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**LANGUAGE AND SOCIETY**

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**ABSTRACT**

*Language is a tool for communication and transmit culture and values to the society. Society is a group linked with common ideology and language. Society and language influence each other and it was exposed by language used by the people. Language was influenced by various social factors like politics, economy, media, culture etc.*

## **1. INTRODUCTION**

Language is a system used by people either in spoken or written form by an individual or by a social group to express or identify them self. It is used by common man in daily life. It is a tool for communication, imaginative expression and emotional release. Language differs from place to place and person to person.

## **2.MAJOR ELEMENTS CONNECTING SOCIETY AND LANGUAGE**

- Religion
- Politics
- Economy
- Custom
- Tradition
- Culture
- History
- Education
- Science and innovation
- Slang
- Dialect
- Accent
- Gender
- Race
- Ethnicity
- Mass media.

Language is not only tool for communication, it is also tool for transmitting culture and values from one generation to another. An individual or group identify themselves by their language. Religion, Culture, tradition, custom, depend on language. All these factors were interconnected and inseparable, without language these elements could not survive in social structure.

## **3. ROLE OF LANGUAGE IN SOCIETY**

Society is a group of people or ethnic community who live in groups, sharing common territory, speaking a

common language, following a common tradition, culture and religion. Society may also have common political ideology. All these social traits were once again connected by using a common language to speak and convey thoughts. Here language is not spoken by an individual. It was his social and linguistic identity.

People use language to express their ideas, these ideas may be subjective or objective in its nature. If the language is subjective, it talks about individual person's motto, ideas, plan related to his personal life or his personal beliefs. If the language is objective in its nature, it may consist of language without subjectivity. Objective language is more formal in its structure.

Language may be formal or informal, subjective or objective. It always reflect various sources from the society. Language is a complex structure as already stated, because it is not static in its nature, it is dynamic, unique, and acquire changes from time to time.

Language need to have these dynamic qualities. If the language accept changes from time to time. Language with stand and grow in each and every phase of time. As we talk about language, it is essential to include the influence of society upon language and its usage.

Society and language are inter linked with each other. Both the language and society influence each other in all stages.

The society influence language and these Changes in the language could be observed in all the features of language, which include spelling, pronunciation, and grammar etc. Even the meaning of the certain words differ from time to time, for example chick was considers as offensive ,which refers to young women, but now it was not considered offensive , due to society influence. Another example

spelling for colour became color. These kind of changes in language became possible due to media influences.

Presently people started to use socially unacceptable and un-parliamentary words in normal conversation. Even people in high position, politicians and movies use F words in public media. This created an impact among the common man to use these F words without any restriction in their daily conversation. So society and language influence each other and sometime it creates embarrassing situation and adverse effects.

Society is a constructed with various building blocks of system, which forms a social structure. These social structure includes economy, politics, media, education, science and innovation, religion, tradition, custom, culture, personal media etc. All these social structure uses language that may differ in structure or might be similar with its pattern. Still all these social structure influence language in its own way.

Usage of electronic goods like mobile phones, computers, telecommunication networks, influence language and its usage. For example when mobile phone was introduced, people from all walks of life belongs to different age group started using mobile phones services. When this mobile phone network companies introduced Short Mail Service (SMS), people started using a new style of language in SMS. For example people started to use the letter 'U' instead of 'YOU'. A short form which is very easy and comfortable to use in electronic communication. And later these kind of changes were accepted and used in electronic communication. These SMS language and its short forms started appearing in standard dictionaries like oxford. And later it was accepted in society and used universally. These kind of changes in language could be seen in all aspects of language.

Language was not influenced by social structure alone, but it may be a personal or individual factors like age, profession, education status, may also be included. People belong to same age group or people from same profession got some common traits of using language among closed group, which may not be used by others. If a students of certain age use a common word in a sentence, it may not mean what it actually refer, but it may denote some other meaning for that same word. Example the word "SARAKU" in Tamil refer grocery items or any other goods by merchants. But when that same word was used by young folks it refer "ALCHOL".

Language and society is inter connected with each other all the changes that occur in society will be reflected in the language. When India was colonised by British, English was taught in Indian schools, later Indians society started to consider western language English is superior and they started neglecting their vernacular languages. This social change in mind set created a huge change in society. Even today English and all the other western languages like French, German were considered superior. And taught in many schools neglecting their mother tongue. This kind of social attitude is created among the people and society preserve this attitude.

When a new language is learnt, it's like learning a new culture. As language and culture is one and the same. If people learn new language, they neglect their culture, they slowly turn away from their native language unknowingly.

Language is learnt through social interaction and it constantly change in society. People from various social background use different vocabulary, grammatical structure and pronunciation to show their distinguished social status.

Language of same social group differ among themselves in their slang, dialect, accent from place to place, with in the territory, according to their social status. All the social factors determine social hierarchy and power dynamics of people. All these states that language used by an individual or group determine the status and identity.

#### **4. CONCLUSION**

Kenyan writer Nugi wa thiongo view language in different angle. He represents a community, which lost its native tribal languages due to colonialization. When a generation lost its native language and forced to learn a foreign language, which does not belong to their land and culture. It is irrevocable loss. And the language could not be regenerated even a society wish to bring back a language to the same status, which language existing in its primitive state. The writer also states that language is not just to speak, but it is a carrier of culture, when the language is removed from a society, the culture will be also removed. Native language spoken by a community helps to improve their productivity among young minds. Same the productivity and innovation is not possible to attain from a non- native language. If a non – native language was used by non-native people. The society will be left un- productive and un-imaginative, which leads to poverty. At the outset it is evident that language and society co –exist and preserving language is important for overall development and growth of the society.

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