Chapter IV

Language Structure and Language Use in 'Dinamalar'
CHAPTER IV
LANGUAGE STRUCTURE AND LANGUAGE USE IN DINAMALAR

4.0 Mass communication - A Review

Karunakaran (1978) is of the opinion that 'The role of mass media in national development, social change and international communication has received increasing attention in the recent years. In a historical perspective it will be interesting to see how the messages were propagated in pre-mass media era'.

Mass communication reflects the structure of the socio-cultural relations and organization of a society and exposes several institutional characteristics of the society concerned. The rise of mass communication to popular, cultural, social, political and economical domains in the twentieth century represents a major transformation in human affairs. Mass media makes people aware of the nature and role of messages by circulating messages in simple, attractive language.

4.1.0 Dinamalar

Dinamalar language style is different from that found in other dailies. It is possible to distinguish the major differences only by knowing the various terms used in Dinamalar and the different structural patterns and discourses exhibited through it. This daily is also widely read by the people in general and those belonging to the
middle class in the Tamil society in particular with enthusiasm on par with Dinamani. In rural areas, it is not read by the people as they find it slightly different from the rurally popular daily called Dinatanti because Dinamalar uses literary style for the exposition of information.

When we go through the various factors related to language planning, we find that language planning is political, situation or background or context oriented and formal activity pertaining to written language. To have a thorough understanding and generalised factor, it is very essential to frame a model of mass media theme to have an understanding in the universal and realistic situation.

4.1.1 As we have seen earlier, it is very clear that generally only the literary variety of the language in a standard form is normally used in the mass media communication and newspapers are not exceptional to this. But in order to make the transmission of messages in the neo literate network successful and efficient, the language style used in newspapers should be simple.

In this respect the role of Dinamalar is well designed. The aspect namely modernisation of words is taken care of by this daily and hence the literate nature of language is safeguard and made more powerful. The simplified nature of treatment in Dinamalar is to be studied with good spirit. From a closer study we can find out the difference between the literary works and the society.
4.1.2 The language variety is strictly followed to lay out the basic amenities in accordance with the needs of the society and only with that background the activities of the newspapers are esteemed with high spirit. Both the language variety and the use of linguistic features lead to the successful function of the newspaper. Three factors are really essential in the field of language use in newspapers. They are policy making on the basis of status planning, corpus planning and formal function.

4.1.3 The daily Dinamalar was established in the year 1951. The founder of this newspaper was Ramasubbaiyar who published it at Thiruvananthapuram. In the initial stage, this daily was printed only with the view to integrate the Tamil speaking society at Thiruvananthapuram and Cochin and he wanted to organise an agitation for the inclusion of those areas into Tamil Nadu. Now the present daily is widely popular and it carries the news from the various districts. Now it is published at Chennai, Vellore, Pudukkottai, Erode, Coimbatore, Tiruchirappalli, Madurai, Tirunelveli and so on.

4.2.0 Role of Mass Media Communication

Because of the literary usage in the mass media particularly in newspapers, now we can identify the use of various Tamil styles, namely archaic, literary, modern, practical, colloquial and other styles in newspapers. According to the need of the society and the goal of catering
information to all kinds of public, words, syntactic aspects, organisation of language, style of language, etc. are appropriately used. Moreover the dailies pave the way for the spread of these modified linguistic features among the public.

The role of mass media makes us to feel that the style of newspapers reflects the feelings of the society but generally a pure literary Tamil theme cannot be attained in spite of successful attempts and it has to undergo many formalities.

4.3.0 Phonological Structure

Traditional Tamil grammarians have laid down certain rules pertaining to the phonological structure Tamil writings and they have to be followed by any piece of Text. It is stated that certain consonants should not occur initially in any word. For example, the consonants 't, l and r' should take a vowel (i or e) called prothetic vowel in the initial place in order to avoid the state of these sounds occurring in word initial position. But this rule does not apply to the mass media communication and in newspapers we find that the prothetic vowel is always omitted and words are written with sounds like t, l etc. occurring in the initial position. We can cite certain examples from the daily, Dinamalar to show that certain (phonological graphological) conventions are violated in Newspaper language.
(e.g.)

<table>
<thead>
<tr>
<th>Word</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>lasry</td>
<td>lorry</td>
</tr>
<tr>
<td>dairektar</td>
<td>director</td>
</tr>
<tr>
<td>ra:jya capa:</td>
<td>Rajya Sabha</td>
</tr>
<tr>
<td>tre:ktar</td>
<td>Tractor</td>
</tr>
<tr>
<td>la:ttary</td>
<td>lottery</td>
</tr>
<tr>
<td>ra:nuvam</td>
<td>military</td>
</tr>
<tr>
<td>ratam</td>
<td>chariot</td>
</tr>
<tr>
<td>rappar</td>
<td>eraser</td>
</tr>
<tr>
<td>rattam</td>
<td>blood</td>
</tr>
<tr>
<td>tikket</td>
<td>ticket</td>
</tr>
</tbody>
</table>

In the above examples the prothetic vowel is not found and hence the cited graphological rule is not followed properly.

4.3.1 So also while writing the names of persons and places the same rule is followed and a few examples are given below:

(e.g.)

<table>
<thead>
<tr>
<th>Word</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ra:v</td>
<td>Rao</td>
</tr>
<tr>
<td>Ra:ji:v</td>
<td>Rajiv</td>
</tr>
<tr>
<td>Ra:mamu:rti</td>
<td>Ramamurthy</td>
</tr>
<tr>
<td>Rankara:can</td>
<td>Rangarajan</td>
</tr>
<tr>
<td>Ra:mar</td>
<td>Rama</td>
</tr>
<tr>
<td>Ra:macantra:</td>
<td>Ramachandran</td>
</tr>
<tr>
<td>Latcumanan</td>
<td>Lakshmanan</td>
</tr>
</tbody>
</table>
In the case of proper names this is uniformly followed and it becomes natural not to prefix a vowel in the beginning of words commencing with the three consonants stated above. This is a change in modern Tamil graphological structure followed in Newspapers.

4.3.2 Ancient Tamil grammars framed certain rules with regard to the occurrence of final consonants. Accordingly the plosive consonants never occur finally and they always take the vowel 'u' in the end. This is a peculiar vowel in Tamil and it is called as 'kurriyalukaram' (Shortened 'u'). In the case of mass media communication, this graphological convention is not followed and foreign words which end in plosives are written as such.

(e.g.)

```
markket
---
market
```
```
tikket
---
ticket
```

Also, occurrence of two consonants finally in word is not normally allowed. Only two words were reported to be taking double consonant cluster in the word final position and it is called 'makarakkurukkam' (shortened 'm') a dependent letter or sound by the grammarians of the medieaval period. (e.g.) 'po:nom' for 'po:olum' - 'a model verb form.'

`marunm' for 'marulum' - a model form with the meaning 'be frightened'. The two consonants 'nm' and 'nm' are termed as double consonant clusters. This kind of usage is not
common to traditional Tamil. But in mass media communication, the foreign words with consonant clusters in the final position are written as such violating the usual final double consonant occurrence restriction.

(e.g.)

- \textit{saspent} - \textit{suspend} (n\text{t})
- \textit{ko\text{rt}} - \textit{court} (r\text{t})
- \textit{ma\text{rk}} - \textit{mark} (r\text{k})
- \textit{pa\text{nk}} - \textit{bank} (n\text{k})
- \textit{pa\text{st}} - \textit{fast} (st\text{)})

4.4.0 Morphological Description

With regard to the morphological conditions laid down by the grammarians, there are interesting factors both in the noun morphology and the verb morphology. In the previous chapter a brief account about morphological aspects found in Dinamani was given and it holds good to Dinamalar also.

Gender number distinction, case formation and the theme of pronouns are vividly explained in the Tamil grammar. The rules of the ancient grammatical forms are found without any change in the newspapers. Since the Tamil language is agglutinative in lexical structure, the plural suffixes, the case markers, the tense markers, the inflexional increments and other minor grammatical categories are always suffixed accordingly either to the noun form or verbal roots. If it is a noun root, it takes case markers and in between the two inflexional increments occur. If it is a verb root, the
formative suffix, the tense markers are added to it. It is noteworthy to see that the pronominal suffixes or terminations occupy the final place in finite verb formations.

4.5.0 Lexical Structure

Educational news, political news, editorials, headlines, scientific news and the sports news exhibit linguistic differences. India is a multilingual country and the newspaper will have to cover the events happening throughout the country and also at the world level. Then only the newspapers can shine and become popular. The role of effectively using the resources available in the lexical, semantic and syntactic levels of a language do have a prominent places in mass media communication. As seen earlier, the newspapers are very liberal in absorbing the loan words.

4.5.1 LOAN WORDS

The loan words are not absorbed as such. The phonological structure of loan words are modified according to the phonological forms of Tamil and the Tamilised forms are used in Dinamalar. Tamilisation of loan words is an indispensable feature of the language adoption. Normally the loan words are translated they enter into the vocabulary core of the Tamil language.
The actual translation of loan words is clearly given by the editorial staff of the newspaper organisation and it is received well by the readers.

(e.g.)

- telephone: tolaipe:ci
- film show: paṭakka:ṭci
- electric wire: minkampi
- widow: vitavai
- dowry: varataṭcinai
- consumer: nukarvo:r
- world cup: ulakakko:ppai
- mockery: ke:likku:ttu
- lion's club: arima: caňkam
- fishermen: mi:navar

4.5.4 Coinages

New words and word combinations are coined and they are assigned new meanings according to the requirements based on the loan words. News papers play a dominant role in the coinage and circulation of such words. Some of the words found in Dinamalar are listed below.

(e.g.)

- veṭpa:lar: candidate
- te:rtal: election
- u:lal: corruption
- etirkkatci: opposition party
- tatuppu:val caṭṭam: prevention detention act
- ketupiti: restriction/constraint
te:ciya munnani - National Front
cuyanitik kallu:ri - self financing college
kallurik kalvi iyakkunar - Director of collegiate education
calai mariyal - road picketting
nampikkai illa: ti:rma:nam - no confidence motion
por:rkka:la natavatikkai - war time measure
te:ciya orumaippa:tu - national integration
ceviliyar utaviya:lar - nursing assistant
nu:laivu vari - entry tax.
carakku vari - merchandise tax
ka:li itam - vacancy
vaippu niti - deposit
karuttara:ŋku - seminar
te:ciya mayama:kkal - nationalisation
ulaippa:lar katci - labour party
nila atircci - earthquake
kutini:r tattuppa:tu - shortage of drinking water
ceyarkaiko:l - satellite
mata orrumai - religious unity
cema nala niti - provident fund
ku:ttutal ceyala:lar - Additional Secretary
cala:k kailu:ri - arts college
cirupa:nmai kallu:ri - minority college
<table>
<thead>
<tr>
<th>Marana tantanai</th>
<th>death sentence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ellai patauka:ppu</td>
<td>defence in the frontier</td>
</tr>
<tr>
<td>Te:ciya netuna:lae</td>
<td>national highways</td>
</tr>
<tr>
<td>U:tuuruval</td>
<td>infiltrate</td>
</tr>
<tr>
<td>Kuttuc cantai</td>
<td>boxing</td>
</tr>
<tr>
<td>Nisccal po:tti</td>
<td>swimming competition</td>
</tr>
<tr>
<td>Po:rukkappal</td>
<td>war ship</td>
</tr>
<tr>
<td>Puttaka matippurai</td>
<td>book review</td>
</tr>
<tr>
<td>Irattaik kolai</td>
<td>double murder</td>
</tr>
<tr>
<td>Vaira viya:paru</td>
<td>diamond merchant</td>
</tr>
<tr>
<td>Ne:rati oliparappu</td>
<td>live telecast</td>
</tr>
<tr>
<td>Te:ciya oliparappu</td>
<td>national broadcast</td>
</tr>
<tr>
<td>Tapai: l turai</td>
<td>postal department</td>
</tr>
<tr>
<td>Puti ya ci:ru:ta</td>
<td>new uniform</td>
</tr>
<tr>
<td>Viva:karatuu</td>
<td>divorce</td>
</tr>
<tr>
<td>Kaire:kai tataiyam</td>
<td>finger print</td>
</tr>
<tr>
<td>Ayul tantanai</td>
<td>life imprisonment</td>
</tr>
<tr>
<td>Verrip pattiyal</td>
<td>winner's list</td>
</tr>
<tr>
<td>O:yu:u utiyam</td>
<td>pension</td>
</tr>
<tr>
<td>Mincara va:riyam</td>
<td>electricity board</td>
</tr>
<tr>
<td>Inai iyakkunar</td>
<td>Joint director</td>
</tr>
<tr>
<td>Manita urimai</td>
<td>human rights</td>
</tr>
<tr>
<td>Cunka vari</td>
<td>excise duty</td>
</tr>
</tbody>
</table>
4.5.5 USAGE OF DIPTHONG IN THE LOAN WORDS

In Dinamalar to refer to High Court, the term used is 'ai ko:rttu'. This term is an adapted term while the word 'high' is transliterated as 'ai'. But later the term 'high' and 'Court' are translated and used as "uyar ni:timan gram". This is repeatedly found in the daily during the particular period under survey.

4.5.6 ABBREVIATION IN USAGE

Abbreviated terms are used more frequently in Dinamalar. In addition to the words listed under the usages found in Dinamani, the following abbreviations are also found to occur in Dinamalar.

(e.g.)

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>ti.vi.</td>
<td>television</td>
</tr>
<tr>
<td>ti.gi.pi. (D.G.P.)</td>
<td>Director General of police</td>
</tr>
<tr>
<td>u.eno.(U.N.O.)</td>
<td>United Nations Organisation</td>
</tr>
<tr>
<td>em.gi.a:r. (M.G.R.)</td>
<td>M.G. Ramachandran</td>
</tr>
<tr>
<td>je.</td>
<td>Jeyalalitha</td>
</tr>
<tr>
<td>es. pi. (S.P.)</td>
<td>Superindendent of police</td>
</tr>
<tr>
<td>ar.vi. (R.V)</td>
<td>R. Venkata raman</td>
</tr>
<tr>
<td>ai.e.es (I.A.S)</td>
<td>Indian Administrative Service</td>
</tr>
<tr>
<td>pi.em ge. (P.M.G)</td>
<td>Post Master General</td>
</tr>
<tr>
<td>el.ai.ci.(L.I.C)</td>
<td>Life Insurance Corporation</td>
</tr>
</tbody>
</table>
4.5.7 ENGLISH AND TAMIL WORD BLENDS

In Dinamalar we can find certain Blended words created with English and Tamil words put together and are used for effective communication. These word blends can also be considered as partial translations. The journalists and the editors use such terms for effective presentation. Some examples of blends are the following:

- `te:rtal kamisan` - election commission
- `she:ru:la:l` - share scam
- `kuntar cattam` - gunda's act
- `nukarvo:rokor:tu` - consumer court
- `akila Intiya tennis po:tti` - All India tennis competition
- `ci:ra:na saplai` - regular supply
- `te:ciya orumaippa:ttu kavuncil` - National Integration Council
- `panku ma:rrkettu` - share market
- `ku:rtutal ma:rrku` - additional marks
- `ilavaca no:ttu` - free note books
- `civil sarvis te:rvu` - civil service examination
- `kemikal tolirca:lai` - chemical factory
- `veliyu:r ka:lkal` - outside phone calls
- `tiya:ki pensan` - freedom fighter pension
- `pa:ncya:yattu raj` - panjayath Raj
- `pa:mpan pa:lam` - Pamban bridge
- `merina: katarkarai` - Marina beach
- `ma:rrku pattiyal` - mark list
In the above examples we find either the Tamil word is followed or preceded by English word.

4.5.8 ADOPTED LOAN WORDS

Dinamalar just like Dinamani, uses loan words adopted according to the phonological structure of Tamil. These words are popular and occur in the speech of Tamils. The purpose of mass media communication is to deliver media contents to the society in a simple form for easy understanding and hence these words are used. Such words are listed below.

(e.g.)

la:ri straik - lorry strike
jana:tipati - Janathipathi
dairektar - director
kut aut - cut out
saspent - suspend
sainaitu - cinide
kalektar - collector
pavularkal - bowlers
ste:t ba:nk - state bank
kavarnar - Governor
operation
super fast train
hospital
reserve bank Governor
dismiss
alcohol supply
moderation
Standard Chartered Bank
tribunal
Electornic Bailey book
ambulance
money order
supreme court
powerloom
T.V. deck
share market dull
boeing
sub – inspector
engineer
boiler
bar
electronic exchange
ration card
computer company
auto rickshaw
4.6.0 CHARACTERISTIC CONSTRUCTION IN DINAMALAR

It is observed that Dinamalar exposes and uses linguistic elements reflecting strategies of style and special usage. These elements reveal the significance of the newspaper in giving importance to the literary devices and figures of speech. The news headlines like

50 puli pali '50 tigers sacrificed'
pulikal takaval 'tiger's information'

reveal not only the information or news required to be conveyed, but also use of figures of speech like metaphor (puli = vițutalai ppuli) and Rhymics (puli pali, pulikal takaval).

4.6.1 There is a phrase in Dinamalar which runs as follows. 'tankam venravar'. Here it stands to refer to the prize winner who gets gold medal in the race. Here the usage is metaphorical in one sense and it also a form of metanomy as the word 'tankam' stands for 'gold medal'.

4.6.2 In the agricultural news there is another phrase that reveals the information that one agriculturist gets an award for protecting the nature's green wealth. The usage adopted is 'pacumaik ka:valar virutu'. Really it is a new coinage and the term 'pacumaik ka:valar' means 'protector of greenness'. This term is just like the term 'pacumaip puratci' 'green revolution', a term coined for the national level use by the Ministry of Agriculture a few years ago.
Many such characteristic usages or coingaes which are semantically and stylistically sensitive are employed by the mass media communication, in particular by Dinamalar.

4.6.4 Dinamalar makes use of words created by adding 'vati' to some roots. 'vati' is a suffix used generally in the sense of "one who upholds certain principles". There are words like 'te:ciya va:tam', 'ka:ntiya va:tam' 'ilakkiya vatam'. 'cantarpppa va:tam' and 'ka:riya va:tam' respectively to national spirit, Gandhiyan principles, literary merit or honour, opportunity and selfishness. In Dinamalar only two words occur namely 'palamai va:ti' meaning a man with ancient ideals and 'te:ciya va:ti', man having the national outlook.

4.6.5 SYNTACTIC CONSTRUCTION

The syntax or syntactic construction employed in Dinamalar especially in a few passages reflect the impact of pure Tamil movement that occurred in the later period of Tamil language history. The standard Tamil usage clearly portrays, the spirit of the newspaper to certain extent towards pure Tamil usage and it is a good sign for the literary progress. News related to Tamil language and culture are given wider coverage in Dinamalar.

(e.g)

tira:vita moli iyai ma:na:tu - 'The Dravidian Linguistics conference'

Caiva matak karutaranku - 'Seminar on Saivism'
These two headlines reveal the importance given to news coverage related to Tamil language that makes people to have wider and deeper thinking over with Tamil spirit.

There is another news carrying the information given by the Tamil University Vice Chancellor with regard to the production of medical books through Tamil medium. The news run as follows.

`Tamil moliyil maruttuva nu:1kal - Tañcai palkalai tunai ve:ntar alaippu`

The complete constructionn is significant as it reveals the purity of Tamil words exposed in the sentences.

4.6.6 There are a few more constructions in the headlines which stand exposing elaborate and wider thinking about certain news items.

(1) koñca ve:ntiya pîncuk kulantaya\l k koñra ta:i talai maraivu - "The mother who has to cherish her young kid with loving kisses had killed the child and has fled away".

This particular phrase reveals the psychological disposition expected of a mother and the actual deed of a mother who murdered the child for the reasons beyond expectation.

(2) Another statement made by the then Prime Minister P.V. Narasimha Rao runs in the following way: who ever be the men behind the share market scam would not be spared strong action would be taken.
(3) In another regional news under the caption "purification of drainage water", we find the first part exposes the pure Tamil form followed by the English term:

`iro:til kalivu ni:r cutti karippu ceyya pirave:t limited kampeni a:rampam`

"private limited company for the treatment of drainage water at Erode is about to function".

In this construction we see the combination of Tamil and English words clubbed together and it is a peculiar feature in Dinamalar. The coinage namely `taniya:r niruvanam` meaning private limited company, could have been used instead of the loan word.

(4) With regard to the successful launching of the satellite in sky the news runs as follows.

`Vinnil verrip payanam - ceyarkaik ko:l`

In the above headline pure Tamil words adorn the phrase with clarity and effectiveness.

(5) The information namely the rapid growth of world population is an alarming danger to the world," is expressed in an ironical way in Dinamalar and the same news is given as:

`vetikkap po:kum makkal tokaip perukkam`

This shows that the explosion of the growth of population at no time. Thus the sentiment of the rulers or leaders who head the nation or government is clearly revealed by the idomatic usage in Tamil as stated above.
Ample opinion about the readers attitude towards the newspaper Dinamalar was collected by the researcher through field work and that will be presented later.

4.7.0 CONCLUSION

It is clearly seen that the mass media communication through the newspaper, Dinamalar, stands apart from that of other dailies as revealed by the analysis presented earlier. This daily is different from other dailies in using the borrowed lexical words both foreign and native. In this daily coined words are also used prominently and in that respect this daily also follows the lines of other dailies.

Tamilisation of words, translation of words and above all modernisation of items found in Dinamalar lead us to think that communication spirit of the editors is more apparent than other aspects. The linguistic study adds to the prospects of the newspapers and one cannot refute the elite scholar's statements.

The competition among the dailies is always there and the three dailies, Dinamani, Dinamalar and Dinatanti play a notable part in the Tamil society. The evaluation of newspapers, the language planning and the study of lexical items are equally important to come to a conclusion that the mass media communication totally needs some change and refinement in the course of time to enrich the quality of the
mass media in general and newspaper in particular. The prosperity of journalism always lies in the hand of journalists who adorne the pages of history of the world by revealing the past, living in the present and expecting the justice to be done in the future to have a noble dream.