

# ROLE OF TELEVISION IN PROMOTING ENGLISH LANGUAGE IN THE YOUTH OF RURAL AREAS OF PAKISTAN

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**ABSTRACT**-This research study is based on the effectiveness of television and its promotion of English language among the youth of rural and less developed areas in Pakistan. In this study, it is being focused that how television is helpful in promoting English language and to spread of education in every corner of the country where formal teaching of second language is not possible due to certain reasons. The popularity of television in the country has been established at a phenomenal rate in last few years. English language is being developed as the second most important language in the country. It is to see that television can be a useful device for learning languages especially English language. Both quantitative and qualitative methods have been used. Semi-structured interviews and surveys have been conducted. This research study reveals that television is performing a positive role in the promotion of English language specifically in the rural and remote areas of Pakistan.

**Keywords:** English Language promotion, Second Language Learning, Television, Pakistani Youth, Rural Areas.

## 1. INTRODUCTION

Language supports a person with adequate means for the development of society. In this way, the human beings are the most dynamic creation. Today's reality is enthusiastically subject to one language and that is English language. Television has been common for multiple reasons; it goes on a tremendous number of signs quickly, the words, the positions and the amplified sounds, clear parameters, playing cards, music, cheer signs to reinforce the crowd, a VIP or a famous person. Television has brought a customary and the most overpowering information technology. Impact of television on society all around is massive. In present age, Television has re-examined the political structure in a few nations and states; it has changed marketing, trade, standards, education and values all around the globe. Sapir states "Human beings do not live in objective world alone but are very much at the mercy of a particular language which has become the medium of expression of their society. Nobody adjusts to reality essentially without the use of language. Language is not an accidental means of solving specific problems of communication or reflection." [1]. In this matter, the "live" show of national or general events and occasions leaves a dumbfounding impact on the minds of people. In the recorded history, English is the language in the world for which people have tried to learn so passionately. This has been spread and promoted through different mediums, radio, television, film, telephone and also through print media. Then people have also a wish to seek fluency in this particular language for them and for their up-coming generation. All these factors have made English language compulsory in all fields of life especially in education, it has also become important to get a reasonable job and to maintain a better image in the society. Watching the triumph of the world and people by the English language, it sways thought, assumptions and feelings. On a very basic level, television affects society, and it is modernizing the social relationship in every standard of time. It has become necessary for every country to adopt its latest form for a better future.

### Objectives of study

- To explore the role of television in the promotion of English language among the youth of rural areas in Pakistan.
- To assess the needs of people for using English language in different domains of society.
- To find out changes in the attitude of people towards English language in the presence of television in Pakistan.
- To discover the new position of television in the challenging scenario of the world, in the promotion of English language in the public and especially in the youth of rural areas in Pakistan.

## 2. LITERATURE REVIEW

In the beginning of this research, I have found that no research has been conducted in relation to the television and English language promotion among youth of rural areas in Pakistan. Link with the television and English language, there are various research papers and books by Pakistani researchers with respect to English language in preparing, projection, legitimate issues, power, society, religion and creating awareness. There is a variety of research papers and books by Pakistani researchers, who have presented the relationship in the context of English and the electronic media. Some of the well-known researchers, especially Rahman (2002), Mansoor (2005) have written about English language and electronic media. They have provided significant stress on top of Pakistan's declining conditions of English language. They have proposed a course of action in order to update it. Sultana (2007) and Hashmi (2009), in their research dissertations, show the relationship between the English language and electronic media for the development and projection. Zubair (2016) has presented the aspects of electronic media (Radio and Television) in creating awareness of English language in Pakistan, he states: "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.”[2]. It is done in all-inclusive community of Pakistan, it needs to be better recognized. Popularity of television has the effect of this basic course. This study is a push to close the existing gap.

English is the vitality of education, basic medium in order to get the results at work. It is available to very few people. Educational opportunities are less for the entire audience. In the era of progress and information, in order to support them, it is the center of the thing that has to be contacted with the all-inclusive community in order to function effectively in their country. Crystal states: “The media are at the center of everyone’s life- the press, radio, advertising, and specially television. Even the hint of nuance can make a difference.” [3]. Education is one of the nation's central components. In Pakistan, the government fails to provide the general education structure in the country. Double means of education and inadequate technology are also there. In the recorded history, today's heterogeneity of creating development and progress has changed the life of students and educators. FM radio, television, satellite, cable and cellular telephones have changed into the major part for the all-inclusive community of Pakistan. Genuinely, even a vendor has a cell telephone and web access, television, computers and radio are in every house. It is important, how it can be used as a part of a supportive and innovative approach because each advancement has its followers. Rahman states: “That Pakistani 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 the society of Pakistan, English language shows a tremendous change. Just a couple of researchers and analysts offer a variety of analysis of English language in relation with television, radio and electronic media in Pakistan. The main work is associated to Tariq Rahman. After him, Sabiha Mansoor has done a great job in this direction, Baumgardner did his level best and Riaz Hassan did the same. Mubina Talat, Anjum Saleemi and Anjum Riaz Haq have also worked in this direction. The inhabitants of this country, according to a number of different social traditions, uses about 300 languages and dialects. Jones states: “Educational television is merely an informed and careful exploitation of a medium that is dominant in a much wider and more general sense, and must turn the language to good use.” [5].

This study is very focused on the grassroots level in the promotion of English language among the Pakistani people through television. In this way, the deviation is happening in the programming language of the local television channels and other unique venture resources especially in the current

problems. In the immediate study, the majority of learners have realized the irregularities in English language, in order to contact the various mix of English, L1 interference fluctuations, poor learning of a second language is identified in this system.

### 3. RESEARCH METHODOLOGY

Qualitative and quantitative methods are supposed the most appropriate methods in research of social sciences. These two methods have been applied in the present research. The research is based on qualitative and quantitative methods. While deciding the methodology of qualitative research, there are several considerations. Strauss & Corbin state, “Qualitative methods can be used for better understanding about which little is yet known.” [6]. Data analysis methods are classified into these two categories. There is a difference in the approaches. It depends on the nature of the research to opt a sort of single approach or use multiple approaches in this process. “In fact the distinction is not very sharp as many think. Quantitative studies have significant qualitative aspects, especially with regard to interpretation. As with studies that are primarily qualitative often benefit from complementary analysis of quantitative data.” [7]. Primary and secondary sources have been given importance for data collection. In nature and form both are qualitative and quantitative. Which has remained very helpful in this research study to reach its objectives. Patton states: “Document analysis in qualitative inquiry yields excerpts, quotations, or entire passages from organizational clinic or program records; official publications and reports; and open ended written response to questionnaires and surveys.” [8].

In this research, survey has three parts, first part is based on Domain Analysis of the respondents. Attitudinal Analysis is the second part of this survey, third and last one is established on the personal choice of TV and radio channels. Close ended questionnaire has been designed for this survey purpose. Semi-structured interviews have been conducted for this study. High profile people have been selected for this purpose from different fields, who have much experience regarding English language and television. In this research process, my personal observation and experience has also helped me. At the second stage, the survey is consisted of thirty different statements, associated with the English language in the context of Pakistan. Which is based on the person’s attitudinal choices. It leads the research process towards the exact and impartial results and findings. Choice of television channels have been given priority in this part of the survey. Hohenthal’s (1998) study has been selected to design the questionnaire. Questionnaire were distributed to all kinds of people who have shown great willingness to participate voluntarily in this study. Questionnaires have been given to the respondents at their work places and asked them to fill it on the urgent basis. Rural areas from all the four provinces, the other linked and tribal areas of Pakistan’s have been selected as a locale for this survey. People from all parts of Pakistan have been selected for this purpose of this research. From all over the Pakistan, colleges and universities, work

places and offices are main in focus for this research study. And it has remained an easy way to access the educated and professional class of the people in this direction. In this study, total selected participants are 162, men and women from different walks of life. Their age is between 19-33 years. All the respondents belong to the rural areas of Pakistan.

In the present research, semi-structured interviews have been conducted. High profile and highly educated people have been selected for this purpose from different fields, who have much experience regarding electronic media and English language and they represent the elite class of the country. I have talked personally to all 28 interviewees. The writing of the question-answer session, I have collected all the data. Sometimes, during the interview while recording the view point of the interviewee, he/she does not feel comfortable to elaborate his/her inner and personal view point about the specific matter. This creates difficulty of obtaining the accurate data. I have given prime importance to note their viewpoint in written format.

#### 4. DATA ANALYSIS AND DISCUSSION

In the global scenario, there is no doubt among the respondents who have supported this statement that speaking English language is a great benefit and plus point for its speaker especially in the context of education and employment. 80% is a very high percentage of respondents who are agree with it, they believe that to speak the English language is a great advantage. 62% respondents feel charm in speaking English language, because it has international demand as well as it enables them to be called a bilingual. Television has is promoting English language through creating awareness among the youth of rural areas in Pakistan that if they want to compete with the modern world in the age of globalization then they have to learn and speak English language. 82% respondents are agreed with it that English is mainly the language of education, television and language of publication. After 9/11 and other global changes, English language has become a need to survive into this world with dignity. Government is making an effort to spread English language in areas of the country, in this direction they have converted all the syllabus from Urdu to English and have made the English language its medium of instruction. Although they have some reservations from different ethnic and linguistic groups. The vast majority, 76% respondents are convinced that English language proficiency is required, and it creates a difference among the candidates during the selection procedure regarding job. And without the knowledge of English language it is hard to get a job in this country, especially for the white collar jobs. Different banks, multinational companies, NGOs and hotels require those people who have excellent command over English language, and they pay very attractive salaries to those who have healthy communication skills. In Pakistan, majority of the people are literate but not that highly educated who can speak English language in a fluent manner. Even after having the master degree in this particular language/subject they remain unable to practice it as a speaking language, because this point is related to their personal interest, practice and about

making their speaking skills better. 76% respondents are agree with the statement that in Pakistan, preference is always given to those people who have strong communication skills in English language. Majority of the educated people have realize the need to learn English language, because it is helpful in getting a job. People get impressed when they find a person speaking fluent English with a comprehensive accent and style. 58% respondents want English language for public notices and signboards to be used. The respondents who are opposing this statement, they have views in mind that sign boards, advertisements and other instructions should be in their native or national language, otherwise it creates ambiguity in understanding. 76% respondents foresee the basic need of future, to provide the education to the children in English medium schools. Behind this thinking there may the involvement of inferiority complex if they educate their children at Urdu medium schools. The reality and the need of time is now to provide every single child a better education system, which should have the ability to provide the education fulfilling the future needs. In this regard English medium schools and institutions are doing quite better in this direction. Rahman states “English be taught to all children as to give them excess to the liberal-democratic world view and the possibility of international mobility.” [9]. Awan and Nawaz emphasis that English language is must for higher education as well as for scientific knowledge [10]. Khan, et al (2016) said that those who avoid enhancing learning in English language could not make progress in their life. They conclude that language of base of children makes strong right from the beginning. At later stage, they will not face any problem.

Around 74% respondents are agree that people takes a person educated if he speaks English or at least have the knowledge of English. That is why most of the respondents are agree that they should have to learn English language to present themselves as educated and well versed persons. It is considered a major drawback if someone is unable to speak English. It has become a trend that people consider a person an educated one if he/she can speak fluent English, otherwise they doubt on his/her capabilities and education. 72% respondents believe that there are personal inclination is involved in language learning process. If a person is interested to learn something, he/she would not feel any frustration at all rather he/she would give full attention towards it. The other reason could be the entertainment point of view, that most of the times people watch television channels to relax themselves so they do not want to take any interest to learn a language. Respondents believe that this kind of reaction can only be expected from a thorough illiterate person, even this category of people also try to learn some words of English language from television. 59% respondents are agree that they use English language for the formal purpose or with the foreigners. They feel hesitation while speaking English language with non-natives and Pakistanis.

About 78% respondents are of the view, when a person listens a particular language on television, he/she tries to understand what is said there. This ambition to learn

something new creates a new passion in him/her to learn a language. Television has provided a direction to the people of the country which has motivated them to learn English language. Television has the ability to attract the public, it provides a brighter chance of education and language learning to youth of rural areas in Pakistan. 78% respondents are agree that television has made the people realized that without the knowledge of English language they cannot move forward and compete with the international standards. It would not be wrong if it is said that having the knowledge of English language is the international demand not only the national or personal need. Medium of instruction of most of the subjects have been converted into English language at the level of higher education, so only the English language is the ladder to reach it. 68% respondents are agree that the students who can speak English well, they get more appreciation and attention from teachers. 58% respondents of rural areas are agree that through television they learn English language at the work places. It has enabled the people to learn English at home, it shows that it is a great source of language learning for the general public. 56% respondents believe that there is a great need for more English programs on television. 74% respondents are agree that television is reducing the communication gap among people. People have learnt a lot of words from television, which can be used in English conversation in daily routine. 46% respondents watch the GEO television network and 22 percent watch PTV. On the other hand, 20% of respondents are interested to watch Express 24/7, BBC is watched by the only 12% of the respondents. Primarily, people are interested to watch a bilingual channel. However, they learn a lot of English from them. It indicates that mostly people in the country are interested to watch a bilingual channel. There is a very short percentage of the respondents in the rural areas of Pakistan who want to watch purely a channel which uses English language in its transmission.

#### 4.1 Summary of Interviews

In this research study, there are twenty-eight interviews have been conducted with high profile and educated people. Eleven among them are famous personalities and they are directly associated with television. Other seventeen interviewees also have the high positions in government and private sector departments. All of them have a very keen observation regarding television and English language. Names and identities of the interviewees have been disclosed after their permission.

Mr. Sikander Bakht is a famous sports analyst at GEO television and a former Pakistani test cricketer. He has the views about GEO television that it is presenting its transmission on standard basis, television focuses the needs of the national and international viewers. This also gives advantage to the local viewers to learn words of English language from the programmes of television. In cricket matches, it has been observed that live commentary is in English language. People learn a lot of words from the live commentary also and it creates a motivation in the people to learn English language to have complete understanding about the programs or a match. Dr. Sughra Sadaf is a Director of

(PILAC), Manager FM 95 and PTV Anchor. She is of the view that in Pakistan television is performing a better role in promoting English language among the general public because it has a wide reach to the public in the remote and rural areas of the country. Mr. Iqrar-ul-Hasan is an anchor at ARY TV Network, in his views, so many anchors and media persons use English language in their programs. This thing has made the viewers very habitual to this. In the past recent years younger generation has absorbed this rapid change happening in the electronic media. It would not be wrong if we call it a media revolution. Still we cannot say that this change has been occurred in every part of the country. Most of the people from the rural areas do not understand English language properly. One of the plus points, television has got a chance to reach every single citizen of the country. Television is a great source to attract the people and then it provides them a chance to learn English language especially. Kanwal Nauman is a renowned political figure and a former actress of PTV dramas. She is of the view that standard of English in Pakistan has risen in last few years. There are many factors behind this formal leaning of language and education system. Television has played an important role in this direction and it has created awareness among the people. Television has the ability to create an impact politically and culturally and it has its reach to the remote areas of the country. There are many educational institution in the country which have their own educational television and radio broadcasting facilities. Government and private sector television channels should focus and give more emphasis in this direction. It can be used as the instructional tools to motivate and educate the people of the country.

Huma Meer is a co-host at a famous show "Hasb-e-Haal" at DUNIYA TV. She with her great insight has elaborated her view point that people want to be successful in every field of life, in this whole process English language plays a central part. It can produce better results if English language is more broadly presented through television. Television has a wider access to the people and they carefully observe its programs. Then they try to adopt the same course, in the sense of mannerism, glamour or in the mimicry form. But each of the practice is towards learning and betterment. Dr. Shahida Dilawar Shah is a poetess and host at PTV. In her opinion, in the recorded history of Pakistan, television is the fast growing medium. Now it has been shifted to satellite technology and cable TV networks. Globalization and world's economic market has created some vital results over television and English has become the language of television as well. But most of the population in Pakistan is not highly educated and they are unable to understand English language completely, it is due to lack of education facilities in the remote areas of the country which breeds low literacy rate. But still there is a silver lining in the dark clouds that people are attracted towards English language learning. This credit goes to television channels which are trying their best to perform positive role in the betterment of English language.

Mr. Shahzad Aslam is a DIG in police department (Peshawar). In his opinion, there are very few English channels and mostly bilingual channels are working in the

country. Which are enough for it viewers, who can understand English language. Pure English channels have less viewership, but still people are trying to learn English language through television and making their accent and vocabulary better. People have shed the cover of old traditions and rigid thinking against English language, the credit goes to the television channels. Now, great scholars and religious people deliver their lectures in English language. Television has made easy for the people to learn English, to refine their accent and pronunciation. Television has now reached in the remote areas of the country so it should be used as a modern educational tool. Mr. Azeem Anjum is an Additional Commissioner (Baluchistan). He elaborates his viewpoint that in Pakistan, television has made a superb development in very short time. All the television channels and electronic media is a satellite based medium and it is providing its telecast to all the remote areas of Pakistan equally. It has enabled us to get equal results from all over the country regarding English language learning. In the developing countries like Pakistan, it can be used in a better way for the educational purposes. In the present scenario, television in Pakistan is providing a great support to the students and the young generation in the remoter and less developed areas of the country. Mr. Shehzad Akbar is a DPO in police department. He is of the view that the English language promotion through television is an important feature of it. English language has been supposed the benchmarks of success for the upcoming generation. He believes that people of the rural area have more ability to learn English language rapidly than the urbanites. People are much aware about the future needs for their up-coming generations. For this purpose all the education and medium of instruction is in English language, so every Pakistani must have learn it if he/she want to progress in any field of life. Television is playing its positive role in this direction and there is still enough space for betterment.

Mr. Hassan Sardar is a SP in police department (Sindh). In his opinion, television has proved as an agent of social change. It is trying to create awareness of every type in the society and to groom them according to the needs and requirements of the time. People idealize the media persons and anchors as their role models, if they use better and accurate language; it can be on any type of platform, music, talk shows and political discussions. It would be more helpful for the people to learn new words, phrases and sentence of English. Mr. Shehryar Memon is a Deputy Coordinator at Chief Secretary Office KPK. In his opinion, television has provided a huge rise to the English language in Pakistan. English has got the status of compulsory language. People mostly send their children to the English medium schools. Television has been used for many purposes but it is performing a better role in this direction to educate people at different levels and styles, especially to promote English language especially in the remote areas of the country. People in the remote areas, where educational standards are not very up-to-date, television has remained very helpful to provide them language awareness. No doubt there are some weaknesses in this way, television related persons and owners

of television channels should give more attention towards this line to provide their nation, better standards of education and English language. Other interviewees have also the similar views about this research study.

## 5. FINDINGS AND RESULTS

The present century is of media revolution. Radio and television are the greatest sources to attract the people and to convey the message through it on a larger scale. Respondents and interviewees believe that television channels are the greatest source of information for the public, they learn a lot from these sources. It has made the promotion of English language very easy and it is stimulating the people in the country towards English language learning. Being a multilingual and multicultural country, television has been used in opinion building of the public. It provides a chance to them to learn without any specific intention. Television is bridging the gap among people in the age of globalization. Television has moved toward a capable drive in framing general opinion. It is bringing change into the lives of the people. There has been extension of eagerness for English language learning in Pakistan. For trade and exchange, it is necessary to have the knowledge of English language. It has also become a great source to provide knowledge and information to the masses. Mostly respondents have supported the idea that English language is important at the level of discourse and it has been expanded its influence. People watch television without any kind of their personal discrimination. They just watch and enjoy, behind this all they learn a lot from it. Regular watching of television make their listening skills better and make them enable to understand about the issues. Television programs are helpful to attract the youth especially in the remote areas of Pakistan. They are more inclined towards learning English language and want to improve it.

There are some elements of illiteracy in the country have been observed in the remote areas of Pakistan. Even those people have the spark and eagerness to improve themselves or at least they want to provide their children a better educational structure. They want to see their up-coming generation as a bilingual one, who could be able to speak English language as well with an equal and better competence and proficiency. It is the television which has provided a chance to the public, to leave the old customary and rigid thinking about English language. Some years ago, English language in the country was associated with the elite class, but credit goes to the television which has provided it to the real masses. The survey reveals this fact that television has the potential in promoting English language, it should play its positive and effective role. It is trying to reach the people and educate them in different ways. The VJ's (Video Jockeys) are young college students, they speak English language quite well with a better fluency. Our youth also learns a lot from them because they want to copy their style of speaking. In this regard it is important to know that mostly our rural population is deprived of English language and television is the healthy source for them to improve their English language.

- 1- Television is a strong source to spread any language in the country.
- 2- Television is a great source of information for the youth of remote areas in Pakistan. It is the only source for them, to get up-to-date information and to learn English language with a better pronunciation.
- 3- Television in Pakistan projects English language which is different from the standards of British and American English.
- 4- Television has the ability to motivate and educate the people of the country, people learn from television without any deep intention.
- 5- Television has made the people realized that if the up-coming and younger generation wants to survive in future, they have to get education in the English medium institutions.
- 6- People have acknowledged the fact that without having command over English language, both in speaking and writing forms, they would not be able to get a respectable job. Television has made them capable to think in this direction.
- 7- Through television, people have got the point "Globalization and its needs". People have removed their old rigid mask of old customary. Now they are eager to prepare their younger generation according to global scenario and its needs. Where English language has become necessary to move forward in any field of life especially in education. All the collected data from the surveys and interviews provide the central findings that television is promoting English language among the youth of rural areas in Pakistan.

## 6. CONCLUSION

In this study, it is tried to present the prestige and position of English language in our society and role of television in this direction. People of Pakistan have television as a great source of English language learning. In rural and remote areas, its importance has been increased. Nearly three-quarters of the population lives in the villages and remote areas of the country. In the modern age, it is considered that English language is a key factor in getting a job and important in higher education. English language is also necessary to move forward because most of the subjects in different fields of study are in English language.

In Pakistan, it is important to learn English language as well as the Urdu at a same time. There are numerous regional languages are also working in the country, along with them Urdu is placed as a national language but to compete with the modern world of today, English language learning is very important for every single person. For this purpose, it is supposed that formal style of education and language learning is not enough. In this direction, television in Pakistan is playing its positive and dominating role to educate people, and creating awareness of English language in Pakistan. This has also remained helpful to reduce the rigidness of some of the people, who have supposed the English language as an evil thing against our religion and country. Television has provided a chance to the public to shed this old and outdated mind set. Surveys and interviews reveal, educated youth of

Pakistan believe that television and English language have become compulsory for their educational and professional needs. The enemies and strangers have become closer in the linguistic boundaries. Internationally, this fact has been accepted that television has played its positive part to reduce the prejudice among the people and the countries. Satellite and cable technology have change the face of society, local television channels have the vibrant support of the people. People want to educate their children and up-coming generation on new and modern grounds. They have realized that without the knowledge of English language this dream cannot come true. So they are backing every single source, which is helpful formally or informally.

It is concluded that in the present national and international scenario, people of Pakistan have realized the importance of English language learning. Government and private television channels are working in this direction to provide better education at their door steps, especially to enable them to learn and communicate in English language with an equal and better competence. This has been proved that television is helpful to bridge the communication gap in the society, it is helping to reduce the inferiority complex among people regarding the understanding of English language in the country. The findings of this research study reveals that television is promoting English language among the youth of rural areas in Pakistan.

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