1. Introduction


1.2. Language Contact Situation.

1.3. The present problem.

1.4. Hypothesis.

1.5 Methodology.

2. Trends and Approaches of Language Contact

2.1. Introduction.

2.2. Interdisciplinary Nature of the Field of Language Contact.

2.3. Principle Situations for Language Contact.

2.3.1. Social/Historical Circumstances.

2.3.2. Education.

2.3.3. Media.

2.3.4. Concluding Observations of the Principle Situations of Language Contact.

2.4. Conceptual Frameworks of Various Pioneering
Researchers.

2.4.1. Weinreich’s Framework.

2.4.2. Fishman’s Framework.

2.4.3. Thomason And Kaufman’s Framework.

2.4.4. Van Coetsem’s Framework.

2.4.5. Gillian Sankoff’s Framework.

2.4.6. Heine and Kuteva’s Framework.

2.5. Implications of Language Contact Phenomenon.

2.5.1. Nature of the Forces for Language Contact.

2.5.2. Internal and External Forces.

2.5.3. Classification and Processes of Contact-Induced Change.

2.6. Approaches Developed So Far To Study the Problems of Language Contact.


2.6.2. Sociolinguistic Approach.

2.6.3. Variationistic Model.

3. Mass Media

3.1 Definition.

3.2. A Brief History of Mass Media.

3.2.1. Print Media.

3.2.2. Electronic Media.

3.3. The First Newspaper in India.

3.3.1. The First Urdu Newspaper in India.
4. Language in Use

4.1. Introduction.
4.2. Language in Use.
4.2.1. Language Use in Media.
   4.2.2. Language Use in Newspapers in India.
   4.2.3. Language Use in Radio in India.
   4.2.4. Language Use in Television in India.
   4.2.5. Language Use in Cinema in India.
   4.2.6. Language Use in Computers.
4.3. Language Use in Education, Administration and Court.
4.4. Language Use in Trade.

5. Media – Education – Literacy and Language Contact: Analysis with Reference to Kashmir-Urdu.

5.1. Language Contact Situation.
5.2. Historical Affinity of Kashmiri Culture.
5.3. Kashmiri Language.
5.4. Entry and Emergence of Urdu as Lingua Franca in Kashmir.
   5.4.1 Assimilation of Urdu in Linguistic Repertoire of Kashmir.
5.5. Mass Media and Kashmir Society as Multilingual:
   At Present.
   5.5.1. Newspapers in Kashmir Valley.
      5.5.1.1. Historical Perspective.
      5.5.1.2. Present Account of Newspaper.
      5.5.1.3. Description of Newspapers.
   5.5.2. Television in Kashmir.
      5.5.2.1. Broadcasting Stations.
      5.5.2.2. Doordarshan Kendra Srinagar.
      5.5.2.3. DD Kashir.
5.5.2.4. Other In-House Private Satellite Channels.

5.5.3. Radio in Kashmir.

5.5.3.1. Radio Kashmir- Srinagar.

5.5.3.2. 92.7 FM- Srinagar.

5.5.4. Computer Revolution in Kashmir.

5.6. Analysis

5.6.1. Analysis on the Basis of Questionnaire

5.6.1.1. Language Use in Reading Newspapers

5.6.1.2. Language in Radio

5.6.1.3. Language in Television

5.6.1.4. Language in Internet

5.6.1.5. Language Use in Informal Setting

5.6.1.6. Language Use in Informal Settings Outside The Nuclear Family.

5.6.2. Cinemas In Kashmir

5.6.3. Language In Advertising

5.6.3.1. Print Media

5.6.3.2. Electronic Media

5.6.4. Code-Usage

5.6.5. Language Use in Kashmiri Education System

6. Conclusion

7. Bibliography

8. Appendix I

9. Appendix II