



USE OF HINGLISH IN PRINT AND ELECTRONIC MEDIA ADVERTISEMENTS

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ABSTRACT

This paper begins with the discussion about different forms of mass media like print media and electronic media, role of print and electronic media in advertisements. When we see the title of this paper, here we noticed a term “Hinglish.” One thing strikes in our minds that what is Hinglish? Is it Hindi or English? Actually, the term Hinglish is a mixture of both the languages i.e., Hindi and English. We have discussed about this term in my paper in detail. This paper also describes about how media make use of Hinglish in their advertisements to make them more attractive. Here in this paper, we have also discussed about the History of print and electronic media and also about the origin of Hinglish. This is a theoretical paper so we did not use any type of software for the analysis of this paper. Later, we come to know about what actually the advertisement is? And also the positive and negative effects of print and electronic media advertisements on our society and upon us.

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INTRODUCTION

We have learnt about different forms of mass media. Mass media includes Print media and electronic media. Firstly we talk about print media. Print media, as we know is one of them. It is one of the oldest and basic forms of mass communication. It includes newspapers, magazines, weeklies, monthlies and other forms of printed journals. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the invention of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis. Secondly we see electronic media. Electronic media are media that use electronics or electromechanical energy for the end-user (audience) to access the content. This is in contrast to static media, which today are most often created electronically, but do not require electronics to be accessed by the end-user in the printed form. The primary electronic media sources familiar to the general public are better known as video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM and online content. Most new media are in the form of digital media. However, electronic media may be in either analogue electronic data or digital electronic format. Now the question arises in our minds after reading the title of this paper that what is “Hinglish”? A mix of Hindi (the official language of India) and English (an associate official language of India) that is spoken by upwards of 350 million people in urban

areas of India. (India contains the largest English-speaking population in the world). Hinglish includes English-sounding phrases that have only Hinglish meanings, such as “badmash” (which means “naughty”) and “glassy” (“in need of a drink”).

Print Media

History of Printing

There was a time when people used to write on palm leaves. This was before the discovery of paper. The Chinese were the first to invent the art of printing. They made wooden blocks to print letters. This was started during the period of the Tang Dynasty in 600 AD. The oldest known surviving printed work in a woodblock is a Buddhist scripture of 684 AD. It is now exhibited in a calligraphy museum in Tokyo, the capital of Japan.

The first printed book published in China was the Buddhist text, the ‘Diamond Sutra’ by Wang Chik in 868 AD. Some copies of the Buddhist scriptures printed in 1377 are presented in museums in China.

Now-a-days paper has become an integral part of our life. We read papers in the morning, write on notebooks made of paper send letter on a paper, use paper boxes to carry things. The Egyptians made paper by 3500 BC, it came to Europe only by the 11th century. The first paper mill in Europe was set up in Spain in 1120.

Block printing came to Europe by 1300. It is believed that Johannes Gutenberg of Germany had developed printing technology around 1439. Gutenberg also invented an oil-based ink for printing, He printed the Bible in 1450. It was in

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the Latin language and had 1282 pages. He used movable printing blocks for the book.

Print media is important because it can reach such a large audience, and a great number of specialized publications on the market enable business to focus on a target audience with a specific set of characteristics. Print media are allowed to advertise mostly everything, other than products intended for children and sold to children. All other publications may advertise mostly everything sold legally like cigarettes, liquor, medicines, etc.

What is Print Media?

Print media is anything that is in print, to inform the public. Some good examples of this are magazines, newspapers, some books and some journals. It would be anything that is printed out on a piece of paper, label or advertisements. For instance the best way to describe print media would be a newspaper or a magazine. Print media is one of the oldest forms of information distribution. It remains one of the most popular forms of advertising due to its ability to reach a wide audience.

Types of Print Media

The two most common print media are newspapers and magazines, but print media also include outdoor billboards, transit posters, the yellow pages and direct mail.

Newspapers

Newspapers are either daily or weekly; come in a standard or tabloid size, and reach a large percentage of the reading public. Because of a large number of reading public it is difficult to target a specific audience. However, newspapers are effective in increasing awareness of a business products and service in a specific geographical area.

Types of advertisements placed in newspapers include: display ads, classified ads, public notes and pre-printed inserts. Newspapers ads have some flexibility in their size. For example, some are small boxes that take up only a small portion of a page, while other might span one or two full pages. Regardless of this flexibility, newspaper ads can only use limited special effects, such as font size and colour.

Magazines

With magazines an advertiser can focus on specific target audience. Magazine advertisements often have a lag time of a couple of months between the purchase of ad space and the publication of the issue in question. Magazines are sometimes not the optimum option for businesses seeking to target fast-changing market trends. Magazines allow elaborate graphics and colours, which give advertisers more creative options than do newspapers.

Direct Mail

Many consultants feel that direct mail is the best way for a small business to begin developing awareness in its target consumer. Mailing lists can be generated with the names of those people most likely to purchase the advertiser's products or services. However, direct mail is not always cost effective. A direct mailing campaign can cost as much as one thousand dollar to reach one thousand people, whereas television can reach a similar number of potential customers at a fraction of that cost. But business experts indicate that direct mail does

tend to generate more purchasing responses than does television, and they observe that the products of many small businesses are often more suited to a direct mailing campaign than to indirect, image advertising.

Yellow Pages

The Small Business Administration stated in "Advertising Your Business" that a yellow page ad is often used to "complement or extend the effects of advertising placed in other media." Such an ad has permanence and can be used to target a specific geographic area or community. Essentially, a yellow page ad gives the consumer information needed to make a purchase. Therefore the key information to include in such an ad includes: the products and services available; location; phone number; business hours; special features, such as the acceptable kinds of payment; parking availability; discounts; and delivery policies and emergency service.

Outdoor Advertising

Outdoor advertising usually comes in two forms: billboards and transit posters. Like yellow page ads, outdoor advertising is usually used to support advertisements placed into other media. One of the greatest strengths of outdoor advertising is as a directional marker to point customers towards your business.

Electronic Media

What is Electronic Media?

Electronic media is information or data that is created, distributed and accessed using a form of electronics, electromechanical energy or any equipment used in electronic communications. The common equipment we use on a day to day basic to access. Electronic media is our television, radio, computer, cell phones and other devices transporting information to and from us by means of electronic involvement. It is a rich resource of services, supplies, creative and innovative solutions to every day domestic and professional demands. Electronic media is anything that is used to advertise or promote that is run by electricity. This is quite a wide subject and there are many different things that fall into this category. There are more and more channels for electronic media that come out as our technology grows and expands.

Types of Electronic Media

Radio

The radio is the oldest form of electronic media. There are hundreds and thousands of radio stations across the world and advertisements are frequent features on most of these. Advertising on radio dates back almost one hundred years and is the first form of spoken advertisement rather than a printed advertisement.

Television

Television provides us with the highest volume of electronic media advertising. There are hundreds of advertisements shown on each channel per day and some slots are sold for millions to the advertisers as they will have such a high audience to watch their ad. Television is the most popular medium for companies to advertise but the space is expensive and many companies will not be able to afford to advertise during prime time.

Internet

Advertising on the internet has become increasingly popular as you advertise to your target audience. Space can be bought on websites that the target customers would use and data can be collected about how many people clicked on the ad. This will give the company figures and statistics about how successful the advertising has been.

Electronic Advertising

Advertising on screens at bus stops, shopping centers and on ATM screens have also increased in the last decade. These usually advertise amenities and shops that are close by so that customers will have them fresh in their minds when they are in the area.

What is advertisement?

Advertising is the art of arresting human intelligence just long enough to get money from it. It is a form of marketing communication used to encourage, persuade or manipulate an audience to take or continue to take some action.

Importance of Advertisement in Print Media

Print Media Advertising

Print media advertising is a widely used form of advertising. These advertisements appear in newspapers or magazines and are sometimes included as brochures or fliers. Anything written in the print media to grab the attention of the specific target audience comes under the purview of print advertising. People who read newspapers or other publications have a tendency to print the ads that they come across. The decision to buy the product might not be instantaneous, but it does settle down in their subconscious mind. Next time they see the product in the market, they are tempted to buy it.

Print advertisements are only effective when people see them. The newspaper or magazine ad should be such that it should compel people to spend money on the products. This is just what the advertising team does. To create such an ad, the team members work on a concept and develop the wordings and images of the ad. These wordings and images are then brought together to form the final ad. Then there are people who deal with the placement of the ad. They have to make sure that if the client has paid for premium place, they get the desired exposure. The sales team of the publication makes sure that it gets ads regularly. In fact, these ads are a major source of income for the publication and hence it is expected that there should be a constant flow of the ads.

Mailers are another type of print ads. These can range from well-designed postcards to simple paper leaflets. These are usually delivered by the postal workers in people's mailboxes.

Print Media and Positive Advertising Effects

Print media includes newspapers, magazines, direct mail and other non-electronic forms. Billboards are often considered print media as well. Print media can be an effective tool for businesses to advertise their products and services.

Specific Audiences

Print advertisements in newspapers and magazines are usually targeted to specific audiences. The key is to find the media outlets with the audience most likely to respond to the advertisement.

Placement

Print media, in general, is more affordable and flexible than electronic media and can be placed in more creative and relevant places. For example, a print ad for a food product can be effective if it is placed in a magazine that showcases dinner ideas and recipes.

Negative Effects of Print Media

Print media, such as magazines, newspapers and graphic novels, has been around for centuries, spreading information and opinions, and helping people to form a view of the world. Even with televisions and computers doing part of that job, print media still informs many of our views. Some people believe that printed media uses this influence in ways that hurts the public in order to increase sales and ad revenue.

Body Image

Fashion magazines and men's magazines that usually put women on the front cover draw criticism on two fronts. The first is that consistently presenting women sexually objectifies them, affecting the way that men and women interact. This may be difficult to prove, but the second criticism is more concrete.

Crime

Perception of crime is highly dependent on local news reporting. Research by Kenneth Dowler shows that when people are exposed to crime stories from their own area they are more likely to feel afraid of crime, while crime stories from other places make them feel more secure because their cities are relatively safer. People who had been victims of crime were more likely to be affected than those who had not. Dowler also cites studies that say people who are statistically less likely to be affected by crime, including women, white people and the elderly, are more likely to be affected by crime reporting than men and non-whites. Television has an even stronger impact on people's perceptions of crime than print media.

Politics

Media is often called on to act as the government's watchdog, but it can just as often be used to help government's direct public opinion. In his analysis of media in the Arab world, Lawrence Pintak cites studies showing that print media played a key role in shaping Palestinian views against the early Zionists.

Importance of Advertisement in Electronic Media

Electronic Media Advertising

In advertising, we use electronic media to achieve a straightforward result 3/4 to improve the sales of a product. The result of bringing products to customers can be measured while the effects of the media for advertising are too elusive and powerful to measure. This aims to explore the dynamic roles that the electronic media play in economic, social and cultural environments.

Electronic Media and Positive Advertising Effects

1) Electronic advertising media replaced the salespeople, making them redundant
Electronic media have practically eliminated door-to-door salespeople from our lives. Radio and television convey to all

people the emotion, style and quality that produce the best results. They standardize the technique of selling and affect people more deeply than most salesmen. They have changed life patterns of both salesman and consumers.

The fast speed and for reaching area of electronic media lead to International trade

The development of international trade would have been so prosperous. Now people at home can enjoy various products both from home and abroad. Before the electronic media, a customer's farthest range of vision was from the shop and the product they have experienced. But today our vision range is limitless. Television is the telescope or window through which we can be informed of any kind of products at every corner of the earth.

There are so many positive effects to discuss but due to some limitations we take these two important points.

Negative Effects of Electronic Media

Audience are too passive facing electronic media

Many people object to commercials on radio and TV when they enjoy good programs. However they have no fast forward button like tape recorder to speed us past commercials. Even though we may mentally time the commercials out, we know its there and it gets in the way of program material. Unless we go to the trouble of turning off the set of lowering the sound, we cannot skip the commercials.

More fake and imitating products

The power of electronic media for advertising is so powerful that everyone has deep impression on the products recommend to them. They create the market for fake and imitating products. P&G has invented Hong Kong famous stars, Zhou Runfa, to advertise for shampoo. The homophonic name happens to mean making your hair smooth. Shampoo made by P&G is quite welcome and popular because of the electronic media.

Manufactures complete for media rather than the product

Manufacturers shift their emphasis to media because strong and powerful media may help them occupy the market. Actually, the commercial fight is the fight for media commercials. It is the business of spending money for more money. For small enterprises, even if they have high quality goods, they cannot afford the high expensive fees for advertising their products. TV is the most expensive medium.

Advertisements in Print Media and Electronic Media Using Hinglish

Hinglish- The Story of English

Back in the eighties, everybody was pretty much like Om Prakash's character in "Chupke Chupke." English was English and Hindi was Hindi and everything was fully separate and alag alag. The boom of television in India in the early 90s brought some really interesting trends in the way Indian brands projected their communication strategies.

The National Eggs Coordination Committee (NECC) drove home 'egg-citing' messages and 'Sunday ho ya Monday, roz khao andey' became a colloquial phrase. This is the example of Hinglish. This was an era of high creativity. A new home

grown language was flourishing. It was called Hinglish in advertising. The language clicked because it reflected reality. That was the way we all spoke anyway. But we spoke that way when we were 'off stage', not when doing serious stuff such as addressing potential consumers in ads.

The Origin

The first recorded use of Hinglish dates back to the era of Indian freedom struggle in the later part of 19th century. Ayodhya Prasad Khatri (1857-1905), a prominent Hindi poet, wrote a gazal, spewing out rage against British government, sprinkling some English words.

Naam ki bhi hai nahiin baaqi na light now-a-days

This could be the first example of Hinglish where writer used English words in Hindi poem.

Hinglish In Advertisements

English words are used so commonly in Hindi that it seems that this mixture of Hindi and English is India's real national language. Advertisers too are keen to use Hinglish, at least when it comes to targeting a particular segment of society. What is that segment? Many would argue that it is the urban youth, i.e. the 'youngistaan' generation, who use Hinglish as a badge of cool. Hinglish targets today's Indians because that's the way we speak. Pepsi, with their tagline "Yeh hi hal right choice baby", were the forerunners of the Hinglish ad in India.

Effects of Hinglish in Advertisements

"Hungry Kya?", "Bheja fry? 7UP try", "Gorgeous, Hamesha" and "What your bahana is?"-are some of the striking ad punch lines popular in India. And there is one common thread that binds these powerful lines-all these statements are written in Hinglish.

These simple statements have exerted tremendous impact on the target group, for which the communication is designed. Here, the strategy is to make the consumers remember the communication for a long period of time, and to obtain Top of mind awareness (TOMA) when the consumer goes to shop the product at point of sale.

CONCLUSION

We conclude this paper by saying that print media is anything that is in print form, to inform the public and some good examples of print media are magazines, newspapers, some books and journals. Electronic media is anything that is used to advertise or to promote that is run by electricity and examples are T.V, Radio, Internet, etc.

In this paper authors told us about the importance of advertisements in electronic and print media, how advertisements effect electronic and print media, the history of both types of media, the future of media, how it affects the people and the advantages of advertising through media.

Then we give the conclusion about how Hinglish is becoming common day by day and the way it is used in our everyday communication. Hinglish is a language which is a mixture of English and Hindi, especially a type of English that includes many Hindi words and not vice versa. The debate on Hinglish could be on either end, Hindi mein English or English in Hindi, the two are not mutually exclusive. There is no clear

cut definition of Hinglish provided by any Indian institutions - private or government-working on languages. English words are used so commonly in Hindi that it seems that this mixture of Hindi and English is India's real national language.

It is still too early to predict any sure future for Hinglish in India but the way media has taken up the use of Hinglish through the world of ads. It can be said that Hinglish is here to stay for long.

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