

Features of hinglish language development

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The state language is one of the major issues discussed by India's Constituent Assembly and there is much disagreement on this issue. Some of the members assume English should be the state language and the others suggest using Hindi as the state language. While the politicians have arguments on this point, Indian media and society form the phenomena of Hinglish. At the same time even the politicians arguing about the Reservation for Women Bill in parliament declare: "Let me tell you, *iska koi easy solution nahin hai!*" (Let me tell you, there is no easy solution to this issue) [1].

Hinglish is a mixed language or a result of rapid code-switching. It is required speakers should be fluent in both English and Hindi languages to understand each other, but this requirement is not always met [2]. It is also difficult to count how many people speak Hinglish because there is of lack of a proper linguistic definition as well as a demographic metric [3]. Since the British conquered India, they have been borrowing words from Indian languages, The most well-known of them are "guru", "yoga", "curry", "pyjamas", "bangle", "khaki", "bungalow", "shampoo" and "thug". However, the economic boom made Indians borrow English words and grammar constructions. Mixing Hindi and English occurred back in colonial times, but Hinglish has become an effective communication tool only in the last few years. While English has been the language of upper classes, business and private schools, Hinglish has become the language of home and work [4].

Hindi and English are mixed not only within conversations or individual sentences. They are mixed even within words. An example: "She was *bhunno*-ing the *masala*-s_ *jub*_ phone *ki ghuntee bugee*." Translation: "She was frying the spices when the phone rang". Speaking that way demonstrates you are modern, but locally grounded. More people in India are fluent in Hinglish than in English. Limited access to studying British English and desire of becoming an English speaker make Hinglish more available to the masses than English. It works the following way: Hindi speakers start studying English because of its prestige but do not become fluent speakers because of the limited access to courses so they become Hinglish speakers. Those, who lose their jobs in the English job market are likely to shift to Hinglish because they lose need to be fluent in English but do not want to become Hindi monolinguals, because Hinglish prestige is higher [5]. According to the results of research, many Hinglish speakers cannot speak

monolingual Hindi or monolingual English and they adjust their speech towards Hinglish when they talk to Hinglish speakers [6].

People are not just mixing Hindi and English words, they invent new phrases. For example, all the service workers are referred to as Boss. People say “Ok, Boss” or “Suno Boss” to bus conductors and waiters. It is accepted to greet somebody in this way: “Hello, Jack Ji”. Addition of “Ji” means respect to the collocutor and originates from Indian traditions. A person who speaks Hinglish when meeting will ask you “What is your good name?”, because every Indian has a “good name” (“shubh nam”) which is used in public and a short name, which is used at home. Indians call their best friends “Sabse best friend”, where “sabse” is a part of superlative form of adjective, so this phrase can be translated as “The most best friend”. Hinglish speakers use a word “toh” very often, for example “She toh is very rude” or “This toh I know”, which cannot be translated in English, but into Russian it can be translated as particle “то”: «Она-то очень грубая», «Это-то я знаю». The second most popular particle is “na”: “Do this na”. The word “na” in origin means “no” and today it is used as a part of a tag question. In this way tag questions were borrowed from English but became even more widely used. If you ask an Indian “How are you” you will hear “First class” which means “Very good”. This phrase originates from first class trains [7]. If you are asked to “Do one thing”, that means that you should carry out more than one task. It comes from the Hindi statement “Ek kaam karo” which is usually said before giving a person a list of things to do. One of the common Hinglish phrases in official emails is “Do the needful”. It could mean “Do this task as fast as possible, because it needs to be done right now” [8].

Hinglish gives the English words new meanings and even invents new words. Here are some Hinglish words: “glassi” — thirsty; “filmi” — glamorous; “jungle” — unruly, wild; “timepass” — idle distraction; “auntyji”, “uncleji” — a child's elder relations and close adult contacts; “would-be” — fiancée or fiancé; “cent per cent” — definitely, thoroughly; “chauvinist” — a person displaying aggressive, exaggerated and prejudiced love for chai [9], timepass – passing time, waiting for something [10]. In Hinglish, “co-brother” means “a brother-in-law”; a “stadium” refers to a man with a large bald spot; an emergency crew responding to a crisis is described as “airdashing”. There's even a new concept of time – “pre-pone”, the opposite of postpone, meaning “to bring a meeting or event forward” [11]. One of the best examples of Hinglish words is “to pass out” which in British English means “to lose consciousness”, but in India it means “to graduate from”. Thus, it is normal to say “She passed out of college in 2018” [8]. Also, in Hinglish one word can be used as any part of speech. Take the word “tension”. This is used as a noun (“don't give me tension”), verb (“don't tension me”), and adjective (“that was a very tension exam”) [10].

In order to make a successful advertisement you should mix Hindi and English in a proper way. The first company to make a slogan in Hinglish was Pepsi with the tagline “Yeh hi hai right choice, baby” (You got the right one, baby). Then it became fashionable to use Hinglish slogans. Here are some examples: Domino’s Pizza – Hungry Kya (Are you Hungry?), Pepsi – Yeh Dil maange more (The heart wants more), Lays – Pal banaye magical (Make every moment magical), Hero Motocorp – Hum mein hai hero (There’s a hero in everyone), Close-Up – Kya aap Close Up karte hain? (Do you use Close-Up toothpaste?), Sunsilk – Come on girls, waqt hai shine karne ka! (Come on girls, it’s time to shine!), Coca Cola – Life ho to aisi (Life should be life this), McDonalds – What your bahana is? (What’s your excuse eating McDonalds instead of home-cooking?). The majority of multinational companies now use Hinglish in advertisements [4].

Hinglish has become the language of media. News channels such as Times Now and Republic mix Hindi and English so that the information achieve maximum reach. For example, on Republic the hosts speak Hinglish and Times Now’s Twitter used the hashtag #ArmySeGaddari (treachery to the Army). Also, news websites such as Newslaundry and InUth use the mixture of Hindi and English. Even stand-up comedians use usually both languages at the same time to attract huge audiences and the audience is supposed to understand these languages [12].

Hinglish in Indian culture appeared far earlier. There are examples of poetry in Hinglish from 19th century. Author Shobha De started using Hinglish in her writing in 1960s. Bollywood films now have titles combining the two tongues. Examples include “Ek Tha Tiger” (Once There was a Tiger), “Love Aaj Kal” (Love Today Tomorrow) and “Shaadi Ke Side Effects” (The Side Effects of Marriage) [13].

In the second decade of 21st century Hinglish has begun to be taught in the UK. British diplomats that were posted to India were told in 2012 they will need to learn it [14]. In March 2018 Portsmouth College, which piloted a language course in Hinglish, said it was planning to offer the course to a wider range of students because of its popularity. The representatives said this knowledge will give the students better opportunities in Indian companies. The course was introduced in November 2017 and got 18 students to explore how Hinglish was used in business and society in the UK and internationally. This course will become a regular feature from the 2018-19 academic year as part of the Modern Business Language & Culture programme at the college [15].

Writer David Astle speaking about Hinglish said: “It’s about Hindi trying to get a bit of the glory and the glamour of English — particularly American English — by rubbing it into their

own language” [9]. Hinglish can sound funny for the native English speakers, but for the Indians while English is the language of opportunity, Hinglish remains the language of friendship.

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