Chapter III

Language Structure and Language Use in `Dinamani'
CHAPTER 3

DESCRIPTION OF TAMIL STRUCTURE

Though Tamil is a diglossic language, the written variety of Tamil is relatively stable and undergoes only a little change when compared with the spoken variety of the language that has regional and social variations. Moreover, the Tamil language as depicted in earlier grammars is taken as the norm for written standard even to-day and in the curricular set up while teaching the grammar of Tamil, Tolkappiyam and Nammul descriptions are being followed. By giving an account of language structure, as depicted in Tolkappiyam, it will be possible for comparing the written Tamil found in the modern times, particularly in news papers and one could there by note the drastic changes undergone by the written variety of Tamil. With this view, a brief account of the written Tamil of classical period was included in this study.

Modern literary Tamil

Modern literary Tamil is the Tamil used in modern writing particularly in text books, news papers, creative writings and so on. Though certain elements from the spoken and colloquial varieties are found in modern literary Tamil, it has sufficient literary elements and strategies reflecting literate convention so as to claim it to be the literary variety.

From the linguistic point of view, modern literary Tamil can be characterised in terms of phonology, and graphology, lexical core and syntactic or structural peculiarities. Apart form these features, it is characterised by functional perspectives as well. Some of the salient features of modern literary Tamil are presented below:

Distribution of consonantal clusters shows difference in modern literary Tamil (MLT). While classical literary Tamil (CLT) admits no consonantal clusters in the initial and final positions, MLT admits them freely. Certain sounds which were not occurring in the initial position of the word in CLT are found to occur in MLT and this is largely due to borrowing of certain lexical items from other languages.

Certain sandhi rules which were supposed to be strictly followed in CLT were relaxed in MLT and hence with regard to sandhi peculiarities, MLT is in a state of transition. New suffixes, both nominal and verbal categories, were introduced in MLT. Some old suffixes which were prominent in CLT were dropped. For example, kal as a plural suffix was used in CLT to refer to certain neuter plural nouns only whereas in MLT they are used in case of all plurals. Adding different postpositions with case markers, not following the rules of adding inflectional increments, concord (plural subject with singular verb ending), inflectional formation of verbs from nouns (payani ‘to travel'), modifying the suffixal causation by auxiliary oriented causation (oottuvi replaced by ootavai)and so on are some of the morphological features of MLT.
In the syntax, marginal use of passive constructions, modification of the negative construction, use of paraphrases with verbal couplets (teri, aRi 'know' and piti, virumpu 'like') etc., multiple embedding of participles with in a sentence are some of the features of MLT. In lexicon, MLT has got a wide range of loan words from diverse sources, apart from coinages from native resource.

Syntactic Structure

Syntactic structure in modern literary Tamil

Syntactic structure is nothing but the organisation of words in larger constructions. Descriptive linguists explain the syntactic structure in terms of order of elements, selection and modification. Syntactic structure in general could be explained if syntactic constructions syntactic features are identified. As far as Tamil syntactic structure is concerned, the constructions may be broadly classified as phrasal and sentential constructions. Phrases may further be identified as noun phrases and verb phrases and causal phrases (or prepositional phrases). In general, a noun phrase will have a head noun with modifying and codifying elements which may be adjectives, or relative participles or determiners.

A verb phrase will have a head verb with modifying elements which may be adverbs or verbal participles or causal phrases. A causal phrase will have a noun phrase with case markers and postpositions.

Sentences in Tamil are broadly classified as finite and non-finite. Finite sentences will have finite predicates and they may have a noun have phrase as subject and a verb phrase or a noun phrase as predicate. Non finite sentences may be in relative participle form or verbal participle form or infinitive form or quotative form. Sentences, both finite and nonfinite, may be further classified on the basis of mood as declarative, negative, imperative, interrogative, active, passive, etc. These syntactic constructions differ depending upon the selection and order of words and other elements. Tamil syntactic structure manifests certain syntactic features such as: 1. word order is not so rigid because the affixes determine the functional aspects of the constituents. Hence, Tamil is supposed to be a language having flat syntactic structure, 2. syntactic evidences prove that Tamil is a head final language with a sentence structure where verb is the final element (SOV), 3. sentences are modified in participial forms so that they can function as dependent clauses of complex sentences, 4. the quotative clauses are formed making use of the verbal form with root en 'say', 5. processes such as passivisation, nominalisation, etc. predominantly operate on the sentence structure so as to derive other types of constructions, 6. the finite sentences manifest subject verb concord, and so on.

As far as the use of syntactic structures in modern Tamil newspapers is concerned, it is found that the head lines are represented mostly by shorter nominal phrases. Some headlines occur in quotation form and some other in sentence form. Sentence form headlines are less in number. Structures with multiple embeddings are found to be less in
the news coverage. A cursive look on the headlines used in these three Tamil news papers shows that Dinatanti opts for shorter, more abstract and sensational headlines and the news coverage will be largely of repetitive structures. This modality is followed in this paper in order to reinforce the news item into the minds of illiterates. The remaining two news papers select headings which are relatively less sensational and more or less explicit in relation to the news item. These papers use somewhat lengthier structures in their headlines.
3.0 COMMUNICATION - ITS CHARACTERISTICS

It is held that communication studies cover a vast area of interest and embrace insights drawn from many different disciplines including journalism, telecommunication, social psychology and linguistics. If effective communication is to take place between all kinds of people with varied interests and goals, it is necessary to avoid the sloppy use of language, understand the specialised terms of different domains and come to some agreement over how to use those items appropriately in a communicative context. This is considered as the fundamental concept to be strictly followed for effective use of language.

3.1 Communication can be defined as social interaction involving messages. Messages are formally coded events of some shared significance in a culture, produced for the purpose of evoking significance. Media communication with its characteristic form and messages serves to transmit meaning or message related to a large section of the public. The effectiveness of the media of mass communication in making culture as a mass culture is undesirable. Further media contributes to the process of universalisation of two progressed components namely (a) dependence on the market and (b) dependence on the organization. That is, the media of
mass communication to-day presents the content resources of a culture which are increasingly mass oriented and the causes of this fact must be shortened in the universalisation process.

3.2 CAUSES OF MODERNISATION OF PRESENT DAY TAMIL

In the present day situation television, radio and newspapers which are all the recent discoveries, serve as the media for mass communication. Though all the above mentioned three media are powerful vehicles to carry the news to the masses, the present study tries to bring out the major impact of news media on society. Though there are certain peculiarities among the various Tamil newspapers, it is a well proved fact that the language used in media favours the developments of a special register called media register in Tamil.

In media register we find new terms are introduced to explain new concepts. Some old terms are modified to denote certain new meanings. Moreover the news media is developing its own style in the midst of other existing styles.

There is a close relationship between communication network and the language varieties used the communication networks, particularly mass media network. Any country which undergoes social, economical, technical and educational advancements has to evolve certain modern methods in making mass communication very effective. The very purpose of mass media is that communication should reach the masses effectively and easily.
3.2.0 DINAMANI

Introduction of new usages and expressions in the mass media is not new and uncommon in the Tamil situation. Tamil news media have established their own norms and standards through their own new styles from time to time especially from 1960 onwards. We can distinguish three styles established by the three dailies under study, namely, Dinamani, Dinamalar and Dinatanti. It is possible to distinguish these styles with the help of the type of usages employed by the above mentioned dailies.

With reference to Dinamani, we can infer that it accepts the principles of modernization partially and hence it has a totally different style distinct from those of others. Style is the mode of expressing thoughts in oral or written languages; it is a means of expression characteristic of an individual, a person or an identifiable group. The style of Dinamani is its characteristic manners of expression of how a particular incident took place. The analysis made by the researcher with regard to its style clearly exhibit difference in the choice of words. In addition to this the use of figure of speech, structural devices and the patterning of sentences and paragraphs in Dinamani, contribute to the perception of the difference in the style of language used in Dinamani.

Dinamani, Dinamalar and Dinatanti are the three dailies occupying an important place in the political scenario of Tamil Nadu. All the three dailies give
importance to the regional as well as other news. In this chapter only Dinamani is taken for study. This daily is widely read by the elite class of people. This daily has undergone rapid changes in form and content according to the needs of the society.

3.3.0 PHONOLOGICAL STRUCTURE

In the mass media, the phonological structure of words is found to undergo certain changes due to the influence and the use of foreign words. With the view to convey the news in an effective manner, the phonemic norms of Tamil is also changed.

Traditional Tamil has certain rules. For example some sounds should not occur initially. For example the consonants such as t, r, and l are not permitted to occur in the word initial position and hence when loan words that which begin with the consonants, t, r, and l' prothetic vowels i or u is added with those words in the initial position in order to make those words conform to the phonological norms of Tamil. But in Dinamani we can find many examples of loan words without the use of the prothetic vowels.

(e.g) rayil - rail
ra:nuvam - military
rayilve: - railway
rattu - cancelled
ratam - chariot
3.3.1 Besides this, the names of places and persons also do not show the occurrence of the prosthetic vowel and this is a novel aspect in the modern Tamil usage which is being followed in the Tamil dailies.

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(e.g. )

<table>
<thead>
<tr>
<th>Tamil</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lāṇṭan</td>
<td>London</td>
</tr>
<tr>
<td>Daːkkāː</td>
<td>Dakka</td>
</tr>
<tr>
<td>Evarest</td>
<td>Everest</td>
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<tr>
<td>Raːv</td>
<td>Rao</td>
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<tr>
<td>Raṅkaraːcān</td>
<td>Rangarajan</td>
</tr>
<tr>
<td>Raːmarːv</td>
<td>Ramarao</td>
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<tr>
<td>Raːjiv</td>
<td>Rajiv</td>
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<tr>
<td>Raːcipuram</td>
<td>Rasipuram</td>
</tr>
<tr>
<td>Raːmaṭaːs</td>
<td>Ramados</td>
</tr>
<tr>
<td>Raːmaːcāːntra:</td>
<td>Ramachandra</td>
</tr>
<tr>
<td>Raːmaːcāːmi</td>
<td>Ramaswamy</td>
</tr>
<tr>
<td>Raːmar</td>
<td>Rama</td>
</tr>
<tr>
<td>Raːmaːnṭaːpuraːm</td>
<td>Ramanadhapuram</td>
</tr>
<tr>
<td>Latcumanaːn</td>
<td>Lakshmana</td>
</tr>
</tbody>
</table>
3.3.2 In the word 'Araṅkana:yakam', which is a proper noun, we find that the initial 'r' takes prothetic vowel 'a'.

3.3.3 In the word final positions, the plosive consonants do not occur in Tamil and the words with a plosive ending always take an enunciative vowel 'u' which is called 'kurriyalukaram' (Shortened 'u'). But in the mass media, there is a tendency to write the words with plosive consonants in the final position without 'u'.

(e.g) **Kamalnǎ:t** - Kamalnath

**tikket** - ticket

**ma:rkket** - market

3.4.0 MORPHOLOGICAL DESCRIPTIONS

Under morphological structure, there is not much to say about the changes. Generally, we see that the internal morphological and morphophonemics aspects of words do not undergo vast changes. Taking the structure of the morphological features of nouns, we could state that the case signs like ai, ku, and il etc are always suffixed to the noun forms.

(e.g) makkal + ai - makkalai (Noun+accusative case sign)

va:kkal + il - va:kkiyil (Noun+locative case sign)

a:vanānkal+ai - a:vanānkalai (Noun+plural suffix+
accusative case sign).
A term Kalakava:ti, 'trouble maker' which is formed on the basis of analogy taking words like camayava:ti 'religious man' and cantarppava:ti 'opportunist' appears in Dinamani. Here the assertive suffix va:ti is suffixed to the neuter nouns. This is a new coinage found in the mass media in general and Dinamani in particular.

Both the noun forms and the pronominal terminations are similar to the traditional Tamil usages and there is no change noted.

3.4.1 In the verb morphology also the tense signs are inflected in between the verbal roots and the pronominal suffixes. We can say that there is not much deviation in the usages.

3.5.0 LEXICAL STRUCTURE

Generally our feelings, thoughts, ideas and emotions are all conveyed through language. Mass media communication, makes use of all the impersonal means of communication by means of which visual or auditory messages are taken and transmitted directly to the audiences.

In printed media like newspaper, language plays a vital role because it brings out information about various domains and therefore language used in the news items differ in accordance with the kind of information presented. For instance, educational news, political news, scientific news, etc. show marked difference in the presentation of topic and
use of language. So when we talk about news media, news assumes primary importance. It can be propagated among all the people through various channels like radio and newspaper. In mass media the role of language can be perceived under major aspects namely, language use and language structure.

Under this background and condition, we have to identify the lexical usages that pave the way for identifying the semantic and syntactic structures. Meaning is the essential part in the study of lexicon and in the case of mass media communication, the newspapers are very liberal in absorbing the loan words both from foreign language and other local languages.

3.5.1 CAUSES FOR BORROWING

A common cause for lexical borrowing is the need to find words for new objects, concepts and places. It is easier to borrow an existing term from another language than to create one. The paths of lexical borrowing reflect to a certain extent the paths of cultural influence. For example, a large proportion of the Arabic words in English pertain to the realm of science. Words such as zero, cipher, algebra, etc. came to English through Arabic due to the influence of Arabs on science and mathematics during the early medieval period.

The importance of Italian influence in music and the other arts is apparent from the long list of Italian loan words in English.
After the Norman conquest of English, a large number of loan words came into English from French reflecting the fact that the Norman French, as the conquerors, exerted predominant influence in such areas as government, military, law and religion.

(e.g.) Government terms: parliament, nation, state, country, power, print, court, etc.

Military terms: battle, army, war, soldier, enemy, challenge, march, etc.

Tamil local vocabulary has also been enriched by such English loan words like jury, judge, crime, property, etc. These words do occur in the mass media communication through newspapers and hence they are quoted here. The prestige factor is a very common cause for lexical borrowing.

3.5.2 EFFECTS OF BORROWING

Normally when a word is borrowed it is made to fit in the phonological and graphological systems of the borrowing language. For example, the word 'rendezvous' is borrowed from French and it is non-nasalised, as it starts with 'r'. But in French it is nasalised. The borrowing of lexical items, then, can have an important impact on the phonological system of a language.

The changes that do not come about through borrowing is called internal change. Certain words fall into disfavour and disuse, dropping from sight little by little over a
period of decades or centuries, and they disappear completely. In a highly technical and complex society, as ours, there is a constant need for new lexical items. A new term can be created just to meet the new need. Another possibility is to combine existing lexical items to form more complex ones that are in some way descriptive or appropriate. Still a third way to obtain a new term is to extent the use of an old one, making it applicable to new situations.

3.5.3 LOAN WORDS

Some of the loan items are not directly used in our languages. They are borrowed from other language to our language and are used as such without much modification.

A few loan words have undergone changes by way of loan translation and they are used keeping the norms of Tamil structural forms:

(e.g)  telephone - tolaipe:ci
       television - tolaino:kki
       film show - paţakkai:ti
       rolling cup - culal ko:ppai
       central government - mattiya aracu/
                           naţuvan aracu
       black money - karuppu paţam
3.5.4 ADOPTED LOAN WORDS

Language is a dynamic entity. Day by day, humanity encounters innovations and strives to get novel scientific discoveries in the course of time. These discoveries are made use of for the development of human life. The words that refer to new inventions are borrowed from the source language into the target language and they are adopted by way of making certain changes according to the structural norms of the receptor language. Some such adopted usages as found in Dinamani are presented below.

(e.g) high court - \textit{haiko:\texttt{rttu}}
election - \textit{elekshan}
parliament - \textit{pa:rlime\texttt{n}tu}
hotel - \textit{o:\texttt{ttal}}
strike - \textit{straik}
supply - \textit{saplai}
suspend - \textit{suspentu}
vote - \textit{o:\texttt{ttu} / vo:\texttt{ttu}}

3.5.5 NEW COINAGES

New words are coined by the news papers in order to introduce new concepts and ideas in the receptor language. Some such coined words used in Dinamani are presented below.

c\texttt{attap} \textit{pe:ra vai} - legislative assembly
\textit{Kontalippu} - provocation
\textit{patavini:kkam} - removal from the post
\textit{a:\texttt{tci}} - administration
3.5.6 ABBREVIATIONS

In the Tamil daily, Dinamani, we have ample evidences to show that abbreviations are used. Abbreviations are used profoundly in the newspapers for easy communication and for saving space. English language has a number of abbreviations. They are very easily adoptable for usage and they are used in Tamil newspapers also. Tamil words and phrases are also abbreviated and used in Dinamani.

(e.g.)

Em. Pi - M.P. (Member of Parliament)
Em. EL. E - M.L.A. (Member of Legislative of Assembly)
Pi. Em - P.M. (Prime Minister)
Ci. Em - C.M. (Chief Minister)
Ka:nk. - Congress
Ti. Em. Ke. - D.M.K. (Dravida Munnetra Kazhagam)
Pa:. Ma. Ka - P.M.K. (Pattali Makkal Katchi)
(Agriculture Folk Party)
3.5.7 Loan Blends

Dinamani makes use of a few words which are called as blends. Blends are created by mixing native and borrowed morphemes or words. Blending is a productive process, and for Tamil this process is not new. In the medieval period Tamil and Sanskrit forms were mixed fully and a new style called 'maniprava:lam emerged out. Loan words and native words function as components in a loan blend. Such loan blends are used in newspapers also.

(e.g).

\[
\begin{align*}
\text{rayilve: nilayam} & \quad - \quad \text{railway station} \\
\text{tennis po:tti} & \quad - \quad \text{tennis competition} \\
\text{riserv vanki} & \quad - \quad \text{reserve bank}
\end{align*}
\]

In these examples the second member of the compound words are Tamil words.

3.5.8 In Dinamani, relatively a large number of Sanskrit usages are also found. Usages such as jalam for 'Water', ra:shtrapathi `the President', varushum `Year', Sri `Mister', Srimathi `Mistress' etc. are typically used in Dinamani, thereby they form a part of the style of Dinamani. However, due to the change in the policy adopted by the daily, the usage of the Sanskrit loan items is becoming rare in Dinamani nowadays.
3.5.9 Dinamani also introduced many new lexical items, which are loan translations. But the source language word which has been translated sometimes becomes more predominant than the translated Tamil word. In such cases the news media unhesitatingly use the original English word instead of the translated Tamil word. This type of style employment in news media seems to be much more realistic as this is a gradual process in the modernisation of Tamil.

(e.g.)

\[
\begin{align*}
&\text{tarka:lika ve:laì nimuttam} - \text{suspend} \\
&\text{ko:yl nátànam} - \text{temple dance} \\
&\text{ulma.tippi:ttu murai} - \text{internal assessment}
\end{align*}
\]

3.5.10 In Dinamani, we notice some borrowed lexical items being used effectively with clear meaningful translation. Only a few are quoted here.

(e.g.)

\[
\begin{align*}
&\text{maruttuvap palkalàik kalàkam} - \text{Medical University} \\
&\text{tunai ve:ntar} - \text{Vice Chancellor} \\
&\text{aracup piratini} - \text{Government Representative/ nominee} \\
&\text{nampikkai illa: t:irma:nam} - \text{no confidence motion} \\
&\text{putiya minnanu tolaipeci nilayam} - \text{new eletronic telephone station.} \\
&\text{manamakil manram} - \text{recreation club} \\
&\text{ku:taip pantu} - \text{basket ball} \\
&\text{ma:rikka:lak ku:ttam} - \text{winter season} \\
&\text{kutiyaracut talaivar} - \text{Republic President}
\end{align*}
\]
vankikal - banks
nulaivu vari - entry tax
ulakak ko:ppai - world cup
purru no:y - cancer
ve:la:n palkalaik kalakam - Agricultural University
vaippu niti - provident fund
akavilaippati - dearness allowance
pettic ceyti - box news
ka:la attavanai - time table
cevili utaviya:lar - nursing assistant
pu:ppantu - bad minton
va:kku - vote
vima:nam - aeroplane
matippenkal - marks
ka:lpantu - foot ball
nulaivut te:rvu - entrance examination
u:namurro:r - physically handicapped
entirak kai - machine hand
kallu:rik kalvi iyakkunar - Director of Collegiate Education
ottulaiya:mai iyakkam - non cooperation movement
varumana vari - income tax
arima: cañkam - lion's club
piriya: vitai - farewell
irutaya no:y - heart disease
ma:rataippu - heart attack
arakkattalai - endowment
3.5.11 There are certain lexical items which are used as loan words without any change. Whenever the need filling motive plays a part, the borrower is being compelled to expose some new objects or practice for which he needs words. Under these circumstances and conditions, a situation does always arise where the borrower imports as such the words already used by the donor and that gives rise to the development of loan words.

(e.g.)

laicence - licence
pa:spo:rt - passport
cek - cheque
3.6.0 SPEECH ACTS IN THE NEWS ITEMS

With regard to the speech acts, we can say that the Tamil newspaper, Dinamani, has its own characteristic way of communicating the news by way of editorials, speeches of the leaders and other things. In this daily political news are given much importance and wider publicity and the educated readers do have the notion to understand the actual happenings through the assistance of the studio where the news items are prepared.
There are various ways of performing speech acts and the headlines provoke the readers to go through the body of the news given by Dinamani. For example, we can cite a few examples that are not only major headlines but they embody the different modes of communicative ability as well.

(1) \textit{ka:lai uttiravai ma:laiyil ma:rriya ni:tipati} - "The Magistrate who changed in the evening the order given in the morning"

This statement is a description about a Judge and his peculiar action.

(2) \textit{potunalam karuta: cuyanala araciyal} - "The selfish politics that does not care for public welfare"

(3) \textit{verrikku anuta:pam ka:ranamalla} - "Sympathy is not the cause for victory"

(4) \textit{tanti e:rpatuttiya paraparappu} - "The telegram that created anxiety"

(5) \textit{katti munaiyil ve:lai ke:ttan} - "He demanded employment at the knife point"

(6) \textit{tuvakkame: intiya:vin carivu} - "The beginning itself is India's downfall"

From these we can understand that the headlines by themselves create a keen curiosity to know much about the news related to the headline and hence the readers are forced to go through the subheads and also the body of the news, immediately to know what is what. This is a psychological inquisitive state successfully created by the headlines of newspaper, Dinamani.
3.6.1 In certain usages we can see the idiomatic and conventional expressions are used to get the news expressed or communicated.

(e.g.)

*pa:vamum punniyamum* - sin and good deeds

*ella:me: avan ceyal* - All are His actions

*oru kallil pala ma:nka:ykal* - In one stone many mangoes

*mulu vi:ccil vivaca:yap panikal* - agricultural activities in full swing

In *kitu kitu uyarvu* we find the reduplication of the word to denote the speedy raise of production sales or business etc.

In *carama:ri kattik kuttu* the passage denotes the successive stabbing in a body of making use of knife.

The term *ca:tanaitta:kam* reveals achievement par excellence.

3.6.2 The box items are very brief but deep rooted and impregnated with messages. Under the sports news, the foreign words do occur without any change and the names of the players and the places are written as they are without Tamilization. Generally it is an interesting factor to note that the proper names are not modified graphologically. It is the intention of the editor that any change of personal names will yield unnecessary confusion in the reader's mind and to enhance memory they should be written as they are found and pronounced. Even the structure is not subjected to modification.
3.7.0 CONCLUSION

The chief characteristic quality of mass media communication is an everlasting factor and it is well suited according to the environment of the society. The newspapers are the best instrument second to none to express or convey the news to the public. All the grammatical norms cannot be strictly followed as they lead to literary flourishness. But the particular newspaper, Dinamani, is widely read by the elite in the society and hence the mode of communication makes use of different ways of expression. The educated people like Dinamani for obvious reasons. But at the same time one should understand that it is dominated by non-secular society of non-Tamil culture. Because of this fact, Sanskrit and English words do occupy the pages of this daily and in some cases, Tamilisation and modernisation pave the way for a pure Tamil movement.

Language use is the way in which words are actively used in a particular context especially for representing effectively the meanings. From the linguistic point of view, language is an instrument of communication and from the social point of view language is a factor for group identity. What we do with language by way of using it is to convey our thoughts and ideas.

The development of a language reflects the development of the society in which it is used. We can determine the language development by evaluating how far the language is being used effectively in a society for its various social and other functions.
Language is a system of human communication that employs structural arrangement of sounds and their written forms. It occupies the prominent place in the newspaper media of communication of best thoughts and best formative concepts that are imbibed in the modern literature media of worldly communication.