In Jammu & Kashmir State particularly Kashmir division we find diversity in languages. In addition to this linguistic diversity, there are two non-indigenous languages – Urdu and English serving various practical domains at present. In this multilingual context, the consideration and declaration of J & K State as a linguistic state would have given due impetus and importance to these languages. One expects that there must be newspapers in indigenous languages that have wider circulation than English or Urdu/Hindi newspapers. Likewise there must be separate channels for each these regional languages in television and radio which provide entertainment programmes and news bulletins in those languages that will be more purposeful and effective in imparting education. Yet, the picture continues to be hazy, because of - a) more than a hundred years of contact with Urdu as *lingua Franca* and official language b) growth of English education and new job opportunities.

Kashmiri population can be characterized as the one with liberal bent of mind from linguistic perspective. Historically, it has been found that the languages like Sanskrit, Persian, and now Urdu nourished with equal treatment as of the domicile language(s) of the soil. It is well supported by the fact that Sanskrit and Persian has profoundly accepted by the people which resulted into the formation of two distinct dialect varieties of Kashmiri VIZ i)Sanskrit Kashmiri & ii) Persianized Kashmiri.

Kashmir speech community seems to adopt Urdu as an essential part of their communication and English as an essential part of their education. The vast majority of Kashmiri speakers embrace it with enthusiasm, believing in its magical appeal as an agent of modernization and social change, and provider of access to mobility and advancement. English is perceived by many as the language of domination and superiority, Kashmiri population particularly new generation in Srinagar City are clearly willing to sacrifice their own language on the minimize of linguistic diversity. Urdu
language has developed in the valley with equal pace on parallel line with native language(s). This language has succeeded in dominating the native languages(s) in various spheres of social life, for example, it has been institutionalized as a language for education, media, administration, trade, etc. Kashmir valley, although is not the homeland of Urdu, has deeply integrated into the social setup of the society. It is safe to say that the present process of linguistic interference is becoming so profound that Urdu is in the process of emergence as a particular variety to be called as “Kashmir Urdu” as we have “Daccani Urdu” in Deccan. The linguistic scenario of the valley that dates back to Sanskrit period till date, reveals that inspite of institutionalization of various non-indigenous for diverse functions here in the valley, Kashmiri has retained its existence besides integration of linguistic forms of these languages with its system. This reveals that Kashmiri language has potential of adaptability- the significant linguistic feature of a language that determines it linguistic richness. Various languages have not only enriched the linguistic horizons of Kashmiri language but also shaped its literary trends. This Urdu-Kashmir language contact has similar implications on the aspects of linguistic and literary trends of Kashmiri language.

The process of entertainment, information and education through media acts as one of the most powerful tools that influence linguistic norms and linguistic attitudes. This is true not only the language used in inter-personal communication, but also in language styles used in different fields of mass communication like cinema, radio, television, newspapers, etc. language usage in these means of communication and entertainment have been part of what a particular culture thinks of as significant, and it has shown a hierarchy of values and perception. The more entertaining facilities available in the native language to the individual, the more likely he will perceive the positive attitude to his native language. The languages of media in the valley acted as a tool that to some extent changed the perception of the group in favour or against the languages in contacts. It has changed the perception of mass population at socio-psychological level. It has acted as a motivational power in striving for positive attitude and for perceptual distortion in favour of native languages. Mass media particularly the
local newspapers and privatized TV channels and radio stations do not provide any worth mentioning institutional support to the indigenous languages.

The statistical analysis of the data and observations is simple. It shows the perceptual change in direction for language preferences in favour of three languages-native and non-native languages by three different groups- A, B & C. This has shown that native language is gradually giving way to Urdu and English in print media, especially among young generation in Srinagar city. Since, Kashmiri and other minority language in Jammu & Kashmir state are not valorized and not used as a tool of communication to that extent as other non-native languages are used in media; language shift is likely to occur. The degree of volatility in linguistic preference by three generations, points out the need of strenuous efforts at strengthening liveliness of the low status language(s) in the valley.

**Recommendation/suggestion**

The government of Jammu and Kashmir has to maintain a rigid control on media in order to promote linguistic and cultural heritages of the people. It cannot be looked at from the political perspective but from socio-psychological perspective favouring linguistic and cultural heritages amongst different groups settled in this state. The government of Jammu and Kashmir should endeavour to promote indigenous languages in electronic as well as print media on the parallel line with Urdu and the global language i.e. English (non-indigenous languages). Despite the respondents’ perception of Bollywood and Hollywood videos, entertaining programmes, sports commentary and cultural programmes in non-indigenous languages, they put forward the following suggestion- story should be entertaining, diversified and standardized and made more original and the quality of the production be improved.

This will go a long way to check the current wave of shift in attitude due to media imperialism, which threatens the different indigenous language and cultures in this valley. This will also check the valorization and standardization of these languages.