

ROLE OF NEWSPAPERS IN ENRICHING VOCABULARY

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Abstract

Language is dynamic and keeps on evolving. Words from innumerable sources- one of the most important being the press- get added to the language and people of that particular linguistic community as also those from others start using the words and make them their own in course of time. Press or newspapers in Odia language is also no exception. So many new words creep in to the repertoire of the vocabulary.

Introduction

Media in general and newspapers in particular play a significant role in enriching the vocabulary of a community. The readers of a particular get exposed to a set of words or expressions through their newspapers and internalize them in course of time. These words become a part of their vocabulary they use in their day-to-day life. Tatsama and tatbhaba words are one such example. Other examples are loan words, loan translation, hybrid, colloquial words etc. We discuss below each of these with examples.

TATSAMA & TATBHAVA WORDS

Odia language is an Indo-Aryan language. We can find in Odia newspapers many expressions on the basis of some Sanskrit, Perso-Arabic and English words. The words, which are borrowed from Sanskrit language have two types of expressions. They are 'tatsama words' and 'tatbhaba words'. Tatsama words in Odia are exactly the same words of Sanskrit where as 'tatbhaba words' are the Odia words which are derived from Sanskrit words. There are some Sanskrit words used by the Odia Newspapers in order to modernize Odia language although the Odia counterparts are available. Some of the more common examples are: *news, mother tongue, mother land, mango, water, copper, tree, old* etc.

LOAN WORDS

Loan words are the borrowed words. Many English and Perso-Arabic terms are borrowed by Odia people in different ages. Odia language had borrowed many Perso-Arabic terms in the 17th and 18th Century which were 'later on made popularized through newspapers. These words belonged to the colloquial style, they occurred in the restricted sphere of a register peculiar to the court of law.

During the 19th and 20th centuries many English words entered in to the vocabulary of Odia language. There are some selected areas like science, technology, medicine and sports from where many English words are borrowed The Odia newspapers freely borrow these words into their style while introducing a rare word into the articulated vocabulary. For example, news reporting of a football match freely uses such words as *right out, inside left, score, goal, goal keeper* etc. Similarly, in cricket words like *innings, wicket, run out* etc. are freely introduced by newspapers. Some more words from the field of law are like this: *lawyer, dismiss, order, bail, affidavit* etc. Examples from general field include *commission, telephone, cylinder, engineering, computer* etc.

LOAN TRANSLATION:

It is the most adopted technique by newspaper. This is a technique of creating new words by imitating another language. In this case the recipient language builds a parallel composite form through translating item by item of the donor language. Here the translation is done forcibly by the newspaper writers. Given below are a few examples for illustration purpose: *nomination, blank firing, earth quake, liberalization, power crisis, cold war* etc.

HYBRID OR LOAN BLEND:

It is a technique used by mass media for the formation of phrases by putting the words of many languages. In such situations, the borrower imports part of the model and replaces part o something already existing in his/her own language. Here, words of different languages are blended together as in the following cases: *world bank, mass vote, non matric, private bus* etc.

USE OF COLLOQUIAL WORDS

Newspapers have also exploited many colloquial words or the so called homely words. The power of such expressions was never felt until the newspapers put them into their present usage. They were only restricted to the spoken colloquial style and not used in written language.

For the modernization of Odia language, the Odia newspapers incorporate the colloquial items in certain specific areas irrespective of whether their literary counterparts exist or do not exist.

There are some more colloquial words which are never used in literary prose style and are also not found in any dictionary, but are made popular by newspapers. It is also found that some words and phrases are reinterpreted by newspapers whose original meanings are no longer relevant to the modern context. In these cases, newspapers give a new life to some dead words of any language. Many Hindi words are entering into the vocabulary of English language through newspaper. They are also becoming a part of English lexicon and are introduced in many English dictionaries. There are some Homonymous words in Odia and Hindi having different meanings.

Newspaper is the most effective medium of mass communication to represent events, ideas and facts. The language of newspapers is socially, economically and politically conditioned. Newspaper language provides rich data on how a language develops. By analyzing the language of Odia newspapers, we find that many foreign words and expressions are entering in to the vocabulary of Odia language through newspaper. It is the quality of any living language to become powerful and enriched with new words. The more a language is receptive to foreign words the more modern it is.

Modernization of a language is basically done by newspapers. It is a process by which language use is made simpler and more efficient to convey modern thoughts. The modernized language adopts necessary loan words as opposed to the classical and neo classical style which enjoyed the patronage of poets, educationists, and a large number of learned men. If a language is modernized, its status is raised. The modernized language should cater to the needs of the elite and also to the less educated mass. However, in the modernization of Indian languages, systematic and efficient procedures have to be followed instead of blindly translating the foreign elements.

Conclusion

Finally, with newspapers mushrooming in thousands each day, survival becomes a

major problem. It is quite obvious that newspapers undergo thorough competition. So, for the successful circulation and popularity of newspapers, simplified language should be employed which will convey news to the masses more efficiently and effectively.

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