

## **Borrowing, Code Mixing and Hybridization of English Words in Communication among the Workers of Moradabad Brass Industry**

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### **Abstract**

The aim of this paper is to through the light on the aspects like borrowing, code mixing and hybridization of English terms used in Moradabad Brass Industry. The workers in the industry are central to determine organization's success and therefore it is necessary to examine how the communication takes place among knowledge workers, manufacturers, sellers and buyers in the industry. Several terms are borrowed from English language in domain specific language (language of Moradabad Brass Industry). The term borrowing refers to the full adoption of terms from contemporary languages during the process of secondary term formation. Some loans of this type of borrowing prove successful and are fully incorporated into a foreign language. Language borrowing has been an interest to various fields of linguistics for some time. The workers mix two or more languages in their speech and the words of other language are also hybridized with the elements of first language.

**Key Words:** Borrowing, Code mixing, Communication, Hybridization

### **Introduction**

This paper aims to highlight the borrowing, code mixing and hybridization of English words in the domain of Brass Industry of Moradabad. The workers in the industry are central to determine organization's success and

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therefore it is necessary to examine how the communication takes place among knowledge workers, manufacturers, sellers and buyers in the industry.

Communication is defined in several ways since different people have different conceptions about it. For some, it stands for the telephone or the telegraph. Some others equate it with the mass media such as newspapers, radio, television, film, video and audio systems and products. Most of us associate it with the ability to speak, write or give expression on our ideas, and conversation (including chatting and gossiping) with others. And it signifies exchange of ideas with friends, relatives, colleagues, supervisors, subordinates and even total strangers. It also signifies responding to signals, symbols and gestures represented manually, digitally, facially, lingually or through eye contact in written and verbal as well as non-written and non-verbal forms.

Communication is a process that generally takes place at two levels: interpersonal and mass. Experts' attention in modern India seems to be concentrated on mass communication. In view of the massive change that is occurring in the socio-economic environment of the country today, a look at communication at the interpersonal and organisational levels is a must. Despite the technical capacity of mass communication to reach people in every corner of the world within minutes, if not seconds, the bulk of human communication takes place at the interpersonal level. Since old systems and organisations are getting replaced or refurbished, communication at the organisational level among professionals has to be examined more closely. Methods to improve interpersonal communication and make it more effective require greater attention.

Business is a part of a group with a mission of great significance accomplished through generally acceptable methods and approved standards. A business man also interacts with others on numerous issues involving not only theoretical considerations but also practical applications of theory. Goal orientation, standardisation of procedures, performance standards, evaluation of performance on a scientific basis and assessment

of results in terms of professional and socio-economic criteria are some of the areas where communication is of great significance.

Businessmen deal with workers, artisans, field workers, supervisors, managers and international buyers through oral and written communication. To achieve the objective of better economic well-being of the organisation, including staff at all levels, they have to put their ideas across in a simple and direct, clear and precise manner. A good part of the time of a professional is taken up in writing letters and reports, and in oral presentations including telephonic conversations. A business executive has to reply to a long-time customer who is dissatisfied with the new replacement policy of the company. A senior personal manager/director of human resource development has to interview a number of fresh technology graduates for the different positions to work in the different divisions of the company/firm.

Some professionals do not get far in their careers because they are poor communicators. They do not have the skills to speak or write well. It is the interactions among people working in different wings of the structure through language drive the organisation forward. The professional has to be a good communicator, capable of handling language clearly, effectively and easily.

### **Borrowing**

In many cases, the most compelling motivation to borrow words is “need”. There are new innovations in every era. Our linguistic system does not possess all the necessary terms to explain these innovations. It is much easier to borrow terms rather than invent new ones. Hock and Joseph (1996) asserted that the need for us to decode and encode the ever-changing world around us through language is the ultimate motivation for lexical borrowing.

Lexical gaps are not always due to external factors. It can be inherent in the language itself, the culture and way of expression of the language users. Blank (2001: 8) states that “speech communities create their own conceptual systems or in other words: a “world” of their own, which is

then subsequently verbalized. This is to say that concepts are neither universal nor are they really language-specific. They rather are culture specific and thus extralinguistic phenomena.” The need to borrow has become a necessity in today’s borderless world. With a lot of traveling and migration, languages borrow from one another to fill any existing gap in their lexis. Such borrowing can only be enriching each other’s language.

In order for a language to borrow from another language; certain conditions must be met. These are the conditions required in many of the instances of borrowing: Two or more distinct languages coming into contact. As a result there is cultural contact; Speech community is either bilingual or multilingual; the speaker of the borrowing language must understand, or he thinks he understands the particular utterance in the source language. The speaker of the borrowing language must have some motive, overt or covert, for the borrowing.

According to Kachru (1994), there are essentially two hypotheses about the motivations for the lexical borrowing in languages. One is termed the *deficit hypotheses* and the other one is the *dominance hypothesis*. In the words of Kachru (1994: 139), “the deficit hypothesis presupposes that borrowing entails linguistic gaps” in a language and the prime motivation for borrowing is to remedy the *linguistic deficit*, especially in the lexical resources of a language.” This means that many words are borrowed from other languages because there are no equivalents in a particular borrowing language. For example, one will need to borrow words when s/he needs to refer to objects, people or creatures which are peculiar in certain places, which do not exist in his/her own environment and is not significant in the lives of his/her community, so no names have been given to refer to those things.

In Higa’s view (1979: 378), “the *dominance hypothesis* presupposes that when two cultures come into contact, the direction of culture learning and subsequent word-borrowing is not mutual, but from the dominant to the subordinate.” The borrowing is not necessarily done to fill lexical gaps. Many words are borrowed and used even though there are native equivalents because they seem to have *prestige*. This is the case in a prolonged socio-cultural interaction between the ruling countries and the

countries governed. Donor language terms generally enter a recipient language as a technical term (*terminus technicus*) in connection with exposure to foreign culture. The specific reference point may be to the foreign culture itself or to a field of activity where the foreign culture has a dominant role.

Moradabad Brass Industry has borrowed several words from English. Some of them are directly borrowed in receptor language while some have gone through little modifications in pronunciation. Some examples are as follows-

#### Direct borrowing

/ecɪŋ/ aitching, /a:rmecər/ armature, /belT/ belt, /bətən/ button, /bæf/ buff, /bɪT/ bit, /cɪmni:/ chimney, /Drɪl/ drill, /Da:i:/ die, /embos/ emboss, /emri:/ emery, /fesər/ facer, /ləmp/ lamp, /welDɪŋ/ welding, /gən/ gun, /huk/ hook, /hengər/ hanger, /gej/ gauge (screw gauge), /kəp/ cup, /jəg/ jug, /kon/ cone, /kɒstər/ coaster, /kənTənər/ container, /ləkər/ lacquer, /puli:/ pulley, /mozek/ mosaic, /nob/ knob, /nozəl/ nozzle, /ʃi:lD/ shield, /Təb/ tub, /Tu:l/ tool, /voTɪv/ votive etc.

#### Changes in pronunciation when borrowed

/egrelɪk/ acrylic, /əlmʊniəm/ aluminium, /bɪrɑ:kɪT/ bracket, /bɒlTu/ bolt, /Deɪ/ dial (clock dial), /fɪrem/ frame (photo frame), /fɪlɪm/ film, /fərəm/ firm, /kɪren/ crane, /kuwa:ɪl/ coil, /kɪlɪp/ clip, /lɑ:lTən/ lantern, /pɑ:lɪʃ/ polish, /pɪres/ press, /pɪlɑ:nTər/ planter, /vɑ:l/ valve etc.

#### Hybridization

When two or more languages are frequently mixed resultantly a new hybridized variety of language takes birth. This new variety to some extent shares the qualities of both languages but it has its own independent grammar and vocabulary that may not match any of the mixed languages.

*Hybridization* in its most basic sense refers to mixture. The term *hybridization* originated from the Latin *hybrida*, a term used to classify offspring of a tame sow and a wild boar. A hybrid is something that is

mixed and hybridization is simply a process of mixing. An explicative term, hybridization becomes a useful tool in forming a fearful discourse of racial mixing that rose towards the end of the 18th century. It is the term which originated from biology, was subsequently employed in linguistics and racial theory in the nineteenth century (Sundarsingh, 2010).

A pattern of mixing of English noun and Urdu suffix can be observed in all the instances of hybridization. It is however to be noted that most of the hybridizations are done by adding plural suffixes of Urdu to the singular nouns of English. This phenomenon is also taking place in the domain of Brass Industry of Moradabad. We can frequently observe hybridization of English noun and Urdu suffix in everyday life of Moradabad Brass Industry for instance /ənjənon/ ‘engines’, /cimniya:n/ ‘chimneys’, /eksportəron/ ‘exporters’, /ba:yəron/ ‘buyers’, /səpla:yəron/ ‘suppliers’, /biTein/ ‘bits’, /Da:iya:n/ ‘dies’, /fərmein/ ‘firms’, /fekTriya:n/ ‘factories’, /belTein/ ‘belts’, /konein/ ‘cones’, /shi:Tein/ ‘sheets’, /la:ITenein/ ‘lanterns’, /məshi:nein/ ‘machines’, /nobein/ ‘knobs’, /pla:nTəron/ ‘planters’, /pleTein/ ‘plates’, /sərkilon/ ‘circles’, /shi:IDein/ ‘shields’, /voTivon/ ‘votives’, /lempon/ ‘lamps’, /holdəron/ ‘holders’, /fremon/ ‘frames’, /welDəron/ ‘welders’ etc.

### **Code Mixing**

Muysken (2000) defines code-mixing as all cases where lexical items and grammatical features from two languages appear in one sentence. In terms of the definition from Bhatia and Ritchie (2004), code-mixing refers to the mixing of various linguistic units (morphemes, words, modifiers, phrases, clauses and sentences) primarily from two participating grammatical systems within a sentence. Code-mixing is widespread phenomena in bilingual communities where speakers use their native language (L1) and their second language (L2) in different domains. However, it is not always the case where each distinct language is exclusively used in one particular domain.

Developing communicative competence in two or more languages gives individuals opportunities to express their feelings and thoughts and shape

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their identity. It also helps them satisfy their individual and social needs in the different contexts of the languages used. Code-mixing refers to the mixing of two or more languages or language varieties in speech.

Code mixing is the intra-sentential switching whereas code switching is the inter-sentential switching. Language contact sometimes occurs when there is an increased social interaction between people living as neighbourhoods and who have traditionally spoken different languages. But, more frequently, it is initiated by the spread of languages of power and prestige.

When bilinguals switch or mix two languages, there might be motivation and reasons for code-switching and code-mixing. Grosjean (1982) suggests some reasons for code-switching. For example, some bilinguals mix two languages when they cannot find proper words or expressions or when there is no appropriate translation for the language being used. Also, their interlocutors, situations, messages, attitudes, and emotions generate code-mixing. The workers of Moradabad brass Industry do have code mixing in their communication. Some examples are as follows;

1. /ka:ri:gər ne Tre pe hemər bəhot əchcha: kiya: hai/  
Artisan ergative (ne) tray on hammer very good made has  
'Artisan has made good use of hammer on the tray.'
  
2. /Da:i: ki: seTing Thi:k nəhi:n hai/  
Dye of setting good not is  
'The setting of dye is not good.'
  
3. /ka:rxa:ne me henDil rəkhe hain, unki peking isTa:rT kəro/  
Factory in which handle placed are, them packing start do  
'There are handles in the factory, start packing them.'
  
4. /əgər ma:l leT ho gəya: to ekspəTər pəna:lTi: Da:l dega:/

If goods *late* be gone then *exporter penalty* put give will  
'If the goods bcome *late* then *exporter* will penalise us'

5. /tumha:re kenDil isTenD ki finishing bəhot bəRhiya: hai/  
Your *candle stand* of *finishing* very good is  
'*Finishing* of your *candle stand* is very good.'

6. /shəma da:n ki pendi ka: belens cek kər lo/  
Candle stand of base of *balance check* do take  
'*Check* the *balance* of the base of candle stand.'

7. /is shi:T me kitne sərkił ki kəTing ba:qi: hai?/  
This *sheet* in how many *circles* of *cutting* remained is  
'The *cutting* of how many *circles* remains in this *sheet*?'

### **Conclusion**

To conclude this paper, it can be said that Moradabad has borrowed several terms from English language. As Bhatia (2004) points out, Indian languages are 'open' and borrow words from other languages, including non-Indian languages, and we see a similar trend in Moradabad Brass Industry. Code-mixing between English and Indian languages has become a common strategy. The examples in this paper show, code-mixing is highly creative and not a sign of linguistic deficiency. However, code-mixing and Code-switching may influence bilinguals' languages positively. Borrowed expressions are never retained in their original shape in the receptor language. These expressions go under considerable amount of phonetic, morphological and semantic changes. Most of these changes are made under the influence of regional flavor as a result we see the process of hybridization.

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