

DETERIORATION OF COMMUNICATIVE ENGLISH LANGUAGE

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Abstract

English has not been only British people's native language but it is widely used by the people around the entire world. People around the globe consider this language as a sign of high standard, education, and style statement. Because of its importance English is known as a global language. English is used as a language of communication to interact with each other. On the other hand technology has also developed to a great extent and that has changed the mediums of communication in this era. Technology has replaced Face to face communication, group communication with social media such as face book, tweeter, what's up, e-mail etc. In this paper we've discussed about the deterioration of English language due to social media. How the social media has degraded the use of communicative English language among the new generation. What changes have been taken place in the currently used English?

Key words : English, Communication skills, social media, deterioration, Emojis, Abbreviations.

Introduction

We use technology for nearly everything and have come to depend on it heavily. It has taken the place of alarm clocks, televisions, music players, computers, and even face-to-face conversations. It has changed the way we conversed with each other, making it less distinctive than ever before. These days, it seems as though we converse more with our hands than verbally (with mouth). Not through signs or signals, but through the messages we type out and send through a number of types of communication technology. Adults are rapidly losing social and communication expertise while a huge amount of children are not even learning those skills in the first place. The authenticity of our communication as a society has fallen significantly because of technology. As frequently as we use technology, there is no second thought that it has an astonishing influence on society. Mediums like email, social networks, and texting make it viable for one to go months without human interactivity while still staying completely linked to the outer world. This brand new technology has wholly modified the way we converse. It has modified everything about us, altering our very culture; it's altered the way we connect with one another, the way we market brands and ourselves. To every one of us it feels like these implementations have been all over for quite some time, but they're still new. We've become so enclosed up with latest technology that we've pretty much forgot how to

connect and interact with each other over face-to-face. New generation is too much busy in this that they've decayed their English language expertise.

Common complaints regarding decline of the English language include poor writing skills, use of mixed language references and slang – these complaints were originally made in the 14th Century. Language progresses. Indeed, the English language is specifically expandable, readily absorbing borrowed words and expressions from everyone; from conquerors to current social icons. It doesn't take a linguistic scholar to identify words in everyday use that are recognizably French, Norse, German ... or text speaks. But the way technological advancement is declining the English language is horrible.

Communication

Definition: Communication is the procedure of transmitting information from one person to another. It is the act of sharing of ideas, facts, opinions, thoughts, messages or emotions to other people, in and out the organization, with the usage of the channel to create correlative understanding and conviction.

It is not bounded to words, i.e. whether a person speaks or not, the message is involuntarily passed on to the other party. Apart from words, conversation can take place through symbols, letters, actions, expressions, etc.

Elements of communication

- 1) Communication is a two way procedure, wherein exchange of message links the sender and receiver, towards an accepted direction, having seven elements:
- 2) Sender: Otherwise known as a source, it is the person who has something to convey, to another individual. Encoding: The sender of the message chooses out suitable words or non-verbal approaches to transform the idea into the message, which is called as encoding.
- 3) Message: Message inferred something that the sender desires to communicate, to the receiver. Without a message, no communication can be carried forward.
- 4) Medium: Medium refers to the channel or mode, through which message is transmitted to the receiver, i.e. it can be dispatched by process of electronic word processing system, graphic, symbol, etc.
- 5) Receiver: The one to whom the message is forwarded, is called receiver. He/she notices and communicates some meaning to the message.
- 6) Decoding: The act of explaining the message by the receiver is named as decoding. The receiver's perception, experience, and attitude play an important part in decoding the message.
- 7) Feedback: The procedure of communication cannot at all be completed, if the reciprocation of the receiver is not found. It sanctions the communicator of a message to

know whether the message has been received and interpreted in the same way as it was passed on.

All the seven elements of communication have a huge part to play in the whole procedure, as there can be a bit of deformation between the intended message and the received one.

Modes of communication

- 1) Verbal Communication: Communication, in which words (spoken or written) are utilized to transfer information, is called verbal communication. It can be done in two ways:
 - i) Oral communication: E.g. Face to face conversation, telephonic conversation, lectures, speeches, conferences, etc.
 - ii) Written communication: E.g. Letters, emails, newsletters, SMS, etc.
- 2) Non-verbal Communication: the communications betwixt parties in which words are not utilized as a means for swapping message, i.e. except words, other means are used like sounds, symbols, actions and expressions.

Communication happens non-verbally through:

- 1) Body language, E.g. Gestures, postures, body movements, etc.
- 2) Paralanguage, E.g. Pitch variation, tone, speaking speed, word stress, etc.
- 3) Sign language E.g. Hand movement, facial expressions, etc.
- 4) Time language E.g. time utilized to communicate our message.
- 5) Space language, E.g. Space kept between the parties to communication, during the conversation.

Communication is the backbone of the organization that without it no organization can exist and work efficiently, towards achieving its targets. It is the primary means, by which organizational members work in conjunction. Further, it binds all the members of an organization in a single thread and let them acknowledge and impact each other.

Importance of Communication

Communication skills are crucial to living a happy and prosperous life. Efficient communication comprise of honesty, trust, love, bonding, sharing, care, and friendship among different types of communities, religions, and people. Efficient communication skills line up all people in single direction that persuades growth in society, culture and economic activities. That's why communication skills are necessary in life. Communication skills are a validation about our being as a human. It's about how you behave and talk with people. It's about how you're influencing people around you. A tongue can make thousands of friends and enemies at the same time. It's about how and when you use it.

Communication skill aims in the growth of one's career. Learning new and any type of technical/non-technical skills demands communication expertise such as listening, writing and

questioning. Body languages, dress, walking style, eating and drinking styles, eye contact, hands control, etc. everything says something about us. That's why it's important to improve communication skills for every professional.

Respect is earned. And to earn that respect of team members, classmates, boss, seniors, society, friends, and family we require efficient conversational skills more than money. Communication skills assist in the business in a number of ways. It helps in marketing, selling, people management and to build long term relationships with customers. Leaders tend to build a positive mindset, they change the mindset of society, they drive the group of people in the right direction, they build the teams to achieve particular goals, they persuade the faster, precise execution of the business strategy and they have to guide people with examples.

So the way you communicate, the way you explain your knowledge/idea/principles/law/duties/topic with a different audience in various positive and negative situations and methods, is the proof that you are knowledgeable and educated. There are many people who don't attend any college and degree but the way they communicate looks they are so much educated and experienced.

So, in a nutshell, I can say that communication skills help us to live happily, gracefully, prosperous life not only for self but also for others. It helps to create a positive environment and make big things possible.

No one care today, how much money you earn, how much rich you're, you will never be able to earn the respect of your kids, parents, friends, the society without good communication skills.

Importance of English for effective communication

The necessity of English Communication is to converse effectively and no communication is possible if one doesn't get an opportunity to communicate. It is natural that the call for communication is giant in this ever changing world. English plays a vital part in communication and is without any doubt the leading and most important tool of communication across the globe. Individually everyone should try hard to attain very good communication skills which are the most vital requirements to shine in one's career.

English empowers young minds not only in passing exams but in demonstrating their acumen before the world. Technical institutions have perceived the necessity of communicating in English in reply to the growing requirements of job market. Most of the organizations need people in varied capacities with excellent communication capabilities which includes interacting with customers and clients, elucidating policies and procedures, entertaining foreign clients, conducting meeting, delivering presentations, linking, responding to customer complaints and taking orders, etc. As the world has gone global, the necessity to participate in it without good command in English is pretty hard. Many organizations have started training their employees in English timely. This has enhanced the life styles of people who contemplated their future

blocked forever if they did not excel to make it to teaching or so other elementary jobs. In fact, the knowledge of English pays you in each time. This means to able to listen and to convey your ideas efficiently in writing and in speech. In order to attain expected success, professionals required to evaluate and acknowledge to communication situations that occur frequently.

We can utilize English to advance our world-view and spiritual heritage all over the globe. Swami Vivekananda manifested the greatness of Indian view of religion at world conference of Religions Chicago in 1893 sermonizing the gathering in impressive English. Many spiritual gurus have since transformed thousands of English people to our spirituality by conveying their thought and ideas in commanding English. English has therefore become an effective means of elevating Indian view of life, and reinforcing our cultural identity in the world.

Language has a power which no other instrument can have. It is a means of conveying our views and ideas to some other individual. The role of English in changing Indian society has become miscellaneous. The students reading in English medium institutions have comparatively better capabilities and prospects in the global market. The fetish for English has resulted in the increment of English Medium schools and colleges. These schools charge large amount of fees and also influence the lifestyle of the students in them. No language can be a warning to the English language. English has transformed the world. It has become the language which is used round the globe. It has unlocked a plethora of opportunities in all fields. English is no more constricted to classroom learning alone. It has being used now as a tool to quantify in most of the jobs. With the progress of technology, English carries out as a coordinator. Children of today become familiarized with computers and internet as disclosure in English. It is true that English has empowered Indian youths and has also gained numerous opportunities for Indian youths both in their homelands as well as in foreign countries.

The necessity of the potential to speak or write English has lately grown significantly because English has become the de facto standard. Learning the English language has become popular for business, commerce and cultural reasons and particularly for internet communications all over the world. English is a language that has become standard not because it is broadly used by many information and technology industries and perceived as being standard. The call centre phenomenon has restored a huge expansion of internet-related activity setting up the future of India a cyber-technological super-power. Modern communications, videos, journals and newspapers on the internet also use English and have made 'knowing English' essential.

The world immovably heading towards economic globalization, it is necessary to give importance to English, so that the common man can be in sync with the world issues. Hurdles of race, color and creed are no obstacle to continuing outspreading of usage of English. It is a language of the future.

Deterioration of English language

In an article published in The Guardian, a University College London professor conducted a study to decide how different the English language is used casually between generational a little while back. Twitter, WhatsApp and Facebook have all been major drivers in the growth of the English language. Usually led by teenagers and young adults, who have always created their own generational slang, the English language continues to soak up new sorts of the old text speak as well as accept new shortcuts, especially online.

For the older generation, who are still figuring out to come to terms with GR8, fleek or whatever new word is now on trend, the English language revolt continues unabated. Emoticons or emojis are anticipated to grow in popularity, with technology design keeping pace to assimilate them. For those of us in the older population group, it might feel like we are now not only learning a new language but might also need to learn a new, pictorial 'alphabet'. The decrease and fall of the English language as young people use Emoji to communicate and don't bother with words.

Decline of Social and Cultural Interaction

Using social media instead of face to face conversation is deteriorating the social and cultural interaction also. Non verbal communication through signs and body language has different meaning in deferent culture. So, it becomes tough to understand social dimensions without having face to face interaction. There are a number of examples of same body language having different meanings at different places. Every culture has different meaning of their body language. There are some examples:

1) Use of Hands or Fingers

Across the Middle East Using left hand while eating and offering gift is considered offensive. There "thumbs up" gesture is also considered offensive on the other hand in some countries it is the gesture of saying ok or done.

2) Greetings

In some countries bowing to greet considered polite but in modern India. It is considered a sign of slavery. Handshakes are also used and considered the best type of greeting but in India shaking hands with females is considered offensive some times. 1

These are only two examples of body language we have discussed here but there are a number of examples across the world. Social media has played a horrible role in declining the social and cultural interaction.

Reason of English language's Deterioration

There are a number of reasons for English language's decline but here in this study we are discussing some major reasons of its current position in modern era.

1) Emojis

Emoji may be a fun form of conversation but they are decaying the English language, a study by Google has disclosed. Smiley faces, love hearts, thumbs up and other cartoon icons – rather than words – are the favored method of communication by teenagers, who are regarded as the worst offenders concerning the decline in grammar and punctuation. Of the two thousand adults, aged 16 to 65, who were asked their views, 94 per cent had an opinion that English was in a state of downfall, with 80 per cent referring youngsters as the worst culprits.

Emoji are degrading the English language, a study by Google-owned site YouTube has disclosed that the cartoon icons are the preferred method of communication by teenagers, who are contemplated as the worst offenders regarding the fall in grammar and punctuation. Emoji were first used by Japanese mobile phone companies in the late 1990s to exhibit an emotion, concept or message in an easy, graphic way.

Now, Twitter feeds, text messages and Facebook posts are stuffed with them. The most general errors made by British are spelling mistakes, accompanied closely by apostrophe placement and the exploitation of a comma. More than half of British adults are not optimistic with their command of spelling and grammar; the study also discovered. The usage of emoji has seeped into our culture to such an expanse that the Oxford Dictionary's 'Word of the Year' in 2015 wasn't literally a word at all – it was the Face with Tears emoji, which shows just how powerful the little graphic images have become.

2) Abbreviations

Abbreviated forms one reason of the decline of English language is the abbreviated form of every word. While using social media people use text messages for this they use abbreviated forms of each word. If, someone doesn't know the meaning of that particular word then there is no use of that word. There are a number of words exists, which is not possible to be known to everyone. For e.g. ASAP as soon as possible, LOL laugh out loud, PFA please find the attachment, AFAIK – As far as I know, FTFY – Fixed that for you, FTW – For the win, FYI – For your information, G2G or GTG – Got to go, GG – Good game, HBD – Happy birthday, HIFW – How I feel when..., IDC – I don't care, IDK – I don't know, IKR – I know, right?, ILY – I love you, IMHO – In my humble opinion, IMO – In my opinion, IRL – In real life etc. This list has no end; here I've given only some examples. This how people are losing their command over language and spelling. These abbreviations are used not only in informal communication but also used in the formal communication such as e-mail etc.

While texting, people use language which is full of blunders. Not a single spelling they use correctly e.g. "4 u tlkng wid me abt my lyf iz nt esy". This is an example of deterioration of English language due to social media. The current situations are deteriorated to such an extent that people hardly know the correct spelling of the words they use. Technology advancement has

deteriorated them more in this sense. People use spelling checker and spelling auto correct for correct English.

3) Body language

These are the proofs that social media is playing a major role in the fall of the communicative English.

Conclusion

English is a global language and Importance of this language is widely accepted. This language is like ice on cake for the most of the fields which enhance the quality of the particular field. But in the current scenario communicative English is deteriorating day by day due to social media. In This paper the occurrence of wrong English and the reasons of English's decline have been discussed. We've also briefed about the communication, importance of communication skills, and importance of English for effective communication. In this paper we've also discussed the deterioration of English language and the reasons of the communicative English language's deterioration.

This study shows that social media has degraded the communicative English as well as non verbal communication also to a great extent. Now, this language needs the consideration of the people using social media to improve from which not more people are untouched.

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