2. LANGUAGE USE IN TAMIL

2.1 Language Use: General

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 any language in using it, is to convey our thoughts and ideas. All the languages are helpful to carry out all the social functions in the day-to-day life of people, whether they are languages with or without writing systems.

The development of language reflects the development of a society in which it is spoken. We can determine the language development by evaluating how far a language is being effectively utilized in a society for its various social and other functions.

Language use is the major criterion and basic factor used for determining language development. International languages like English have grown to such an extent to meet the demands of the developing scientific and social aspects by enriching their lexical stock and syntactic patterns. If we compare the efficiency and effectiveness of various Indian languages in
carrying out the social and other functions, with those of English, we can easily realise that Indian languages are not developed to that extent as the English language. In the present day context Indian languages could not be used in all the domains of language use as efficiently and effectively as English language. This is because we have not taken adequate concrete steps and measures to develop our languages in different domains like education, administration, mass media, science, etc.

Multilingual countries face several language problems including that of status planning. The burning language issue in India, for example, is the selection of a language or some languages as official and national language(s). In a country like India where too much of emotive feelings are attached to languages, this problem tends to be highly complicated. When we think of such problems, a number of questions such as (i) What are the norms that have to be followed in the selection of a language for official and other purposes? (ii) Should a language spoken by the majority of people be chosen? or Can one bring in the norm of choosing a native language rather than giving preference to a non-native language?, etc. arise.
Another important domain of language use is education. That education plays a major role in the development of any society is an indisputable fact. The development of a society depends upon the educational level of the people. This means, the educational level of the people has to be raised in order to make a society really a developed one. This demands implementation of mass education and other such relevant programmes. In this context, the language planners are confronted with the problem of choosing language(s) as medium of instruction in different levels of education. The multilingual situation prevailing in India complicates the issue, and so far we have not found out an amicable solution to this problem. Many of the languages do not have any formal writing system also. Even in such of those cases where there are languages having literary tradition, the need for foreign language education is realized in order to meet the growing requirements of higher studies in the fields of science, technology, medicine, agriculture, etc.

Thus, the developing countries face a lot of problems related to language, and these problems hinder the socio-economic, educational and political development of these nations. To solve the language problems, a multilingual country like India has to take decision over the selection of a language for a
particular use after due consideration of all the relevant issues and factors. It has to plan the language use according to the language policies and structure, and also should give due regard to the language attitudes of the people.

2.2 Language Use in Tamil

Tamil language is one of the major literary Dravidian languages. Tamil is used by Tamilians who constitute the majority population in Tamilnadu. The minority people in Tamilnadu use languages like Telugu, Malayalam, Kannada, Souraśṭri and so on. Though they use their respective mother tongues in their home situation, they use Tamil language in all other situations - formal or informal when they come into contact with the Tamils or those who belong to other language groups in Tamilnadu. Since various cultural and social domains are the governing factors for language use in any society, it is important to see how the languages are used in all the domains. For all formal purposes like administration, education, etc., Tamil language is used by everybody irrespective of their caste, religion, sex, etc., in Tamilnadu. So the major role of the Tamil language in Tamilnadu in all walks of life in the day-
to-day life and in the socio-economic, political activities is inevitable.

2.3 Use of Foreign Words in Tamil: A Historical Perspective

Tamil is one of the oldest Indian languages like Sanskrit. Tamil has written records dating back to the Third Century B.C. onwards. The earliest extant specimens of written Tamil are Tamil-Brahmi inscriptions. The first literary work available in this language is Tolkappiam [2-nd Century B.C.], the earliest extant grammatical treatise.

The first foreign language to come into contact with Tamil is Sanskrit. As Sanskrit became a language of religion, philosophy and logic, Tamil language had to borrow Sanskrit vocabulary for all these purposes.

For Example:

1. puşpam 'flower'
2. puːjai 'puja'
3. karmam 'work'
4. vigrakam 'idol' etc.
Due to the impact of Jainism, Prakrit language came into contact with Tamil, which gave way to the enrichment of religious vocabulary in Tamil.

After the 12-th Century A.D. the rulers of non-Tamil descendency allowed the scholars who came from Telugu and Kannada land, in their courts. They were also responsible for the appearance of Sanskrit words in Tamil. These scholars used 'Manipravala Style' which makes use of a mixture of Sanskrit and Tamil.

After the 14-th Century A.D., Muslims ruled parts of Tamilnadu and so the impact of Muslim rule changed the administrative, judicial and trade practices to a considerable extent. As a consequence of Muslim rule, Urdu words entered into the Tamil language, especially in the domains of administration and judiciary. The following are some of the examples of loan vocabulary found in Tamil use:

2.3.1 Administrative Terms

1. ilaikkka: 'department'
2. dasta:ve:ju 'records'
3. carkka:r 'government'
2.3.2 Judicial Terms

1. ami:na:  'court peon'
2. ja:min  'bail'

2.3.3 Business Terms

1. acal  'principal amount'
2. raci:tu  'receipt'

In the early 16-th Century A.D., Europeans entered into Tamilnadu. Since the British people ruled India for more than two centuries, the use of Tamil language became restricted, especially in the administrative domain.
In the nineteenth Century, Brahmins started using Sanskrit words as equivalents for the words of English and those of European origin.

2.4 Use of Diglossic Varieties in Tamil

Tolkappiyar makes a distinction between 'ceyyul' and 'valakku'. The first one is meant for the literary purpose and the second one is meant for speech in the day-to-day interaction, as per Tolkappiyam. In the present day context, the written variety is used in the formal domains of language use and it may sometimes use elements drawn from the spoken variety also.

There is no doubt that Tamil has a definite tradition of diglossia. The concept of diglossia was introduced by Ferguson (1971:17) for the first time.

Shanmugam Pillai (1965:98-103) who identified the two varieties in Tamil language has pointed out the differences

+ The Tamil words ceyyul and valakku mean poetic works and spoken usages respectively.
between the two varieties of Tamil taking into account all the levels of Tamil structure.

Kamil Zvelebil (1964: 32) who has done considerable research on Tamil dialects (both literary and colloquial) has concluded that the gap between the two varieties of Tamil is very vast and these two varieties may be considered as the two poles of the same language.

Sethu Pillai (1953), De Silva (1976), Bright and Ramanujan (1972), Krishnamurti (1975), Karunakaran (1976), Deiva Sundaram (1980) and Irulappan (1980) are some of the other scholars who have worked on various aspects of Tamil diglossia.

2.4.1 Features of Tamil Diglossia

Due to the diglossic situation in Tamil, there exists two varieties. Among the two varieties, one is a superimposed variety and it is learnt through formal education, and the other variety is native and it is learnt as mother tongue.

The functional distribution of these two varieties of Tamil are determined by the society. The functions of the
two varieties are in complementary distribution. For different types of functions, different linguistic varieties are used by the same users. The functional variation and the selection of the Tamil varieties for different purposes in different situations as pointed out by Deivasundaram (1981: 23-24) with some adaptations are shown in the following chart:

<table>
<thead>
<tr>
<th>No.</th>
<th>Situation of language use</th>
<th>The variety used</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Literary (L)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Spoken (S)</td>
</tr>
<tr>
<td>(1)</td>
<td></td>
<td>(3)</td>
</tr>
<tr>
<td>(2)</td>
<td></td>
<td>(4)</td>
</tr>
</tbody>
</table>

1. Conversation with family members, friends, colleagues, servants and other people in public places such as shop, temple and theatre.

2. Speech in public meetings, seminars, conferences and in Assembly
   (a) person with formal education X
   (b) person without formal education X
3. Letters
   (a) official letters
       X
   (b) personal letters
       (i) person with formal education
           X
       (ii) person without formal education
           X

4. Classroom lectures
   (a) on Tamil language and literature
       X
   (b) on other subjects
       X

5. Medium of education
   X

6. Newspapers, Journals
   (a) editorials, news, articles
       X
   (b) cartoons
       X    X
7. Creative literature like novels, short stories, poetry
   
   (a) Novels, short stories
      
      (i) Author's narration X
      
      (ii) Conversation among characters X X
   
   (b) Poetry
      
      (i) Traditional poems X
      
      (ii) Modern poetry and free verse X X
   
8. Folk literature such as Folk songs, drama, proverbs and idioms X

9. All India Radio, Television
   
   (a) News broadcast X
   
   (b) Speeches X
(c) Interviews with

(i) person with formal education X
(ii) person without formal education X

(d) Agricultural news for villagers X

(e) Advertisements

(i) Some advertisements X
(ii) Advertisements by government X
(iii) Advertisements by all India bodies X
(iv) Advertisements by regional organisations X X

10. Films

(a) Social films X
(b) Historical films X X
(c) Puranic films X X

11. Government orders, letters, circulars X
Tamil speech community attaches prestige to the written variety and considers it as the 'Standard language'. Spoken variety is considered as the 'Corrupted form' of standard variety. In Tamil, the diglossic situation is a stable one and there exists significant structural gap between the two varieties. Some lexical examples are given below for illustration:

2.4.1.1 Written form | Spoken form
---|---
1. itam | etam | 'place'
2. aintu | ancu | 'five'
3. pa:ynta:n | pa:nca:n | 'jumped - he'
   etc.

2.4.1.2 Cases | Written form | Spoken form
---|---|---
1. purposive: atarka:ka | atukka:ve | 'for that'
2. accusative: avanai | avane | 'him'
   etc.
### Tense - Written form - Spoken form

<table>
<thead>
<tr>
<th>Tense</th>
<th>Written form</th>
<th>Spoken form</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. present</td>
<td>( \text{paṭikkiraːn} \rightarrow \text{pati-kkr-aːn} )</td>
<td>'reads - he'</td>
</tr>
<tr>
<td>2. Past</td>
<td>( \text{paːt- in - eːn} \rightarrow \text{paːt- n- en} )</td>
<td>'sang - I'</td>
</tr>
</tbody>
</table>

As a consequence of this type of diglossic situation in Tamil, the language planners are confronted with the problem of the selection of an appropriate variety for use in different situations.

With reference to variety selection, Irulappan (1980: 267) states the following: 'The first major problem is the selection of the appropriate varieties according to the diglossic context, and keep them apart without allowing for mutual interference. In the Tamil context only the high variety [i.e., written Tamil] has the orthographic system. Because of the enlarged phonemic system of the spoken variety, it becomes difficult to extend the writing system for this variety with the existing orthographic inventory. In the process of second language
learning also, the diglossic situation poses problem, which is due to the priority to be given for the written or spoken variety in learning'.

2.5 Language Use in various Domains

Language use is controlled and governed by social contexts. The social functions of language clearly determine the pattern of language varieties found in actual use.

Fishman (1972), in this connection has pointed out the following: 'In the speech community there is a societal, functional allocation of varieties and the area of use of these could be called domains of language behaviour. Domains are defined, regardless of their number, in terms of institutionalized contexts or socio-ecological co-occurrences. They attempt to designate the major clusters of interaction situations that occur in particular multilingual settings. Domains enable us to understand that language choice and topic, appropriate though they may be for individual behaviour at the level of face to face verbal encounters, are related to widespread socio-cultural norms and expectations'.
The functional varieties of language evolve because of their use in different domains like formal and informal.

The formal domain comprises of the following areas of language use:

1. Administration
2. Education
3. Mass media
4. Religion
5. Science and Technology, etc.

The informal domains are the following:

1. Family
2. Bazaar
3. Informal Social Interaction, etc.
2.5.1 Tamil in Administration

Language plays an important role in communication activities related to administration. In order to disseminate the information and messages to the mass in an easy, effective and efficient manner so that they reach the masses immediately, the administration has to use the language very systematically, otherwise, there will not be complete or desirable amount of transfer of information.

A particular language or a language variety that is used as a national language and vernacular language in a country has its own individual functions to perform according to the requirements concerned.

The precise definition given by the UNESCO and quoted by Mallikarjun (1986 : 6-7) for the above said terms are as follows:

"Official Language is a language used in the business of government, legislative, executive and judicial; Lingua Franca is a language which is used habitually by people whose
mother tongues are different in order to facilitate communication between them; Regional Language is a language which is used as a medium of communication between people living in a particular geographical area who have different mother tongues. Vernacular Language is a language which is the mother tongue of a group which is socially or politically dominated by another group speaking a different language. People will not consider the language of a minority in our country as a vernacular, if it is an official language in another country; National Language is the language of a political, social and cultural entity”.

2.5.1.1 Official Language Policy : Centre

In India, after the independence, Hindi was given constitutional sanction as the official language of the Union ( IC : Article 343 ). English was allowed to function as the official language for a period of fifteen years from the day on which the Constitution was framed. In 1965, it was realized that it could be neither possible nor desirable to do away with English altogether. The Official Languages Act 1967 proclaimed that English may continue in addition to Hindi for all official purposes of the Union.
2.5.1.2 Official Language Policy: State

Article 345 of the Constitution gives power to the state to adopt a regional language or Hindi for all or any of the official purposes of the state. The Madras Official Language Act, 1956 recognises Tamil as the official language of the State. English will also continue to be used for all the official purposes of the State.

The eight functions of the administrative language as discussed by Mallikarjun (1986: 68-69) are given below:

(1) Public to the Government

It should help the public to communicate with the government.

(2) Government to the Public

It should be used for communicating the official decisions and other official matters related to public interest.
(3) Government or Departmental

It should be used for communication within the jurisdiction of the concerned Governments in the State or Centre.

(4) Processing of Communications

Within the machinery of the government it should be put to use for processing the communications received from the public, other offices of the same government and from other governments.

(5) Inter-State Communication

It should be used for communication with other state governments.

(6) Legislations - Written

It should be used in written form to frame rules, regulations, procedures, etc. that help the State and Union to govern.
(7) Legislations - Oral

It should be used in the spoken form on formal occasions, forums and in discussions relating to the issues mentioned in (5) above.

(8) Service in State and Union

It should be in use in the process of selection of personnel for service in the concerned jurisdiction.

After Tamil was made as a language for communication in administration, there was an urgent need for technical vocabularies in the fields such as judiciary, police, revenue, commerce, politics, etc. For this, the state and Central governments constituted various committees and established some institutions, organisations, commissions, etc. which could take care of filling up this gap in the promotion of the concerned languages.

The following are some of the committees constituted for this purpose (Karunakaran, 1980: 433):
Tamil was declared as the official language of the State of Madras in the year 1956. As per the Advisory Committee's recommendations for the speedy introduction of Tamil in administration, a small number of government offices were directed to use Tamil for official correspondence in the year 1958. In 1960, the Collector's Office, R.D.O's Office, Taluk Office, District Agricultural Office, Office of the Executive Engineer were also asked to use Tamil language for their official correspondences. In the year 1961, Tamil was further introduced as the official language at the district level in twenty one
departments. In the later period, it was widely introduced in almost all fields, and in this way the introduction of Tamil in administration gained steady momentum.

In the present day situation, the terms that were coined so far in the field of administration have become standardized and are not put into use mostly by the people. The answer for the question, namely, how much has been utilized, seems to be that it has not been used much. It is our duty to find out the reasons for this failure in the use of such technical terms. The reasons may be the following:

1. English and Perso-Arabic linguistic elements continue to enjoy a significant place in Tamil language more specifically in the field of administration. The borrowed terms exist in the spoken language. One thing must be mentioned here, that is, the Tamil technical terms are used by those persons connected with administration only in the contexts where they write letters and prepare official documents. While they speak, they normally switch over to non-technical equivalents. For example,

1. *tārcēyalviṭuppu* 'casual leave'
2. *ca:nrītal*  
   'certificate'

3. *vaṭṭa:ṭoiyar*  
   'thasildar'

In the spoken variety, however, the loan words are used as such. The use of the loan word is probably because of the reason that the technical terms were in language use since a long time. Some loan usages (terms) currently in use and highly frequent are the following:

1. *inspektar*  
   'inspector'

2. *petigiatan*  
   'petition'

3. *kalektar*  
   'collector'

4. *karant*  
   'current'

5. *tas:silda:r*  
   'thasildar'

6. *mesin*  
   'machine'

7. *ja:mini*  
   'bail', etc.

2. The technical terms have not been formulated from the spoken variety which is very easy to adopt in the day-to-
day use. For example, the terms presented below have been framed using elements from the literary variety which make them difficult to adopt in actual use.

Example:

1. payirci-t-tiran ve:i:ta: ulaippu 'unskilled labour'
2. mi:sap perappa:ta: munpanam 'unrecouped advance'
3. valukka:ta:ya:yam/vallan taraf 'compulsory'

The above said examples do not satisfy the criterion of simplicity in use which is essential for technical terms and therefore these terms become too difficult to be used by the users.

3. The mass media personnel do not follow any type of uniform and standardized list of lexical items in their materials meant for mass communication. Each one involved in the programmes of the mass media coined his/her own terms according to his/her whim and fancy and put them into use in mass media and as a result of which communication was very much
hampered. For instance, to refer to the item computer several terms are used in Tamil radio broadcasts. They are listed below:

<table>
<thead>
<tr>
<th>Term</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>kaninhar</td>
<td></td>
</tr>
<tr>
<td>kanippa:n</td>
<td></td>
</tr>
<tr>
<td>kanippori</td>
<td>'Computer'</td>
</tr>
<tr>
<td>kanini</td>
<td></td>
</tr>
<tr>
<td>kamputtar</td>
<td></td>
</tr>
</tbody>
</table>

The standard form for any technical term could be conceived of on the basis of simplicity, commonalty and acceptability (Ray, 1963:1).

2.5.2 Tamil in Education

Education is the gateway to the mobility and knowledge acquisition of the people. In order to improve literacy standard and higher education throughout a country, the language use in education must be planned and implemented carefully.
2.5.2.1 Language Policy in Education

Before our independence, English was the sole medium of instruction from the secondary level to collegiate level in the Indian setup. After the independence, the regional language was given much importance in all the formal domains of use. Tamil medium of education was introduced in the year 1960. While implementing this scheme, the problems like the non-availability of teaching materials in Tamil and reluctance of students to join in the Tamil medium course were found as hurdles in this process at the initial stage.

The Government, however, was not willing to change its policy in view of these initial hurdles. It took certain concrete and immediate steps to popularise Tamil medium education in the area of higher education. In this connection Karunakaran (1980: 439) makes the following observations:

"These impediments were hampered and we find that at least some work has been done as part of Tamil development. The Tamil situation warrants five types of standardization, namely,
1. Standardization of scientific and technical terminologies
2. Standardization of lexicon
3. Standardization of script
4. Standardization of teaching materials
5. Standardization of a variety for science education.

All these aspects were given due importance.

The use of Tamil language in the field of education has to be planned and implemented in a systematic way. Karunakaran (1980: 439 - 440) has pointed out that the use of Tamil in the domain of education, can be done in two phases, namely, (a) status planning and (b) corpus planning. The former one takes care of the choice of language or language variety and the latter takes care of the usages (including vocabulary, script, grammar, terminologies, dictionaries, etc.). A two stage model of planning may be appropriate for our linguistic set up:

Stage - 1

1.1 Choice of language or language variety and its standardization
1.2 Script Reform

1.3 Preparation of standard teaching materials, glossaries, etc.

1.4 Modernization of lexicon

1.5 Making suitable translations when needed

and 1.6 Evolving certain types or varieties for teaching science
and technology.

Stage - 2

2.1 Implementation Process

2.1.1 At the undergraduate level

2.1.2 At the post-graduate level

2.2 Co-ordination among the various levels of education

2.3 Process of evaluation

and 2.4 Suggested research strategies and reinforcements for
further enforcement.

For non-formal education, the need and use of spoken
variety is emphasized for achieving effective teaching. All
the usages and teaching materials drawn from the living languages help the adult learners in improving their skills of reading and writing.

2.5.3 Tamil in Mass Communication

Communication can be defined as a process of transmitting messages. Messages are formally coded, symbolic or representational events of some shared significance in a culture produced for the purpose of evoking significance (Gerbner, 1972). A dictionary of social sciences defines mass media as "all the impersonal means of communication by means of which visual and or auditory messages are transmitted directly. Television, motion pictures, newspapers, magazines, books, bill boards and advertisements, etc. belong to this media".

The media serve as a link between the rural and urban elite. It is an entertainment factor and a status marker for the upper and the middle class and seldom caters to the needs of the rural population of the country. The very significant purpose and goal of mass media is to make communication effective and simple to the masses. In accordance with the supposed range in the divisions or sectors of population, mass media try to
cover a variety of subjects related to different disciplines. The success of mass media depends upon how the language is used in it.

2.5.3.1 Functions of mass media

Mass media have eight important functions to play with reference to the society. They are the following (Chandrasekaran, 1986):

1. Entertainment
2. Strengthening the social values
3. Cultural change
4. Education
5. Social Prestige
6. Implementation
7. Association
8. Directing the right way

As India is a multilingual, multi-ethnic, multi-cultural
country, the role of mass communication in uniting all the people under one umbrella is a great task. People receive the local, national and international information through the mass media.

The government programmes and aspects of planning are conveyed by the government to the people through mass media channels. Mass media help in conveying new ideas, innovations and scientific discoveries to the public. The needs of women, children, farmers, etc. are catered by mass media and thereby they play an important role in enriching their knowledge.

2.5.3.1 Tamil in Mass Media

Without language, the use of mass media becomes meaningless. In order to carry the messages, news and information to the masses, mass media must choose the correct language variety keeping in mind to whom the messages are meant. Depending upon the fixation of audience, they should adopt the linguistic elements like phonemes, lexical items, syntactic patterns and style.
2.5.3.1.1 Tamil in Print Medium

Print medium has made a powerful influence over almost all aspects of public life, because of the rise in educational level of the people in the past few decades. India has a large number of newspapers. According to reports of the Office of the Registrar of Newspapers in all, there are 21,784 registered newspapers and the total circulation figure was estimated at 6,11,47,000 copies as on 31st December 1984.

The newspapers and journals in Tamil, viz., Swadesamitran, Navasakthi, Deesaabimani, Vitutalai, etc. used a high literary style during the period of independence.

In the print medium there are a number of types like,

1. Dailies
2. Weeklies
3. Monthly journals
4. Fortnightlies
5. Quarterlies
6. Magazines

7. Booklets

8. Books etc.

Most of the above categories of print medium used standard written variety. In novels, short stories and cartoons spoken variety of Tamil is used, depending upon the role of the characters.

The variety that is used in dailies decides the type of readers. For example, rural people do not like to read Dinamani but they like to read Dinathanti and Dinamalar. Moreover, those who read Dinamani may not like to read Dinathanti. The reason behind this is that the percentage of literacy in Tamilnadu is low and people who dwell in rural areas cannot understand the high literary and standard variety used in this particular newspaper. What they hear and speak in normal social interaction is the spoken variety and that variety is used in newspapers like Dinathanti, Malai Murasu, Malai Malar, etc. This strategy of language use in certain newspapers make the people understand and comprehend the news items easily. A review of some of the lexical items used in different newspapers for
the same concept will reveal whether the news-papers use literary or non-literary varieties of language.

For example, in Dinathanti the following lexical items occur, and these items are readily understood by the non-elite readers of news papers.

1. po:lis  'police'
2. da:kṭar  'doctor'
3. jana:tipati  'president'
   etc.

On the contrary in Dinamani we come across literary usages.

Example:

1. pe:runṭu  'bus'
2. ka:val turaiyinar  'police'
3. kuṭiyaracut talaivar  'president'
4. maruttuvar  'doctor'
5. seviliyar  'nurse'
The above mentioned items seem to create problems in easy reading and comprehension to the rural non-elite newspaper readers, though these forms are pure Tamil ones.

Magazines can be divided into different categories depending upon their contents. 'Ananta Vikatan, Kumudam, Itayam Pekoukiratu, Kungumam' are meant purely for entertainment. They contain literary items like short stories, titbits, modern poetry, etc. Most of these magazines are read by both educated men and women.

'Junior Vikatan', 'Tarasu', 'Tuklak', etc. concentrate on the social and political problems. Mostly these are read by the people who have social and political awareness and consciousness.

The journals like 'Kalaikkatir', 'Valarum Vinnanam', 'Kalanciyam', 'Valarum Velanmai', etc. contain writings related to science and technology.

2.5.3.1.2 Tamil in Audio-Visual Medium

Apart from the print medium as a powerful vehicle of mass media, there are some other means like radio, television and
cinema, where Tamil is used with characteristic difference both structurally and functionally.

(1) Radio

Radio has an important role to play in the society in the spread of innovations in the society. Radio broadcasting can play a more significant role than the printed medium of communication and it may be useful to all the sections of the society as well. The benefits of radio broadcasting as an oral, instant communication medium with wide coverage lies in the process of social mobilization and political modernization.

In Tamil broadcast, one could find that the style and variety of language used vary according to the nature of the programmes. One could find variations among the language varieties used, viz., spoken variety and written variety. Depending upon the programme, and on the basis of social factors such as education, socio-economic status, occupation, age group, sex, etc. style differences can be classified.

A study of Tamil language use in broadcast has been made by Arokianathan (1982) and Sivashanmugam (1976).
(2) Television

Television, being an audio-visual medium gets importance more than that of the print medium and radio. Like radio, the selection of language varieties for use in Television is also based on the target audience. The programmes like 'vayalum vailvum' and 'nala vailvu' reflect a mixture of both the varieties in the speech of interviewer and interviewee. The news telecast is totally in written variety only.

So far as the advertisements are concerned, the spoken variety is used predominantly in order to attract the attention of the people, and thereby advertisements make the customer to be closer to the product.

(3) Motion Pictures

Motion pictures, could be subjected to classification from the historical point of view. Thayalan (1989:110) classifies Tamil films into three types on the basis of a factor namely 'time'. On the basis of the type of language that is used in Tamil cinema, one could classify Tamil cinema under three categories, namely,
1. Early cinema where no speech occurred

2. Middle period cinema where literary Tamil played a dominant role

3. Modern cinema where spoken Tamil/modern literary variety of Tamil is given importance.

In the movies belonging to the second type only the literary variety of Tamil was used in the speech of all the characters. But, now, the regional varieties as well as the social varieties are used in the dialogues of different characters in the movies.

An analysis of the variety of Tamil that is used in the modern period shows that there are two categories of films, namely,

1. Social films

and 2. Religious and historical films

In the social films spoken variety of Tamil is predominantly used whereas in the religious and historical films only
the written variety of Tamil is continued to be used.

So far, in this chapter, we had a brief discussion about the language use in general and language use with special reference to Tamil language in particular. Language use, the proper subject matter of the modern day sociolinguists, has been studied from several perspectives. A domain-based study of language use had given us a comprehensive picture of language use in Tamil in the present day situation. The use of Tamil language in administration, education, mass communication have been described elaborately. In a developing society like ours, the use of language in mass communication deserves much attention and care. In order to have an efficient system of mass communication, the variety of language that is used should be the one which is very closer to the common people. The popularity of some of the mass media and the unpopularity of some other media, etc., depend upon the choice of language variety also. In the following chapter a description of the lexical usages in various domains in Tamil is attempted.