English is considered to be important, for, being modern that educated 80% of the respondents. 58% respondents deeply felt the psychological impact of not understanding English language programs. 46% respondents use English with foreigners or native speakers. This has been verified by 76% of the respondents who think international electronic media is responsible for motivating them to learn English and creating awareness of English language among the general public. 62% respondents stated that it is used in social gathering as it creates a good impression on others. 74% of respondents seem to have shared their own experience that they get more attention from teachers in the class by speaking English language. 60% of the respondents agree with the statement that without electronic media, they would not be able to learn English language easily and make it better (Accent/Pronunciation) from any other source. Most of the respondents of 66% feel the need for more TV & radio programs in English. 78% of respondents were of the view that by promoting English language, electronic media is reducing the communication gap between people. 78% of respondents were of the view that electronic media are creating awareness of English language in Pakistan. 48% respondents watch bilingual (English/Urdu) T.V channels. Radio is mostly used to listen for music and entertainment in Pakistan. That is why FM 100, which is a music channel remained the highest choice of the respondents with 46%. Mostly people like to listen music and bilingual radio channels. But they learn enough words of English language from RJ's (Radio Jockey) even if it is a bilingual radio channel. This leads them towards learning of the English language.

## 6. FINDINGS AND RESULTS.

The present century is of electronic media revolutions. Radio and television have gripped the people in its charm around the world. According, to the Ministry of Information and Media Pakistan, there are 149 TV channels, 141 commercial and 45 non-commercial radio channels are working in Pakistan. The global communication and dominance of the English language has given rise to the English in the electronic media of Pakistan. Respondents believe that TV is playing a big role in creating awareness of English language in Pakistan. The promotion of language is stimulating and motivating people to learn English as it is the most important medium of communication around the globe. Regular exposure to television is developing interest in the people who do not know the language and is influencing people of different age groups. Electronic media are playing an enormously influential role in creating awareness of the English language, as it is the source of communication across the multilingual and multicultural country. Most of the respondents were of the opinion that as English is the language of international discourse and transmission. It is likely to expand its influence. Therefore, all TV channels telecast programs in English in one way or the other. Watching English programs can be beneficial for people in

many ways. Regular watching can improve their listening skills. It can contribute to develop ease in understanding and eventually help people to speak it. Programs aiming at younger audience can help in enhancing the learning process of the language for them. The adult audience who is less familiar with language can learn better. It can help to improve their concepts and perception by watching and listening simultaneously.

The decision of the government to set up an FM radio station has helped to serve the diverse population of Pakistan with alternative languages as a medium of communication. FM channels generally attract young audience by broadcasting lively and vibrant programs. The RJs are young college students. They possess strong communication skills in English, since they come from private English medium school and colleges. The programs on English channels largely cater to the educated, upper middle class, radio channels like FM 89 is popular among boys and girls. Teenagers are attracted to global music and English songs. There are some bilingual channels, so the respondents feel at home and enjoy its broadcasts. However, respondents were disappointed as they think radio is not doing justice to the part of English. As rural population is unfamiliar with this language and the rest of the population is deprived of English. In this scenario radio broadcasts are enlarging the existing communication gap. The findings of the study reveal that suitable understanding of electronic media and communication process is indispensable to introduce a change in the society. Merely English broadcast will not help what is needed at the moment is to ascertain the role of radio and English. As radio is found to be the most useful and intimate medium, in the given situation, it can rapidly improve the English language teaching situation in the country. If we want to produce social investment, the target should not be large audience, but a small audience who can learn, share and discuss issues at community level.

## 7. CONCLUSION

In this study, I have had a chance to assess the position and prestige of English in Pakistani society and the role of electronic media in this process. It is clear that its status is far in excess of that deserved by the number of people who use it regularly, and that it is an urban rather than a rural phenomenon, which restricts its outreach between a quarter and a third of the population. This means that nearly three-quarters of the population is still relatively untouched by important world events, which might include significant improvements in business, agricultural practices, or new technology expected to help them in their daily lives. It is considered necessary to learn English in order to get government jobs, but this is practical only to a very minor percentage of the population.

The study illustrates that electronic media are playing a dominant role in creating awareness of the English language across the multilingual, multicultural and multiethnic society of Pakistan. The study has found that students and our educated youth consider English highly important for their education and professional life. As it is also a fundamental part of our education system, they believe good knowledge of this language is essential. It has also revealed that a capital

oriented world has weakened the attitudinal resistance to English and there is a good demand for it by the young generation eager to equip themselves with this linguistic tool to achieve the economic benefits attached to it. In this situation the electronic media is found to be a readily available resource to meet the growing demand of education through English. Secondly, this is important as English is now a mandatory subject in all government schools starting from class one continuing to university level, since English is rapidly becoming the center of the educational paradigm, the findings of the study support that by employing electronic media as an instructional tool for the awareness creating of the English language to the people and students at large. There is not much sense in throwing away what advantages we had with regard to English language, in spite of individual biased and its colonial implications. The world has changed quite a lot over the last sixty nine years since Pakistan came into being. The sheer flood of information transferred by electronic means has brought strangers, even enemies, into some sort of linguistic bracket. It can educate and guide over two-thirds of the population that English is a language of prosperity, education, and development to help overcome current uncertainties in this society and bridge the communication gap between urban and rural population of the country to create harmony.

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## REVIEW REPORT

**Title: Analysis of the Role of Electronic Media in Creating Awareness of Language in Pakistan by Hassan Bin Zubair, Agha Masoo and Prof.Dr.Abdul Ghafoor Awan** and found it upto the mark in a sense that Electronic Media has created tremendous awareness among the masses about the importance of English Language. I has also played a vital role against reducing resistance against English language as a foreign language. It was an urgent need to carry out research on this topic to apprise the masses of the important role of electronic media in dissemination of English Language. It is the media effect now the people now less resistance against English Language vis-à-vis Urdu language. Now even religious scholar deliver lecture on electronic media in English language. It is a major change in perception of English Language.

1. As regards to the introduction it is effective and explain the background of study.
2. Similarly, Literature review is also relevant and comprehensive.
3. The results are clear. Similarly, findings are worth reading.
4. Conclusions of upto the mark,
5. References are as per format of the Journal.
6. However, there are some grammatical mistakes and formatting errors which must be removed before publishing of the paper,.

Recommendation: The paper is fit for publication in any journal of international repute.

Sd/

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