

# A ROLE OF LANGUAGE AND CULTURE IDENTITY: A VIEWPOINT

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**Abstract:** Culture is complementary to language. Language is outcome of lifestyle. It influences notion technique and creates a distinctive machine of ideals pertaining and odd to that subculture. Cultural identification is related to linguistic uniqueness. The shared cultural expertise and the shared non-cultural information (recipe, geography and economics) in notion manner and notion content produce the language. Way of life plays an critical function in growing and shaping the language. As Good enough explains the relation of language and subculture, “that a society’s language is an aspect of its lifestyle ... the relation of language to way of life is that component to complete”. [Hudson, 83] Language and subculture together provide an identification to man or woman and interlinking of 3 aspects (language, tradition and identification) make the odd identification of that particular society on this international.

**Key word:** Language, culture, identity, society, lifestyle.

## 1. INTRODUCTION:

The basis of the language may be very deep in the culture. Language is the supply to bring culture and cultural ties. It’s far the means of communication and it helps to share each other’s ideas. Use within one’s culture and the entire intertwining of those relationships begin at one’s beginning which makes his very own identification via it. Language and culture are twined such that people in the society cannot live without using the two. Language is used to explicit the mind and ideas which can be the outcome of subculture. And by expressing thoughts he/she percentage the subculture and create his/her personal identity within the world. Gaining knowledge of a brand new language means being acquainted and pleasant to a brand new subculture. Therefore teachers of a language are also properly teachers of subculture. Subculture can be spread all over the international via the language, the method of verbal exchange.

A referred to soviet semiotician, Juri Lotman, perspectives language as a ‘primary Modeling gadget’ and describes literature and art in popular as ‘2nd Modeling machine’. For the later are derived from the previous so he broadcasts – Indian, Greek and Roman linguistic studies are the oldest and maximum valuable which display the wealthy subculture and the mind identity of ancient Indians, Greeks and Romans. Greek and Latin’s linguistic studies are speculative and philosophical but the observe of Sanskrit language famous that the Indians were the first to have initiated descriptive and analytic studies of language primarily based on statement, observation of culture, from wherein the language originated.

Steady exchange is the nature of language. Languages trade with the change in tradition with time. Whilst a language ceases to alternate, it’s miles known as the useless language. The consistent exchange of residing language may be effortlessly visible in its vocabulary. Antique phrases out of use, new words are delivered to vocabulary and current phrases trade their which means. A change in language takes location with transliteration, transference, Trans creation and transposition in vocabulary. for example certain food gadgets of Indians, word of commonplace use in normal communication based on way of life are borrowed in English as it’s far with none change which includes wdad-pav, pav-bhaji, halawa, kheer and the same way foreign words like pasta, noodles, pizza, burger and Manchurian of commonplace use in everyday conversation based on overseas lifestyle are borrowed in Indian language as it’s far. Borrowing phrases into each other’s languages now not simplest enhance the vocabulary of language but also make acquainted to its culture.

English occurs to be the most extensively used language round the sector. The spread of English over the past 4 hundred years has caused the emergence of transplanted styles of English in variegated socio-cultural and linguistic contexts. Many extraordinary local types of English or ‘English’s’ existing around the world are slowly but regularly gaining reputation and Indian English is one of them. it’s been repeatedly tried to abolish the former colonial language however English continues to be one of the most suited language in India. English enjoys a perquisite function within the whole world due to the geographical-ancient, and socio- cultural elements (Crystal 1997, 2003). Inside the recent

years it has ended up the method of 'lingua franca', a image of globalization, diversification, development, identification and alternate. It has now attained the placement of a global language and is also mentioned

As 'international English' (Crystal 1997, 2003). This revolution of English language gestures to be the maximum notable event in the late 20th century (Crystal 2004). This turned into the time while English commenced spreading its wings to envelope the international. It was the time when many commentators talked about at the viable risks of English being a worldwide language (Crystal 2003). probable because the growing repute of English amongst other languages can put the vernacular languages at an inferior role and people might come to be getting to know most effective one language i.e. 'English', as a consequence leading to monolingual speech community.

The language performs an essential position within the private, national or even cultural identification of someone. The individual of any kingdom mostly speaks of their national language which includes a Francis speaks French, an Englishman speaks English, a German speaks German and an Indian speaks Hindi. The relation among a language and the who talk it, have their identity. Due to talking that language, the 2 can scarcely be thought of aside. A language lives so long as there are individuals who communicate it and use it as their local language and its greatness is only that given to it with the aid of those human beings. The language gives to the speaker non-public in addition to cultural identity. A language is essential because the people who speak it are essential – politically, economically, commercially, socially and culturally. English, French and German are superb and essential languages superior all around the globe people were starting to accept their way of life with their language because they are the languages of brilliant and crucial people; for that reason they may be widely studied out of doors the u . s . in their use. Supposing their languages superior people have been beginning to just accept their tradition with their language. In accepting superior language with their way of life people are going far far away from their language and culture and losing their identification consisting of Marathi, Punjabi, Kannada, Tamil, Malayalam and Telugu those Indian languages are not studied out of India and the local people rarely analyze it as supposing not so good as their language. Language influences personal, national and cultural identity too.

On occasion the cultural significance of a race of kingdom has at a few former time been so superb that their language stays vital among cultivated people lengthy after it has ceased to symbolize political, business or other greatness. For example Sanskrit is studied in its classical shape due to the exceptional civilization which its literature preserves the maximum entire document of it. However now Indians stopped to write down on this language, end result is ignored by way of the outdoor world too. Latin and Greek, historic languages of euru were rich and informed.

In India English is the most critical language. After Hindi it is the maximum normally spoken, read and written language in India. Indians who understand English will constantly try to use it and every so often the cultural importance of a race of state has at some former time been so excellent that their language remains essential amongst cultivated humans lengthy after it has ceased to symbolize political, commercial or different greatness. For example Sanskrit is studied in its classical form because of the exceptional civilization which its literature preserves the most whole record of it. However now Indians stopped to put in writing on this language, result is not noted by means of the outdoor world too. Latin and Greek, ancient languages of European were wealthy and knowledgeable.

In India English is the most important language. After Hindi it's miles the maximum generally spoken, study and written language in India. Indians who recognize English will continually try to use it and show that they recognize English. It symbolizes English is advanced language for them and they like to simply accept the culture of it. Indians assume English medium schooling gives the higher training, subculture, better intellect and an possibility of desirable task. English speaker Indians often mingle it with Indian languages of their communicate. Indians all of sudden move to talk fluent English within the center in their communication in any Indian language is very commonplace exercise amongst Indians, including language of Hindi actions and serials. English is used as first, 2nd and even third language in India. It has wattage in Indian society in addition to in its way of life.

Human beings live in sure place at a positive time frame and at that time they broaden language consistent with their specific wishes and proportion a manner of existence and lifestyle. Language is strongly intertwined with lifestyle and identification. The identity of the character relies upon on the way he/she makes use of language whilst talking. The acquisition of English by Indians won't alternate their biology (blood and skin color) however ought to create a brand new subculture (flavor, opinions, morals and intellect) with which the local audio system should engage. English is affected by vernacular in Indian English literature with the aid of Indian English writers who've added new identity to them. As Raja Rao in his preface to his novel Kantapura says – "English isn't always a 'foreign tongue' in

India, but it's far only the language of our 'mind make-up', not of our 'emotional makeup'". [1970: p II] He incredibly shows that the Indian English writers should express 'Indian sensibility' and he have to discover ways to write in Indian English and now not Babu English, the English of Oxford and Cambridge knowledgeable Englishman.

Indian English should be used to express Indian sensibility to carry the 'sense' of cultural and emotional existence of the Indians to the readers.

English is supposed to be the superior, international, enterprise, technological know-how and international language. The lifestyle of this language is likewise widespread as the superior culture. The western culture and languages are established as the superior and eastern tradition and languages are decided inferior. To create the identification and prove the prevalence of Indian subculture and language, the Indian English writers have written in English affected by the vernacular, approximately the Indian and Indianans. The Indian English writers like Raja Rao, R. k. Narayan, Mulk Raj Anand, Anita Desai, Girish Karnad, Vikram Seth, Upmanya Chatterjee, Arundhati Roy, Rohinto Mistry, Salaman Rushdi, V. S. Naipaul, Shashi Tharoor, Shashi Deshpande and Amitav Ghosh have added Indian culture on worldwide level through English language and feature created their own identification at worldwide level. as an instance R. Tagore is winner of Nobel Prize, Arundhati Roy, Kiran Desai and Arvind Adiga are winner of Booker prize. It proves that Indian English writers have got the identity at worldwide level with the essence of Indian lifestyle. However the vernacular audio system are influenced by English way of life and language and consideration of inferiority about vernacular and our lifestyle we're decentering from both. Accepting the western culture and language we're dropping own way of life, identification and language.

Globalization and multilingualism carry changes in all cultures and languages. It hybridizes Indian languages and way of life. The impact of globalization method on language is an emergent discipline in sociolinguistic. Globalization shakes traditional obedience networks based totally on gender.

It affects cultural trade too. For Smith [1999, p. 24] "The phrase globalization is substituted for the word imperialism". Traditions and languages reach into each other and exchange phrase and concepts is the effect of globalization. There are various phrases so commonplace in

English that nobody recollects they really came from Hindi. "Carrying a 'khaki' hat, the 'thug' took the 'loot' to his 'comfortable bungalow' within the 'jungle' ". Inside the given sentence there are 5 Hindi phrases which might be completely meant as part of English language. At the identical time there are many phrases which have been borrowed from English into Hindi along with bus, tank, torch, taxi, bomb, pencil, fan, cyber café. Many English phrases are originated from Sanskrit or Hindi together with divine, mother, father, brother and many others.

Globalization now not handiest exchanges the words however additionally alternate the standards which includes, whilst the British first got here to India in the sixteenth century, they had been now not accustomed to the everyday rituals of personal hygiene. All through that period Europeans rarely took baths; subsequently they used perfumes of India. But in India a morning bath is a necessary part of Hindu ritual. The British added this cleanliness habit which changed into first of all referred to as a craze to the west. The idea that "Cleanliness is subsequent to Godliness" which inspired a Christian revivalist movement in early 19th century u.s. grew out of the revolution in bathing rituals that the Europeans found out from their touch with Hindus.

India is a multilingual, multi-ethnic and multi spiritual u . s . a . . There are 1652 mother tongue in step with the 1961 census of India. As a multilingual u . s . a . . It is very obvious to borrow Punjabi, Marathi and Gujarati phrases in Hindi. Due to the globalization the combination of two or extra languages takes place all around India. It hybridizes the language and tradition of India and has added the brand new identification of Indians. Despite the fact that globalization has been related to the destruction of our cultural identities, cultural identification is a whole lot more 'manufactured from globalization and multilingualism' than its sufferer. The quality instance of this is the Hinglish and cellular language of young generation.

The language, subculture and identity vary on the basis of Indian social class, age, ethnicity and sex. The Indian social training are divided in 3 one of a kind lessons – excessive magnificence, middle magnificence and lower magnificence society. The language of man or woman indicates to which class the man or woman belongs. As excessive elegance society has sophisticated and very cultured language and decrease class society makes use of a whole lot slang of their language. Differences in the social roles of adults and children also affect how language is used. Domestic, school and college contexts may represent different cultures, subcultures or each might also have an effect on language acquisition in significant methods. In common the language of male is dominating while the woman language is well mannered with self-assurance.

Language, way of life and identity move hand in hand as all three have start, boom and death. The Indian language Sanskrit, the language of Vedas and GOD, has ceased to alternate. It has ceased to symbolize in your price range, political, business and different greatness. Sanskrit, the most historical language of India which dates from approximately one thousand years before Christ, has ceased in the gift age. the brand new language takes the vicinity of antique one. The modern kinds of Sanskrit are languages of northern India and Pakistan like Hindi, Urdu, Punjabi, Bengali, Marathi, Assamese and Oriya. We may additionally call it the useless language because it has ceased to alternate. Even the culture of Sanskrit isn't followed by using the Indians because the subculture has changed with the alternate in language.

At the identical time Pali, the language of Baudha faith, Prakrit, the language of twelfth and thirteenth century of Maratha religion is not any more in use. The Buddhism and Maratha faith exist but with the distinctive languages like Marathi of Maratha. Each language and its culture had its personal identity in the beyond and even in present time we see, the language and its subculture have its own identity as language without culture and lifestyle without language is difficult to get an identification inside the international. No language is advanced or inferior, the speaker of that language and lifestyle make it advanced or inferior. The person who has sound expertise, fluency, inwardness understanding of that language, way of life and command on it makes it advanced language. The speaker receives his personal identity in global with the right use of language.

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