

## ROLE OF HINDI AND TAMIL ADVERTISING TOWARDS GLOBALIZATION

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Language acts as a tool in the Socio-economic and educational development of nation. Depending upon the domains of use, language variety, style etc. vary. Language is a powerful medium in the field of advertising also. Burghate (2004) defines, "Advertising means any writing, printing, painting, display, emblem, drawing sign or other device, designed, used or intended to be used to advertise products, goods, services or promote the sale of objects, or attract attention to a place or lettering for the purpose of making anything known." The choice of language to specific messages with the intention of influencing people is vitally important in advertisements. During the 19<sup>th</sup> century the advertising slogan became a feature of the medium, as did the famous 'trade name.' Towards the end of the nineteenth century, a combination of social and economic factors led to a dramatic increase in the use of advertisements in publications especially in the more industrial countries.

A language achieves a genuinely global status when it develops special role that is recognized in every country to achieve such a status, a language has to be taken up by other countries around world. The language English is the one, which attains such status in the world level.

Both Hindi and Tamil advertising are adapting more and more English in all the levels of language. Since the language is considered as an instrument to communicate any ideas to the people, the choice of English plays a vital role in advertisement of Hindi and Tamil. As far as language is concerned in advertisement, it helps people to identify a product and remember it. For this purpose people use many techniques in advertisement to promote the sales.

Hindi is an important language among the modern Indo-Aryan languages, mainly spoken in North India, Pakistan, Bangladesh, Nepal. Majority of the Indian population speak Hindi. Even though the Hindi is not declared as a National language, it seems to be a National language and all the important news related to our nation, communicate through this language. It has official recognition in all the domains.

Tamil is spoken in TamilNadu and other parts of India, Sri Lanka, Malaysia and Singapore. In all these countries it has some official recognition and official patronage. Tamil is least influenced by Sanskrit and

infact has a strong persisting tradition of maintaining its distinctness from sanskrit language and literature. But in modern trend, there is flexibility in Tamil when it is used in advertisement. i.e., more number of English words has permitted in it.

Aim of this paper is to study how the Hindi and Tamil Advertisement techniques are moving more and more towards globalization (i.e.) how far the use of English influence the language viz., Hindi and Tamil Advertisements.

### Hindi and Tamil in the Advertisement

To substantiate such concept, different advertisements from Hindi, English and Tamil Magazines are taken for this study. The English data were collected from the foreign journals like *Prevention* (Medical Journal), *Times from New York* and *India Today*. The Hindi data were collected from the magazines like *India Today* (Hindi edition), *Vanitha*, *Grahani*, etc., The Tamil data were collected from the magazines like *Kumudam*, *Kungumam*, *Aanandha Vikatan* etc.,

The study of advertisements in Hindi and Tamil is compared with English and is explored in the following dimensions.

- a) Patterns of language in advertisements
- b) Comparisons of advertisements
- c) Semanticity in advertisements.

By studying the language of advertisement in these aspects one can notice that the current trend of global society much fascinated by influence of English in advertisements.

### A. PATTERNS OF LANGUAGE IN ADVERTISEMENTS

As far as Hindi and Tamil advertisement is concerned, the advertisement patterns are four fold.

- 1) Advertise in native language
- 2) Advertise in the form of borrowing items with near native phonology.
- 3) Advertise in the blend. (Tamil & English) and (Hindi & English)
- 4) Sometimes only in English

In the first type of advertisements Hindi and Tamil is only used because it is easily reached to the native speakers especially for the women. The Detergent Bar, pain remover, domestic articles, garments are advertised in the following ways.

For example:

	HINDI	TAMIL
1)	GHADI DETERGENT CAKE - " <i>Pahle isthamal kare, Phir Vishwas Kare</i> ".	POOTHEES - " <i>alzhakiya javulikalin aalayam</i> "
2)	HIMANI FAST RELIEF - " <i>Dardh Mitaye Chutki me</i> "	SOWPAKYA (Wet grinder) - " <i>arumaiyaana Samayalin asthivaaram</i> "

In the second type of advertisement in the form borrowed items with native phonology.

	HINDI	TAMIL
1)	NO MARKS FAIRNESS CREAM - " <i>Marks se nomarks, Aab sach me pasible</i> "	HARPIC - " <i>200 ml oru Kutti pek</i> "
2)	NIP ACTIVE DISH WASHER - " <i>Tenshon free Aap</i> "	MYGRANE OIL - " <i>talaivali avut taattaa Naat avut</i> "

Since the words like *Marks, No marks, Pasible, Tenshon, free, pek, avut* and *Naat avut* are more familiar to the people and also having rhyme. Moreover the advertiser may think the Tamil equivalents may not bring the effective result. So that, they can be use language in such a way.

The third type of advertisements one can see the mixing of two codes. Now-a-days the code mixing process is a common phenomenon in all type of Hindi and Tamil constructions. Such types of blending formation may easily be understood by all the sections of the society. The advertiser tries to impress the customer by introducing the following English terms in their advertisements.

For example

	HINDI	TAMIL
1)	KEO KARPIN HAIR OIL - " <i>Raho Hamesha Reddy</i> "	KUNGUMAM (MAGAZINE) - " <i>Kungumam Pattikka best Kannaa best</i> "
2)	KIT KAT - " <i>Kit Kat Kha Happy Ho Ja</i> "	DHINAMALAR (MAGAZINE) - " <i>Sunday nnaa rentu</i> "
3)	CADBURY'S BYTES - " <i>Bytes jaha public vaha</i> "	DHINAKARAN (MAGAZINE) " <i>Super mma</i> "

In the fourth type of advertisements the English is only used. The use of English only makes to understand that the product like Anchor, Nokia, tiles, ladies inner garments etc. are advertised for economically high groups.

	HINDI	TAMIL
1)	ANCHOR – “ <i>The light of your nation</i> ”	MARBANITE (SLABES) (TILES) “ <i>Think Big</i> ”
2)	NOKIA – “ <i>Connecting people</i> ”	NAIDU HALL – “ <i>Sleek, Sensuous, Soft</i> ”

## B. COMPARISONS OF ADVERTISEMENTS

Advertisement language is characterized by the features like Adjectives, Adverbs, Repetition, Hyperbole etc. These features may be said to be typical of advertising in general, since it is used in the caption words to attract the consumers and mobilize the product in the society. We see the frequent use of these features in Hindi and Tamil and Similarities are found with English in the way of advertising the products.

### ADJECTIVES

HINDI	TAMIL	ENGLISH
RIN DETERGENT BAR – “ <i>Rink Ki chamkar jyada Safedh</i> ”	PARRY'S (refined oil) – “ <i>Tuuymai ! inimai !</i> ”	HORIZON ORGANIC MILK – “ <i>a happy, healthy family</i> ”
AMUL BUTTER – “ <i>Tan chusti swadh ki masii, Chusti bhara Amul Mathan</i> ”	KUMKUMAM (magazine) – “ <i>Kumkumam Patikka putusu kannu putusu</i> ”	WEIGHT WATCHERS – “ <i>more fun, more life</i> ”.

### ADVERBS

HINDI	TAMIL	ENGLISH
USHA FAN – “ <i>Jab khari de, usha Hi Kharide</i> ”	BRITANNIA – “ <i>eat healthy think better</i> ”	NOKIA – “ <i>See new, hear new, feel new</i> ”
SARIDON – “ <i>Minto me Aaram Dene – Vala Doctor Saridon</i> ”	PREMIERCOOKWARE- “ <i>Viraivaga, Niraivaga, Suvaiyaga, Samaika.</i> ”	LUNESTA (tablets) – “ <i>Peaceful. restful sleep</i> ”

## IMPRATIVES

HINDI	TAMIL	ENGLISH
NOKIA – “Jago India Jago”	GODREJ HAIR DYE – “Kattarikkavam, Kalakkavam, tatavavum”	SUNDOWN (Vitamin tablets) “Love letters”
NYCIL – (Talcum Product) “Nycil Chahiye, nycil Layiye, Ghamouriyo se Jaldh Aaram Payiye”	NOKIA – “Villttudu indiya Villttudu”	NEW ORAL – B – TRIUMPH (tooth brush), “Triumph over ordinary brushing”

## HYPERBOLE

HINDI	TAMIL	ENGLISH
J.K. copies India’s No.1 Paper brand- “Peper Ka Super star”	AROKYA MILK – “Minnal Veeka Puttikku”	HONDA – “The power or dream”
FAGUVADA FABRICS – “Fashion ki Labar me Aaye Ek Naya ithihas baneye”	SARADAS – “Aantukku oru diwali aataykalukku oru saradas”	ROC (Cosmetic item) “Reveal new skin”

## C. SEMANTICITY IN ADVERTISEMENTS

The language is not static one. It changes from time to time. A social change can produce corresponding linguistic changes. It obviously true in the case of advertisement for the same product. The language of advertising is of course normally very positive and emphasis why one product stands out in comparison with another. In order to promote the marketing values of the product some times the advertisers change the caption words to imply different meanings about the product.

For example in Tamil

In earlier times, Horlicks advertisement the caption word is

APPATIYE : SA :PPITUVE:N

But in the modern times for the same product, the captions words in the advertisement has been changed as

- TALLER
- SHARPER
- STRONGER

In the first case the caption word is used to indicate the taste of the beverage. But now it is used to develop the mental and physical states of the children as well as adults.

In another example, for surf Excel. (Washing powder) the caption word is "Strain is good; strain is the basement" (Karaya nalladu, Karaya asthivaram). Generally the strain is not consider as a good one. According to this advertisement strain is used in a positive way. Because the advertisement says that if the children are playing with the other children they get exposure and they gain knowledge and also it is a good exercise for them. So we can't bother about the strain. We can wash the strain by using the surf excel. So "Strain is good" is implied in such a way.

In modern days in many advertisements the caption words are changed to express different meanings. So one can notice that the change of advertisement culture is reflected through the use of language in different ways.

Due to modernization, to fulfill the needs of the society and attract the consumers the advertiser may change the caption words which reflect the different meanings in Hindi also.

In Hindi advertisements also we can find the different caption words for the same product.

For example in Hindi

1)	Olden days	<b>Sabse Adhik biknevai</b>	MOTOR CYCEL (RAJ DHOOT MOTOR CYCLE)
	Now-a-days	<i>Kam kharch, Surakshit Aur kabhi pareshan na kamevali Motor cycle</i>	(RAJ DHOOT MOTOR CYCLE)

ii)	Olden days	<i>Lifeboy hai Jaha thandurusit hai vaha</i>	(LIFEBOY BATH SOAP)
	Now-a-days	<i>Naya Lifeboy Tajgee Ka Sabun</i>	(LIFEBOY BATH SOAP)

In the first example the above caption word was used in the olden days to indicate the demand of the vehicle. But now (in the second example) it indicates the quality of the vehicle.

In another example, life boy, the caption word is used to indicate the removal of bacterial infection by using this soap. But now it reveals that the fragrance and freshness of the product. In such a way in both Tamil and Hindi the semantic shift have been taken place to attract the mass.

The following table represents the percentage of the use of Hindi and Tamil advertisement with English and without English.

Table

Grammar Categories of English used in Advertisement	Hindi with English	Tamil with English	Hindi only	Tamil only
Adjective	62%	60%	45%	50%
Adverb	72%	62%	49%	52%
Imperatives	50%	70%	39%	40%
Hyperbole	60%	60%	40%	59%

The above table shows that percentage of use of English is very high when compared to the use of the native language in the advertisement. From this, one can notice that the current trend of highly reducing or eliminating the linguistic elements in Hindi and Tamil language indicates that the imported language can easily supplant the local language through the process of hybridization or even assimilation.

### Conclusion

Heller (1999) has suggested that owing to globalization languages are coming to be treated more and more as economic commodities, and that this view is displacing traditional ideologies in which languages were primarily symbols of ethnic or national identity. This statement is true to a greater extent in advertisement but one should always believe that it is one's own native language which paves the way to get motivation other languages which will give economic benefit to advertisers through globalization.

In other words, the advertisement comes basically from the native language. It is the duty of advertiser to strengthen the native language to start with and then parallel strengthen the other languages, which has economic viability through the native language. This will help in achieving communicative competence in the language of the power and also make a language to survive for long period. In the context of globalization interpersonal communicative potentials contribute a lot to meet the challenge of globalization.

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