Chapter I
Introduction
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1.0 LANGUAGE AND COMMUNICATION

Language is the specific and uniform possession of man; it is God's special gift to mankind. There is a deep relationship between language and society. It is in society that man acquires and uses language. Without language, human civilisation, as we know it, would have remained an impossibility. It is present everywhere in our thoughts and dreams, prayers and meditations, relations and communications. Besides being a means of communication and a store house of communication, language is an instrument of thinking, a source of delight like singing.

Language dissipates superfluous nervous energy, directs motion in others both men and animals, sets matters in motion as in charms and incantations, transfers knowledge from one person to another, from one generation to another. Quite often language becomes a serious concern not only for linguists but also for philosophers, logicians, psychologists, scientists and literary critics.

Language is a means of communication. In the Encyclopaedia Britannica (Vol. 13) Language is defined as "a system of conventional spoken or written symbols by means of which human beings, as members of social groups participate in their culture and communication". Language is a vehicle of thought, is a functional set of categories and relationships.
through which one is capable of communicating ideas and attitudes. It is not a mere signalling system. It is an instrument of human development, of every thing by which human beings become superior to other animals. Without communication, man becomes an animal. If communication does not take place man cannot survive smoothly.

Language is primarily a human and non-instinctive method of communicating ideas, emotions and desires by means of a system of voluntarily produced symbols. Language is a device that establishes sound and meaning, correlates meanings with signals to enable people to exchange ideas through observable sequences of sounds. The expression of ideas in one's own voice, or speaking the common language, uncommonly will constitute one's own style. Language is a medium of communication generally used by a group of people or society. Language can be characterised and described in terms of its characteristic structure and function. Language structure can be explained taking into consideration various level units such as sounds, words, phrases, clauses, sentences and their combinations. Language function can be described in terms of the purpose for which language elements are used.

Language is the faculty of speech which all human beings hold in common. "A language is a particular code, a particular set of conventions and human beings operate it through the possession of the faculty of speech, and it is not held in common by all human beings but only by those who belong to specific speech community" (Randolph Quirk 1962:42)
According to linguists, language is a very complex human phenomenon. It is an organised voice used in actual social situation. That is why it has also been defined as contextualised systematic sounds.

A.H. Gardinar (1935) says, "Language in its widest sense means the sum total of such signs of our thoughts and feelings that are capable of external perception and could be produced and repeated at will".

Mario A. Pei and Frank Gaynor (1954) observe, "Language is a system of communication by sound (i.e) through the organs of speech and hearing among human beings of a certain group of community, using vocal symbols possessing arbitrary conventional meanings".

Language is an audible, articulate human speech as it is produced by the action of the tongue and adjacent vocal organs. The body of words and method of combining words are used and understood by a considerable community, especially when fixed and elaborated by long usage, a tongue.

According to transformational generative linguists like Noam Chomsky, language is a faculty, acquired by the innate mechanism of native speakers and it is used to understand and form grammatical sentences.

Generally linguists identify expressive, representational, directive, rhetorical, aesthetic functions of language. And they term them as global functions of language. Language also has minor functions which will be determined by the contextual use of language and the speech
acts to which linguistic elements are used. So, in general any study of language which is used in any domain of language use can be characterised in terms of structural and functional description.

A curious dimension was added to the meaning of the term 'Language' on May 7, 1976 by the then Indian Prime Minister, Mrs. Indira Gandhi in her address to the Chief Secretaries. She said, that it was important that not only those who worked in the Secretariat, but all government functionaries should speak in the language of the people. She then added, "By language I do not mean words or the grammar but an attitude that makes one understand the people's point of view" (The Hindustan Times May 8, 1976 I (ii)).

Language is the basis of human communication which in turn is the foundation of human society. Language shapes society and is shaped by society. There is a constant interaction between society and language and this interaction is reflected in the media of communication. Since society is dynamic, language is also dynamic. It is a vital indicator of the changes taking place in a society.

Anthropologists regard language as a form of cultural behaviour; sociologists as an interaction between members of social groups; students of literature as an artistic medium, philosophers as a means interpreting human experience, language teachers as a set of skills. Truly language is such a complex phenomenon that defining it in terms of a single aspect as knowledge, or behaviour, or skill, or habit, or an event or an object will not capture its complexity.
The characteristics of language are seen from different angles. In brief, we can say that language is verbal; it can be a mere sound but with meaning. It is a means of communication; it is non-instinctive and conventional. It is arbitrary, because there is no direct, necessary connection between the things or ideas language units reveal and the linguistic units or their combinations. Language uses words essentially as symbols to represent concepts.

Every language is a system of systems. Every language has phonological and grammatical systems and within a system there are several sub-systems. Hence it is said that language is a unique, creative, complex and modifiable phenomenon.

1.1 MEDIA OF COMMUNICATION - MASS MEDIA

Mass media can be defined as the means by which various Governmental and non-Governmental programmes reach the mass. It is the impersonal means of communication by which visual or auditory messages are transmitted directly to the audience. A message can be transmitted to the mass audience by any means. The programmes that are included in the media could be educational programmes, health programmes, information programmes, national programmes, etc. Human contact is made through mass media. Innovations, important happenings etc, are communicated effectively and as quickly as possible to the mass through mass media. Mass media has certain specific objectives and all these objectives are socially relevant and significant.
The print channel of mass media constitute the weekly and daily newspapers, magazines, books, pamphlets, and other circulations and these printed forms are distributed through door delivery on by mail. The newspapers are the cheapest printed forms available for getting message. The primary function of newspapers is to communicate to the human race what its members do, feel and think. It serves the purpose of passing on the information. In addition to this, it also entertains the public by publishing stories, sports, cinema features etc. It plays the role of a bridge between the ruling government and the mass.

While taking into account the extent to which the various channels of mass media can operate, it is worth noting that the use of newspapers needs the skill to read the language employed in mass media, and comprehend the variety of social functions, particularly the function of providing information. Another function of mass media is to select the information evaluate and interpret it. The third function of mass media is to transmit social heritage from generation to generation. The fourth function is to entertain. In addition, media messages can serve several others more specialised functions. Mass media can provoke people. By bringing an issue before a mass audience, every one comes to feel that something must be done to face and solve problems. Mass media can gain status by giving media exposure to certain people.
One feature of mass media is that they are formed on the idea of mass production and mass distribution and hence it is an exponent of industrialised society. Copies of magazines and newspapers, for instance, are printed in thousands and are circulated over a vast area. But to enjoy mass audience, the media have at a later stage, create a new taste not much cultivated or even sophisticated. It can be called more correctly as mass media culture. The mass media programmes, actually, have little to do with what an audience wants or needs.

In our country, however, the mass media are in fact a minority media as their influence reach only big cities and towns.

The major functions of mass media may be identified as follows. They are surveillance of the environment, interpretation of the information and prescription for the transmission of heritage. Surveillance of the environment relates to information or news about the happenings in a society in and around us. The mass media carry out this function by keeping us informed about the latest news in our own region and around the world. But mass media cannot or should not stop at watching the horizon for us, through news bulletin or through advertisement of opportunities. They should help us to correlate our response to the challenges and opportunities which appear on the horizon and to reach consensus on social action.
Mass media should help us to keep the culture and heritage of our society alive and to transmit it to others (i.e.) to the generation that succeeds us. This is what the media should ideally do, but often media fails to do that. Television, radio, newspapers, magazines and bill boards, etc. come under mass media.

1.2.1 NEWS MEDIA

In the present day situation, television, radio and the newspapers, which are the recent discoveries made due to the advancement of science, serve as the main media for mass communication. All the above mentioned, are powerful vehicles carrying the news to the mass.

It is generally believed that any new media has three important peculiarities: (i) Communication of the same unit of information to many people simultaneously with no differentiation made according to the status of addressee (ii) communication of this unit of information is one and reservable direction and the virtual exclusion of the possibility of an addressee to reply, leaving a side and discussion or an equal footing a sharp polarization of the system of communication into those sending the information and those receiving it and (iii) the remarkable persuasiveness of the information being passed on, based on the exalted social authority of the sources, the semi-monopolistic position with psychological significance and everybody is listening with respect to the same message.
1.2.2 PRINTED MEDIA

Several printed newspapers and magazines have been published for the purpose of elucidating the news items. In 65 languages newspapers were published in India in 1972. The total circulation of newspapers in India was 32037 lakhs in 1972. In Tamil, Dinathanthi predominates in circulation when compared to other newspapers like Dinamani, Anna, Murasoli etc. All these newspapers employ different varieties of styles for presenting the news items. Dinatanti started using a completely different style and variety for the first time keeping in mind the uneducated target audience. In the beginning, people started criticising the style and variety of the language employed in Dinatanti. But slowly its style became very popular among the less educated and illiterate mass. One of the reasons for the successful circulation of Dinatanti is the simplified style with which the news was conveyed to the mass more efficiently and effectively. Later on this newspaper began to attract even the elites of Tamil society.

This development occurred not simply because it carried all types of news items but because of the use of the common language variety which is more intelligible to different sections of the society. It is only in the late sixties some of the other newspapers and journals started to change their mode of news presentation as well as the language variety used.
1.2.3 NEWSPAPERS

Nothing is comparable to newspaper "It is the hot-line for readers to know the fast breaking news. It is their pipeline to what is happening everywhere from down home to lunar landings.

Newspapers play a variety of roles in the life of their readers. Newspapers have three main functions: It is a record of contemporary news and views. It is a literary genre and it has attracted a growing cross section of the reading public. It is the physical product of an ongoing private business enterprise which mixes professional and profit marking motives.

The main function of newspaper is to gather, dissimilate and interpret news that is virtually concerned with the people and the state. The press has been variously described as the mirror of society, sentinel of democracy or fourth estate (a term coined by Edmund Burke), in view of the significant role it had played in the past and claims to be performing at present.

Newspapers are vigilant custodians of the community, society, nation and mankind in general. It is not sufficient that they are satisfied with the impression that the newspapers are mirrors of time. Mirrors reflect only what is seen before them, while newspapers reflect hopes, aspirations, development and evaluation of the society. They do not receive images but chistle them, give them moral, ethical content and place it before the society. This is a continuous process and it should continue.
1.2.3.1 NEWSPAPERS IN INDIA

India's first newspaper was introduced by James Augustus Hicky, an ex-employee of the East India Company. It was introduced on the 29th January, 1780 and was known as the Bengal Gazette or "Calcutta Advertisee" and was nicknamed as Hicky's gazette. It consisted of two pages with a size of 12 by 8 inch. The paper was very clumsily produced. The reading matter was less and the advertisements were more. It was always against the establishment. James Augustus Hicky announced about the policy of editorial as: "This is weekly political and commercial newspaper open to all parties but influenced by none". It had to suspend publication within one year owing to the displeasure of the officials. Within ten months it blackened the name of Madame Hastings. Hicky was put in jail for four months for writing against a Swedish missionary in 1792 named John Zacharaiah Keramunder. This first newspaper had only two years history.

The press in English plays an important role in India. It is significant to note that many English dailies came up in the post-independance period. In 1952, 70 dailies were published in English. By 1971 the figure rose to 78. "The Hindustan Times", The Statesman", "Times of India" and "The Indian Express" had their origin exclusively from Delhi and other places. "The Hindu" came in 1876 and was published from Madras and other places. There are more than 2600 English newspapers in India today, of which more than 90 are dailies, six of them are centenarians.
It is interesting to note that today the Express Chain of Goenkas, the Times of India chain of Dalmic - Jains, the Hindustan Times groups of Birlas, the Amitha Bazaar and Anand Bazaar groups and the Hindu groups of Kasturi and sons, the Statesaman Chain, the Viswamitra chain of Agarwals and the Maharashtra newspapers dominate nearly 80% of the total circulation of newspapers in India.

1.2.3.2 NEWSPAPERS IN TAMILNADU

The first newspaper published in Tamilnadu was 'Cennaipurari on 12.10.1785. In the pre-independence period, several Tamil newspapers used a highly literary style. For example, newspapers and journals like Swadesamitran, Navasakti, Desabimani, Vidutalai etc. though used different styles of Tamil, they are mostly in high variety. This trend continued for several years even in the post - independence period.


Sir Madhava Rao brought out a newspapers called 'Native Public Opinion' which was against the Britishers. National partiots started a Tamil newspaper called "Cresent" and it was owned by Lakshmi Narasimhalu Chettiar. Later on "The
Hindu" came up as a weekly and then as the time went on, it came as a daily. Swadesamitran came up in 1882. Subramania Bharathiar brought out the newspapers 'Chakravartini', 'Karmayogi', 'India' 'Vijaya'. In India, he brought out "Dreaming Orators". Thiru. Vi.Ka. established 'Navasakthi', 'Desha Bhanthu' etc. Subramanya Siva and Varadarajulu Naidu published 'Tamil Nadu'. It used traditional Tamil which was unlike the Swadesamitran style. In 1934 'Dinamani' came out. In 1936 Periyar E.V. Ramaswamy Naicker brought out 'Vidutalai' for non-Brahmins. In 1942 'Dinamani' started coming. Later on many other newspapers came in the Tamil scene.

1.2.4. LANGUAGE USE IN NEWSPAPERS

The newspapers and journals like Swadesamitran, Navasakti, Desabimani, Vidutalai etc. though used different styles of Tamil they neglect mostly the high variety of Tamil. This trend continued for several years even in the post independence period. It is Dinatanti that changed the style of Tamil in order to attract the mass. Though ridiculed in the early period, people began to appreciate Dinatanti and it has attained great admiration and popularity. One of the reasons for its sucessful circulation and popularity is the simplified language with which the news was conveyed to mass more efficiently and effectively.
Later on, this newspaper began to attract even the educated people in Tamil Society. This is not simply because it carried all types of news items but because of its common language variety which is more intelligible to different section of the society. In the late sixties, some of the other newspapers and journals in Tamil started to change their mode of news presentation as well as the language variety used. In the sixties, a daily newspaper namely 'Tamil Nadu' that was published from Madurai used mostly purified Tamil usages instead of the commonly used forms. The publishers of this daily took nearly 24 hours to transform the common usage into the so called purified variety of Tamil. Due to this reason, the news could appear in this daily only a day later when compared to other dailies. Moreover, due to the fact that the mass readers were able to read the news, twenty hours ahead (through other newspapers) and also through a more efficient and simplified common variety and style, the circulation of this newspaper decreased and the publishers were forced to close down the publication of this daily. It is clear from this that some sort of modernisation was on the move even in those days.

This modernisation tendency slowly gained momentum, when the other media of communication like cinema, drama, advertisement etc. also switched over from the use of high literary variety to the use of modern literary and colloquial variety of Tamil. One of the peculiarities of Tamil dailies can be noted, the use of Sanskrit items has been minimised
and news is transmitted to the mass with modernised terms. The programmes that are outlined in the mass media could be educational programmes etc. Contacts are made through mass media to propagate or make known to the mass, the various innovations, important happenings etc. as effectively and as quickly as possible. So mass media has certain specific objectives and these objectives are relevant and significant.

The different channels of mass media are the weekly newspapers, magazines, books, pamphlets, direct mail circulars and billboards. Of these, newspaper is the cheapest. It carries the message through visual, graphic mode. Radio is the mass communication medium transmitting message through audio medium whereas television transmits message through audio and visual medium.

The primary function of newspapers is to communicate to the human race what its members do, feel and think. It makes known to the people know the important happenings both inside and outside the countries. It serves the utilitarian purpose of passing on information. In addition to this, it also entertains the public by publishing stories, sports and cinema features etc. It plays the role of a bridge between the ruling government and the mass.

Broadcasting system is one of the most efficient and powerful means of communication. Though it performs the function that newspapers do, namely, passing on news, it does this only in a restricted sense through its news bulletins. Its major purpose is to educate and entertain the mass.
Television is the main media of communication today. Just as radio, television too educates and entertains the mass as well as it informs the people. It serves as a major tool for bringing out social changes. While taking into account the content with which the various channels of mass media can operate, it is worth noting that the use of newspapers requires the skill of reading the language. An illiterate person is thus unable to make use of this medium. In the broadcast medium, a person only has to listen to the broadcasting and understand the message. Here also the voice and diction of the broadcaster should be clear so as to safeguard communication. In television, the audience can listen as well as see the message and hence it is the most effective medium. But radio and television have the disadvantage namely the impossibility of referring back to the message or information again, but this is always possible with reference to the print media. Mass media serves a variety of social functions. One function is to provide information.

Another function is to select information to be published, evaluate and interpret it. Other functions of mass media are transmitting social heritage from generation to generation, and entertaining. In addition, media messages can serve several specialised functions. By bringing an issue before a mass audience they may be provoked. Mass media exposure can make people, and events popular.
Each channel of mass media along with other contents like norm, articles, announcement and entertainment, are also treated with clear identities for a better scope.

1.2.4.1 LANGUAGE STYLE

Language is the basis for human communication and communication is the foundation of human society. There is a constant interaction between society and language and this interaction is reflected in the mass media. The structure of language is an essential factor in any form of mass media. In newspapers, the language structure plays a vital role in shaping the expressive pattern. The news exposed may undergo changes from time to time. All kinds of linguistic structures are found in media texts.

The structure of any language is very complex. Language is an essential factor in media. Language has an internal structure as it is made up of sub structures like sound structure and meaning structure, also known as expression and content. It is the network of association between expression and content that form the language pattern. The smallest unit of full expression is a sentence which may consist of a single utterance or a sequence of utterances arranged according to the system of a particular language. Sentences are made up of parts such as words, phrases, and clauses. Words are made up of parts of words or morphemes which may be in the forms of roots, affixes. The smallest parts of expression associated with some meaning are
called morphemes which in turn are made up of some phonemes, the smallest segment of sound that can differentiate one word from the other.

Scholars have approached the study of language without actually entering into it. Linguistic science arose from practical preoccupations, involving the use of writing, the study of literature and especially of older records, and the prescription of elegant speech. Writing is not language but merely a way of recording language by means of visible marks. Languages are fundamentally similar no matter what system of writing may be used to record their form. It is just as a person is the same no matter how you take his picture.

Obviously, the value of a language depends upon the people using it. Every member of a social group must take suitable occasion and utter when he hears another person uttering utterances. These utterances must elicit proper response in context. People must make intelligible their outlook and must understand what others say. This holds good for even the least civilised communities.

The mechanism which governs speech must be very complex and delicate. The 'Mentalistic Theory' which is by far the older and still held high, both in popular view and among men of science, supposes that the variability of human conduct is due to the interference of some physical factor namely, a spirit or will or mind that is present in every human being. This spirit according to the mentalistic view is entirely different from material things and accordingly follows some other kind of causative factors.
In the long run, anything which adds to the viability of language, has also an indirect but more pervasive effect. Even acts of speech do not prompt any particular immediate response. A beautiful poem, for instance, may make the hearer more sensitive to later stimulus. This general refinement and the intensification of human response requires a great deal of linguistic interaction.

All messages produce some kind of reaction, however small, from the people who receive them and influence their thinking and behaviour. Messages also have an influence on the people who produce them.

In the newspaper the structure of a major headline consists of linguistic aspect or non-linguistic aspect. The linguistics of the language part is the way for structural value and types of grammatical categories used the pattern of sentences. Most of the political news by and large consist of a headline, subheadings and a body of the news items. A headline must attract a reader and the subheadings are used to support the headline. The body copy given in dailies gives us the main features of the messages conveyed.

1.3 LITERACY AND COMMUNICATION

In most of the rural areas we have a very low percentage of literacy. The percentage of literacy in India is 29.4 according to 1971 census. But now the literacy rate is much higher `i.e 55%. In Tamilnadu it is 60%. Due to the effort of various organisations and various movements like
'Arivoli Iyakkam'; the rate of literacy has improved quite a lot in the recent past. These organisations have been taking serious steps to eradicate illiteracy. Only the literary variety of language or some kind of standard language more commonly used in many of radio programmes as well as newspapers is taught in these programmes. News papers, radio broadcasts and television programmes employ a type of Tamil language that has not been linguistically described so far. The rural population of India must be made to have sufficient knowledge about the happenings, developments and other things that take place in the country. In order to make the readers read the news papers and understand the nature of events and happenings in the successive days in an efficient manner, the language employed in news papers should be simple, easily understandable and adoptable. In India rural population is very high. The rate of illiteracy also is very high. Since most of the Indian rural mass are illiterates, many organisations have come forward to eradicate illiteracy by their constant programmes and projects undertaken then and there. The mass media is used to achieve this aim of making people informed about the happenings and events taking place in India and other countries. In order to make the people literates, proper planning becomes necessary. In mass media also programmes are arranged with the motive of eradicating illiteracy among the people for which language varieties have to be planned in a proper way.
1.4. MASS COMMUNICATION AND ITS FEATURES

Before taking up analysis of the language used in newspapers a general description about the nature of mass communication is presented here. Generally a central theme about an event is to be taken and drafted for making the newspaper reports more homely and attractive to the readers. The social interaction clubbed with linguistic structure in the dailies bring forth many features relative to the successful implementation of the said process. Mass Communication reflects the structure of social cultural relation and also several systematic prospectives of the societies. The rise of mass media and its communication to cultural, social, political economical factors represents a major continuing transformation in human affairs.

The essential characteristics of mass media are: (i) their product is easily available in a physical sense to most of the public including a sizable number of people in all major subgroups and (ii) their cost is less and they are generally available to people.

A number of social aspects should be brought under mass communication. The linguistic structure plays an important role in various aspects of mass communication. The different types of mass communication are listed below.
1. Interpersonal relations.
2. Communication to the intellectual wing of the society.
3. Communication to different social groups based on the sociological variables such as education, religion, caste, socio-economic status, sex, occupation, age group etc.
4. Communication regarding religion and other aspects.
5. Communication to the young generation.
7. Communication to the mass.
8. Educational programmes and
9. Communication to minority groups of the area concerned.

1.5 AIMS AND OBJECTIVES OF THE STUDY

This research study aims at analysing and assessing the linguistic strategies followed in mass media particularly in newspapers and the problems that come out in the language structure and language use when language is used in the domain of mass media. The primary aim of this study is to clearly analyse the structure and functions of headlines and other news items found in Tamil newspapers, such as Dinamani, Dinatanti and Dinamalar.

It is important to analyse the headlines of these newspapers, line by line and word, by word in order to discover the correlation between the underlying structure and their functions. The political news and sports and other news items are classified and studied under different
classifications. When one thinks of language use in news media, the following items creep into one's mind. An attempt had been made in this study to work on these aspect of language use in mass communication.

1. To identify the various structures, that is, phonological patterns, morphological patterns and syntactic patterns found in the mass media namely, particularly in Tamil newspapers.

2. To identify the use of language in mass media in Tamil from the point of view of modernisation and standardisation.

3. To identify how far the mass media structure differs from the traditional pattern of Tamil structure.

4. To correlate the traditional Tamil structure with the newspaper Tamil structure.

5. To bring out the significant features of newspapers.

6. To make the systematic analysis of Tamil news papers from the point of view communication.

7. To make a socio-linguistic analysis of language in communication with reference to Tamil structure.

8. To find the special characteristics of Tamil structure and the language used in newspaper.

9. To study how news items are conceived and delivered as messages to different societies in the world.

10. To analyse how the message production system and mass distribution system are organised, managed and controlled.
In this particular study various other factors such as those listed below also are investigated.

1. To find out the distinguishing features and structures of creative writing in newspapers.
2. To find out the lexical variations in the newspapers in different context.
3. To find out the structure of political news items of three newspapers mentioned above in phonological and morphological levels.
4. To find out the linguistic structures employed in the headlines of Dinamani, Dinamalar and Dinatanti.
5. To indentify the linguistic structures employed in reporting the rest of the news items in the above three newspapers.
6. To compare these newspapers structure in various level and find out the language of media.
7. Finally to find out the mode of presentation of the news items in the newspaper and the mode of using language for that purpose.

1.6 METHODOLOGY

The methodology used for this study incorporates two major types of approaches namely linguistic approach and stylistic approach. In the linguistic approach, the structural linguistic methodology is used. A hierarchical analysis has been carried out starting from words, phrases to sentences thereby focussing the structure of the language
used. Some unique lexical constructions are also listed. Though the stylistic approach, the different stylistic features—idiomatic and metaphorical constructions—are identified and presented.

In this study, socio-linguistic methodology has also been followed in order to explore the language use, in correlation with sociolinguistic factors. It is correlated with language structure in the form of rules.

Both language and society are heterogeneous in nature and hence their inter-relationship is rather rigid and complex. The linguistic variable are correlated with social variables and thereby the inter-relationship between language and society is established.

1.6.1. DATA COLLECTION AND ANALYSIS - PREPARATION OF QUESTIONNARIES

Data collection was carried out by way of collecting newspapers for a period of thirty one days from June, 1992 to July 1992 and they formed the primary data for this study. A questionnaire was also prepared to collect data from the readers of newspapers and a field study was undertaken to meet the readers of the three dailies and to collect the facts that are needed for the present study. A questionnaire was prepared taking into account the different levels of literacy social, economic and other status of the newspaper readers. The questionnaire consisted of open type of questions. The respondent is free to express his ideas. The
questions were pertaining to the lexical variety, sentence patterns, construction and discourse type, etc used in newspapers. Totally 37 questions were included in the questionnaire.

Before the researcher carried out field work, he had discussed with various newspaper readers and found out the actual problems and obstacles in reading, especially the different loan items and other typical style and other structures. The observations made in the pilot study were incorporated into the questionnaire. Thus the questionnaire meant for use in this study was finalised.

1.6.2 SAMPLING FRAME

Sampling is an important area in any research carried out in the field of social science, since it is humanly impossible to interview and study the whole of the mass who come under the scope of the study. As far the present study is concerned stratified random sampling is used. In this method, the universe is stratified into different categories on the basis of their income, education, age and so on. From this strata, informants who satisfy our requirement are selected at random. In all, about 120 informants have been chosen for this study.
1.6.3 DATA ELICITATION AND TRANSCRIPTION

A part of data for the present study were elicited from the informants by administering the questionnaire to them. Before actually commencing the process of data collection, care was taken to establish a good rapport with the informants. This enabled the researcher to elicit spontaneous and natural speech of informants. The interview session lastad for about sixty minutes for each of the informants. The whole of the data collected in this process were recorded using tap-recorder.

After the field work, transcription of the data was made. Since this study is mainly concentrating on the morphological and lexical features, transcription of the data was carried out using broad transcription or phonemic transcription.

1.6.4 ANALYSIS

The analysis of the data for this study has been carried out at two different levels. In the first level, the data collected from the head - lines of the news papers were processed and analysed linguistically so as to find out the typical morphological and lexical usages. These features have been correlated with the news papers and their are potential readers.

In the second level the analysis of data collected through the field work was taken up. In this phase, the
various views held by the respondents about the newspapers and items conveyed by them were analysed employing the principles of socio-linguistics.

Mass communication will be effective if it is used to spread more general information and also to educate the mass to a greater extent. In order to make the language use simple, popular and efficient the type of language varieties as well as styles have to be standardised and modernised at least to the extent that it could be easily adopted. In Tamil news printed media one could find a number of news items ranging from political issues to sports news and the types of language used in these news items also vary accordingly. In the newspaper language, one could find structural variations which come by way of employing native forms and literary forms. The structure is used in different domains. In short, it could be said that the Tamil newspapers reflect a wider range of socio-cultural interactional aspect of the society taken as a whole.

1.7 SIGNIFICANCE OF STUDY

Among mass media newspapers alone have been taken for the present study since they bring out a major impact among the masses. Modernisation is taking place at present in Tamil newspapers at different levels. New technical terms are coined every day. Tamilisation of loan words is also made and larger constructions are simplified. So it is very essential to study the structure of the newspapers. From the
nature of newspaper study, we can find out the style followed by the newspapers in Tamil.

We find from this study the different style adopted by the newspapers. One and the same concept is expressed using different expressions, patterns etc. There is no uniformity even in newspaper in the use of terminologies, basic lexical items, etc. Sometimes the language used to present title news and main news misleads the readers. Though this is commercially advantageous to the newspaper, this type of language use brings in a lot of confusion in communication. So it is very essential to study the structure and use of the major head lines and other discourse pattern of newspapers.

For effective mass communication in natural situation, in general, the official languages recognised by the constitution of India serve as a medium. However, in different states the regional languages serve the purpose. Among the Indian languages there are a few languages which are considered as diglossic languages. Hence, the language variety used in newspapers have to be well planned, modernised and standardised in such a way that the society may not have much difficulty in understanding the information and other day-to-day affairs communicated through newspapers.

1.8 REVIEW OF LITERATURE

A review of the earlier works that have been carried out in this field of study has been presented below.
Arokianathan's work (1985) on 'Language Use in Mass Media' is a pioneering work in the field of study. It deals with the medium of radio which offers a promising and an ideal environment for the study of language use and variation in Tamil. This study demonstrates the fact that the stable language condition namely diglossia continue to exist in Tamil since the period of Tolkappiyam. A prior condition for a society to be diglossic society or community is that it should be a literate society. A literate society is one in which social values, communicative prestige etc. are literary oriented. Competence in a language is widely held to be the knowledge of a language used by a speaker and hearer.

Sivashanmugham (1976) is his study on 'Language of Radio-Tamil Situation' has dealt with the language use in mass media and communication. This work elaborately deals with the structure of the language used in the public media and also the various linguistic features analysed in radio broadcast.

Thangamanian (1986) has done extensive work in this field. He makes an elaborate and extensive study about the language pattern, its use and its syntactic structure found in the Tamil mass media.

Thayalan (1986) has listed some of the important and interesting characteristics of mass communication in a developing country like India where the rate of literacy is low.
Karunakaran (1982) in his study on 'Mass Media' in Newspapers' explores the language structure and style used in mass media making use of descriptive and socio-linguistic approaches. Further he proclaims that language planning is an essential factor and a social resource and the language used in newspapers has to be planned properly. He has emphasised the need for an efficient use of language in news media citing examples from Tamil news media.

1.9 PLAN OF PRESENTATION

The present study though not exhaustive in some respects, tries to describe the most salient features involved in the language use of newspapers. There are seven chapters:

Chapter I Introduction
Chapter II Language Structure of Tamil
Chapter III Language structure and Language Use in Dinamani
Chapter IV Language Structure and Language Use in Dinamalar
Chapter V Language Structure and Language Use in Dinatanti
Chapter VI A Comparative Study of Language Structure relating to Newspapers
Chapter VII Conclusion
Chapter I entitled 'Introduction', gives a detailed description about the hypothesis, methodology, scope, data collection analysis and significance of the present research on the study of the language of newspapers.

In chapter II which is on "Language Structure of Tamil", a vivid note about the Tamil structure is given from a historical perspective taking phonological, morphological, syntactic, semantic and lexical levels. The language used in newspapers reveals many aspects like characteristic theme, special words, news items, modernisation process, translation, loan words use, semantic changes, transliteration and above all syntactic changes. All these are analysed and presented in this chapter.

In chapters III, IV and V, the Language Structure and Language Use as found in the Dailies Dinamani, Dinamalar and Dinatanti respectively are illustrated with relevant examples taken from each of the dailies. They deal with the classification of news items presented making use of structural and literary varieties of Tamil in general. It is followed by an elaborate discussion about the significance of using the same linguistic phenomenon in the three dailies with the available facts. A study of structural commonness and variations found in Newspapers has been made to explain the existence of the diglossia situation prevailing in Tamil. The language use in correlation with the nature of difference in news items is also given.
In chapter VI which is on 'A Comparative Study of Language Structure relating to the Newspapers', a general comparison of newspaper language is given. It also deals with the treatment of loan words found in newspapers. Only loan words from English and Sanskrit are considered for the comparative study of the loans employed in the three dailies under discussion. Other aspects such as echo words, redundancy, etc. are also studied.

In chapter VII which forms the 'Conclusion', the findings of the research related to the structure of language and its use in the Tamil mass media are given and the various components are enumerated.
Aspects of Language Use in Mass Media

Some attempts have been made in the past for exploring the language use in mass media as far as Tamil language is concerned. A brief review of such works is presented below in order to have an idea about the nature of language use in mass media.

As far Tamil language is concerned, two channels of mass media, namely, newspapers and radio broadcasts have been explored leaving other channels such as graffiti, hoarding, public meetings and so on. Thanga Manian in his Tamil book entitled “Journalistic Tamil” (1978) which is based upon his doctoral dissertation submitted to the International Institute of Tamil studies, Chennai speaks about the use of Tamil language in newspapers elaborately. Manian in his work has studied the characteristic features of Tamil language used in newspapers in different levels of language use such as phonological structure, morphological structure and syntactic structure. Though the author has analysed the phonological, morphological and syntactic features of Tamil language as used in newspapers, no attempt has been made by him to describe the distinctive phonological, morphological and syntactic structures of different news papers published in Tamil language. In one of his research papers published in 1978, Thanga Manian speaks about Tamilisation attempts in the journalistic language (Aayvukkovai, IX th AIUTTA Conference, Madurai). In this article, he discusses the management of Tamil language use, especially in the context of free flow of foreign words into Tamil, in newspapers.

Karunakaran (1978) in his paper on “Modernisation of Tamil language use in news media” speaks about the modern trends of Tamil language use in Tamil newspapers. Even though examples have been heavily drawn from different newspapers published in Tamil, no attempt has been made in this paper to describe the particular style of modernisation adopted by a particular news paper.

Description of the various typical usages as found in Tamil newspapers finds a prominent place in this study. Arokiyanathan (1993) in his work entitled Mass Communication written in Tamil Discusses the various aspects of mass communication as found in the context of Tamil. In another study Arokiyanathan (1988) discusses the use of Tamil language in radio broadcasts of All India Radio. The use of Tamil in various programmes transmitted by the All India Radio stations is described in this analysis. Another study of this nature is by Sivashanmugam (1976) in which the phonological, morphological and syntactic features of the typical usages of All India Radio Tamil programmes have been analysed. The use of non native especially English and Sanskrit items and so on have been studied both quantitatively and qualitatively in this analysis.

Apart from these studies, a few studies have been done sporadically concentrating mainly on journalism. All these points highlight the scarcity of studies on the use of Tamil language in Tamil new media. Moreover, no attempt has been made to analyse the structure of Tamil used in Tamil newspapers so far. In view of these points, an attempt has been made in this study to analyse the structure of Tamil used in Tamil newspapers. Hence, an attempt has been made in this study to analyse the structure of Tamil language as used in Tamil newspapers, especially, Dinamani, Dinamalar and Dinatanti.
From the above discussion, it becomes clear that the language use in news papers, and radio broadcasting in the context of Tamil has been studied in a wider perspective. Since the electronic media, namely, television is widely becoming popular the language use in the various programmes of TV can be taken up for study in the future. A comparative picture of the language use in the various programmes of radio, television and newspaper can be taken up and compared so as to identify the trend in the modernisation of Tamil language in media. In this particular study, the peculiarities in language use particularly in the major Tamil dailies such as Dinamani, Dinatanti and Dinamalar is compared taking into account the phonological and grammatical aspects in the language use of so as to assess the trends of modernisation through these news papers.
Significance of the study

It is a well established fact that there is a close relationship and dependance between the communication network and language varieties that are used in communication systems, especially, in mass media. Any country which undergoes social, economical, technical and educational advancements has necessarily to evolve certain modern methods in language use and other areas in order to make mass communication a really worthwhile affair. Accordingly, the Tamil news media over the past few decades since Independence have been developing new news media registers and styles in order to efficiently serve as an effective medium for communicating information to our masses. Hence, in this study an attempt has been made to analyse some of the important linguistic features of language use as found in the news media with special reference to three Tamil dailies, namely, Dinamani, Dinamalar and Dinatanti.

Standardisation of Language

Planning is among the most frequent key words of the present day. For ensuring planned progress of a whole set of people, everything concerning them have to be planned. Language behaviour of the individual is no exception to this general rule. Although relativity a new expression, language planning and the various activities it subsumes continue to gain significance in the context of nation building. Without entering into the details of definition, planning may be said to refer to decision making and implementing behaviour aimed at utilisation of resources in a consciously controlled manner (Jerudd and Das Gupta, 1960).

Standardisation and modernisation are the two aims of language planning. Standardisation is a term applied to tools usually. It becomes increasingly relevant as the tool in question is used more and more frequently, especially by a large number of people. Considering the way in which language functions in a society, in most contexts, it may be considered an instrument or tool of communication, handled in general by a good number of people more or less consciously. Viewing language as a tool of communication helps to put questions of efficiency, uniformity and policy-making as regards deliberate and conscious use of language in their proper perspectives.

Language standardisation may be defined as a process of choosing a particular item from among the multiplicity of forms to mean a particular idea or concept. There are many agents for language standardisation, notable among them being news papers. Since news papers reach a wider cross section of the masses they do play a dominant role in standardising linguistic usages.

According to Haugen (1971), the process of standardisation may be viewed involving two phases, namely, 1) formation or creation of a model to be adhered to and 2) popularisation of this model among the prospective users of the language. News papers, in effect, perform both these functions of creation or coinage of forms and popularisation of such forms since they serve as norms or role models for many readers, especially in a country like India where neo-literates are more in number.
Diglossia, according to Ferguson (1959) is a relatively stable language situation in which a highly codified and superposed high language (variety) is used in formal settings inclusive of written literature in preference to a low language (variety) which is used in all other informal occasions. Fishman (1968) observes that in a diglossic situation each language (variety) has its own functionally exclusive domain. The high variety is often the key to elitemanship. In the traditional diglossia obtaining in India, the classical versus vernacular typifies a stable intra-group bilingualism and that diglossia in general implies a societally based and culturally valued functional differentiation between languages or language varieties.

Diglossia apparently presupposes the existence of a literate society which employs at least one high variety of language and one or more low varieties of the same or other languages whose functions are societally determined. In a bilingual situation, there is no social restriction, on the use of any of the two languages. While diglossia is a characterisation of linguistic organisation at socio-cultural level, bilingualism is only a characterisation of linguistic behaviour of an individual. Diglossic situation is relatively stable since apparently there is no conflict or competition between languages or language varieties as they are functionally in complementation with each other whereas the bilingual situation is fairly unstable and transitional except when it accompanies diglossia. In diglossia, the languages or the language varieties in use may fuse while in bilingualism fusion is not possible, even though one of the two, either the high variety or the low variety, may eventually dominate the other.

The high variety is learnt in a formal setting in a diglossic community while in a bilingual society, the acquisition of the second language is not so formalised. The high variety in a diglossic society is not a component of the speakers' linguistic competence because it is superposed at a later stage while the acquisition of a second language in a bilingual situation is natural enough owing to the individual linguistics interest rather than societal demand.

In this context, we have to carefully distinguish between dialectal variations and diglossia. In Tamil there are so many dialectal varieties, both socially and geographically; but at the same time we have diglossic variation as well. Dialect differences are recognised on social and geographical parameters whereas the high and low distinction in diglossia is traditionally recognised on the basis of functions or domains that each of them are allotted by the society.

As far Tamil language is concerned, we have two varieties, namely, 1. written variety (which is a literary variety and enjoys higher status) and 2. spoken variety (which is a colloquial variety and enjoys a lower status). The existence of a strong literary tradition coupled with an anachronistic and puristic respect for and pride in the use of a near fossilised, stale and stereotyped language varieties as a status symbol for
elitemanship at one end and large scale illiteracy at the other end had contributed to this type of dichotomy. The distinction between the formal and informal styles is preserved, stabilised and progressively increased by a conservative system of education through which the high variety is inflicted on every member of the society who receives formal and sometimes even non-formal education. Despite the mixing of colloquialisms, hybridisations, etc. the high variety in Tamil continues to enjoy social status and prestige.

The diglossic situation prevailing in Tamil is exploited by some of the news papers in an attempt to reach the masses. Of course, there is difference in the quantum of use of colloquial items in coverage presented by news papers in Tamil. There are a few news papers in Tamil which use the literary variety of Tamil only in their coverage in order to have an elitist colour to their news paper. In this way it can be said that the diglossic situation as found in Tamil language is made use of by individual news papers to give an image to themselves.
News Media

Although there are several media for communication, news papers continue to be as powerful as any other media like radio or television due to several factors. The fact that the life of a news paper is twenty four hours whereas that of a radio or television programme is only a few minutes, speaks volumes about the powerfulness of news papers in the modern world.

Indian journalism on modern lines began in the year 1780 in Calcutta with the publication of Bengal Gazette by J.A. Hickey in English. This was followed by a number of periodicals in English, the prominent of them being John Bult in the East (later known as Englishman) started in 1821. All these periodicals were run by English men in English for the benefit of the English people of India. Vernacular journalism, that is, periodicals published in native Indian languages was slow on the uptake. Nevertheless, a number of periodicals - most of them ephemeral - appeared in India in the latter half of the 19th century. The oldest surviving vernacular news paper is Bombay Samachar in Gujarati language established in Bombay in 1822.

It is generally believed that a news medium has three important major peculiarities, namely, 1. the communication of the same unit of information to very many people at one and the same time, with no differentiation introduced into it according to the status of the addressee, 2. the communication of this unit of information is in one irreversible direction and the virtual exclusion of the possibility of an addressee to reply, leaving aside any discussion or on equal footing: a sharp polarization of the system of communication into those sending the information and those receiving it and , 3. the remarkable persuasiveness of the exalted social authority of the sources, their semi-monopolistic position, and the conviction of much psychological significance that every body is listening and listening with respect to the same message (Baumann, 1966: 64-65). Apart from the above mentioned peculiarities, it is a well proved fact that language is developing new registers which are formulated by the news media. New terms are introduced to explain new concepts. Sometimes, old terms are used to denote a modified meaning. Moreover, the news media is developing its own style in the midst of other existing styles. Hence, the need for studying the process of development of new news paper registers and styles has arisen.