



Relationship of Culture and Language: An Edge Headed for Cultural Diversity

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Abstract- Cultural norms and values are the existing reality of every nation; sometimes inhabitants shove off and decamp from the aforesaid norms, tenets and values. Resultantly, person loses his identity. This study is a commentary of those in the society who mislaid their identity on irrecoverable level for showiness. They have embraced culture of other societies via language. Purpose of this research is to evaluate social media stuff to show the reflection of cultural reality in films. How language is integrated with a culture and how culture of other countries penetrates into the soul of related person who learns language and how language changes the culture of related person who learns foreign languages. This research uses mixed methods approach to collect data through questionnaire and interview. Movie link was sent to the participants to watch movie and later on with two days gap an interview session was conducted among participants who watched movie, after that a questionnaire was distributed among the same participants, one phase of questionnaire was consist of general questions about integration of culture and language and second phase was consist of questions about film. Population was selected randomly from 21 to 40 years old people. In this regard a Hindi film English Vinglish was selected to analyze, this movie was analyzed on social and linguistic level. No theoretical framework was applied for this research. Contrarily, some real data accordance with content of movie was collected through questionnaires. There was comparative analysis of content of movie and of real data collection through people of society. Findings of this study show that media is the reflection of society in many cases, media shows the behavior of people of society, their ways and their inclination, heroin of movie tries to learn English to get affection and attention of her family, her family including her daughter and her husband, they regard Shashi, an insult in society for them, even impact of other language culture is the source of losing identities and losing blood relation that mother can get respect and can be with high status, if she learns English. Moreover, findings of this study show that culture is penetrating in the veins of society by accepting the impact of western countries living style as well.

Keywords: culture, language, identity, society, film, media

I. INTRODUCTION:

Media has effective role in exposing the critical realities of society; everyone is beyond of his culture due to rapid change in society and economy. Where media exhibits cynical and serious collision, it disports conclusive modes of society to give a justice arena and framework to show right and wrong perimeter of situation. Media is a strong efficient tool to communicate problems and issues, where it shows scornful realities of life, it also shows unrealistic images, negative self perceptions that goes out in front of dissatisfaction. It generates risk of depression, anxiety loneliness. Specifically media manifests cultural norms and values and how culture is in transitional age and how culture moves from one society to other society through media and language.

English Vinglish movie is a depiction of such a society which has forgotten basic social values, social, linguistic identities and ethics, where some parameters are settled to judge a person on apparent level not on internal level, so my intention is to find out some main strands from the movie to present a clear picture of related vast magnitude, where cultural identities have been lost and people are endeavoring to emerge in other cultures, where own language has no place of prestigious values but other cultures have emerged it and on language base, another term culture imperialism took place and one can forget his or her own relations, love, wishes even blood relations have no values, as a result people lose their individual identities and their nationalities even, so my purpose is to discuss all with reference of English Vinglish film.

Objectives of the study: Objective of the study is to manifest that social media is exposing culture of the society. Further intention of this study is to find out the impact of language on culture and how language transits cultural constraint of society. Moreover, this study is to realize the language learners that how a person forgets social values and norms for getting a prestigious status in society through language.

Research questions: 1: How culture and language is interlinked with each other?

2: Why language is dominating the culture?

3: How social media is showing the impact of society in which films are made of exposing reality?

Significance of study: This study centralizes and pinpoints social and cultural realities of a nation with an effect of language, which transforms ideologies and values of nation. Hence, related study will be significant for researchers who are working on relationship of language and culture, who wants to know cultural transition due to language. This research will also be prime for language students, teachers and institutions.

II. LITERATURE REVIEW:

Xia Geng (2010) pointed out that language is the source of identity of a nation. Every language has cultural influence, when a person learns a foreign language; he accepts cultural influence as well. Language is a tool to transfer culture of one nation to another. Furthermore, researcher draws attention that language transfers geographical situation and social background of nation including, human relationships and cultural pattern.

Susan & Steven instigate that in transition of culture, language is prime factor but mechanism is not found out through which culture is changed, he called language an engine of transmission. Technology social media involve to transmits the culture with old and modern vocabulary, language also changes according to theories and further human kinds involve and cumulative culture is enhanced by labels. Samaneh & Mahdi(2017) reported 4 claims that social structure defines language behavior, secondly language structure influences social behavior, third claim is that language and society change each other equally and according to further claim, there is no relation between them. Wenying (2000) defines that language and culture are united. He asserts deep affiliation of culture and language. Language gets different color of culture by different background of people. It gets manners and style of people in society. Culture of people can be recognized by their language.

There is the relation of states, process, characteristics and culture by giving examples of swimming pool, language is swimming skill and culture is water. Rahaman(2019) points out that students of English institutions regard themselves prestigious and high as comparative to native cultural school with national curriculum and language as they are creating westernized culture with their social norms and values. Ingrid (2011) elaborates further that intercultural ambiguities may be the production of intercultural communication as united part of effective communication. Cultural generalization helps the people to understand situational conversation among people of two cultures. Lunt (2001) indicates that language is a mixture of different element on both linguistic and non linguistic elements including cultural and psychological constraints. To learn a language and to use it in informal and formal situation is a critical phenomena with an impact of cultural imperialism. Garcia & Birkinbine(2018) points out that theory of cultural imperialism has its root in critical communication scholarship and was used to describe the growing influence of the united states and its commercial media system around the world. Isik(2008) expresses that it can be argued that a language programmer developed by the dominant culture, which provides learners with different ways of life, value system and modes of thinking, brings enrichment.

III. METHODOLOGY:

Qualitative and quantitative research methodology is used to collect data. Data was compiled from internet in form of movie. A movie English Vinglish was downloaded from net and was sent to selected people with whom interview was conducted. Interview was conducted with house wives, social organizers and university students, no systemized sampling was done. Furthermore, a questionnaire with 2 phases was distributed among participants. Probability sampling method was used, randomly people were selected from houses, offices and university because language through cultural prospective is the social issue for which everyone has knowledge that how a language is the source of cultural relationship and transmits cultural characteristics. Data was analyzed with qualitative descriptive method.

Movie analysis: Movies heroin Shashi Godbole not only a good wife but also adept in professionalism with catering business, an affliction and barrier in her weak English that puts her down and is a taunt for her from her husband and daughter, this mockery and snubbing attitude creates the plots and give next moves to the film. Movie is out and out amusement, no scene is messy and disarranged, and every dialogue is natural. It is a portrayal of innumerable reasonable characters. Character of Shashi is energetic but humble she is lovable and captivating, an embodiment of feminism and restores feministic fiber in the movie, wearing sari in an arranged way is unique. Culture strand of weaning sari with reserved nature is

reflection of culture. Shashi's husband character with limited thinking about bounded woman who just can do domestic task, unable to move in society due to her substandard English. His mentality can be guessed when he says my wife's English is poor there is a stamp of English culture on his mind, when he forgets Shashi's respect and Shashi's heroism to address the guests despite her husband's declaration to revive ways for matrimonial life. When Shashi was invoked to fly single handed in New York city to assist her sister to contrive niece's wedding she is scared and for speaking Hindi she looked out on indignity while in need of water and to display T.V, attending meeting of her daughter's progress and non sense behavior of her daughter for her is really close to reality.

Transitional behavior of story created by Shashi in little moves is a central feature of film, herself knowledge and guess how can she be confident, her accidental flight to abroad and her step to take admission in language centre her innate quality to learn a language within short period and her drills of words to make practice again and again is her courage and devotion and her passion to get much in less time is captivating to get sympathetic approach of audience and herself motivation, reinforcement by her teacher and by her class fellows make her successful. Moreover social pressure also reinforces her to make her good respondent.

Movie takes many spirals of setback of Shashi, leading scenes that crack Shashi's internal vigorous woman is her indignity from her daughter, when she goes to attend meeting in her school. Shashi's setback is prominent when we see 10 dollars scene, where she is unable to instruct, what to purchase, her disorientation and vacillation while paying and getting insult by indifferent and callous attitude of agent, she faces both negative and positive elements of motivation to learn, but she uses all positively. Shashi's tears are the source to win her side and sympathetic attitude of the audience and I personally feel that it's my indignity as human being. But Shashi's attitude was positive, these setback are actually source of encouragement for her to learn. Another turn of movie, when she has become the centre of attention from her French classmate is unbelievable, his helping hand for her shows some romantic constraints in movie cooperation of her other class fellows like international student, Pakistani cab driver, south Indian engineer, Frenchman, Mexican nanny, all give strength to Shashi. They encourage her and praise her cooking by eating ladoos, her philosophical thought; her rapid learning logical questions in the class create good impression that no one is blank head, hard work, determination curiosity lead towards success. Her resolution shows that she is determined to avail opportunities and she proved that a person can create chance to go ahead.

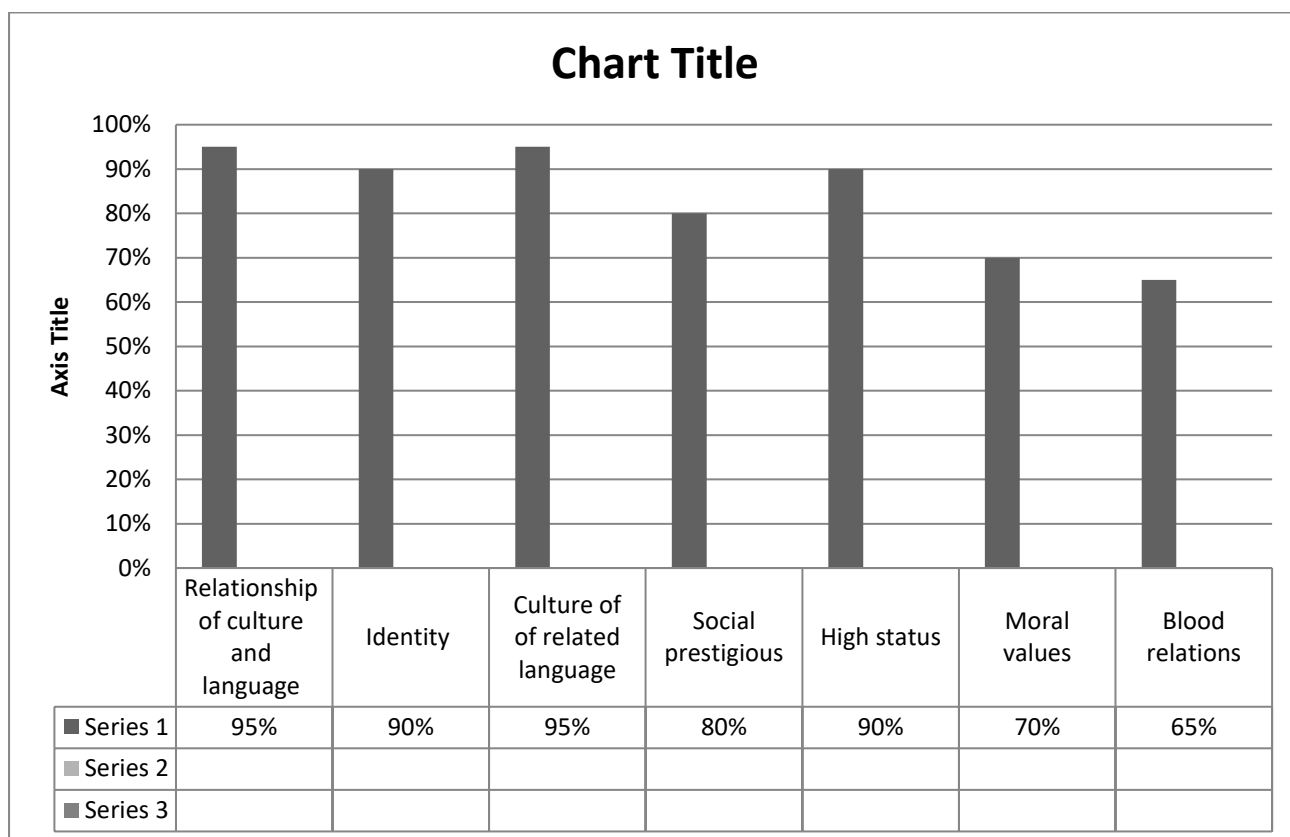
Administration and planning are also a way to reach the goal, one is not at fault, if says that Shashi is a good manager also, when she arranges wedding ceremony, her suggestions, her new ideas to make wedding ceremony more effective show that she is non of other she is perfect embodiment of love and planning, logics ad proofs. She is inherited with good qualities of management has a reflection on her language learning also, when she follows structures rules and regulations show biological innate in her that is explicit when she asks logical questions from her teacher.

Step: 1

Investigations	Results
Relationship of culture and language	95% participants admit that there is deep relation of culture and language
Identity	90% participants agree that by learning second language learner emerges his identities
Culture of related language	95% participants accepted that person accepts the culture of foreign language.
Social prestigious	80% participants agree that English language is the source of getting respect
High status	90% participants agree that English language is considered for elite class
Moral values	70% people agree that it forgets moral values
Blood relations	65% people agree that it weakens blood relations

Any country is divergent and distinct due to its cultural norms and values; a country gets identity through its culture. This table shows that 95% participants believe on integration of culture and language, because culture is a pillar for which a language is used to define, for example for learning a language, a person may be watches movies, listen songs, reads the books of that culture. So, indirectly culture penetrates into daily lives of learners. Sometimes learners of EFL forget their identity, 90% participants are agree that people forgets their identities. As aforesaid, that a learner accepts the culture of that particular language through historical books, through periodicals, movies, art and literature. When data was compiled 95%

participants were agree that a learner accepts the impact of particular culture. Furthermore, 80% people were with this opinions that English is the source of getting high status in society of non native speaker.90% participants were agree that English language is considered the language of elite class, even sometimes it weakens the strength of blood relations as is shown in the movie.

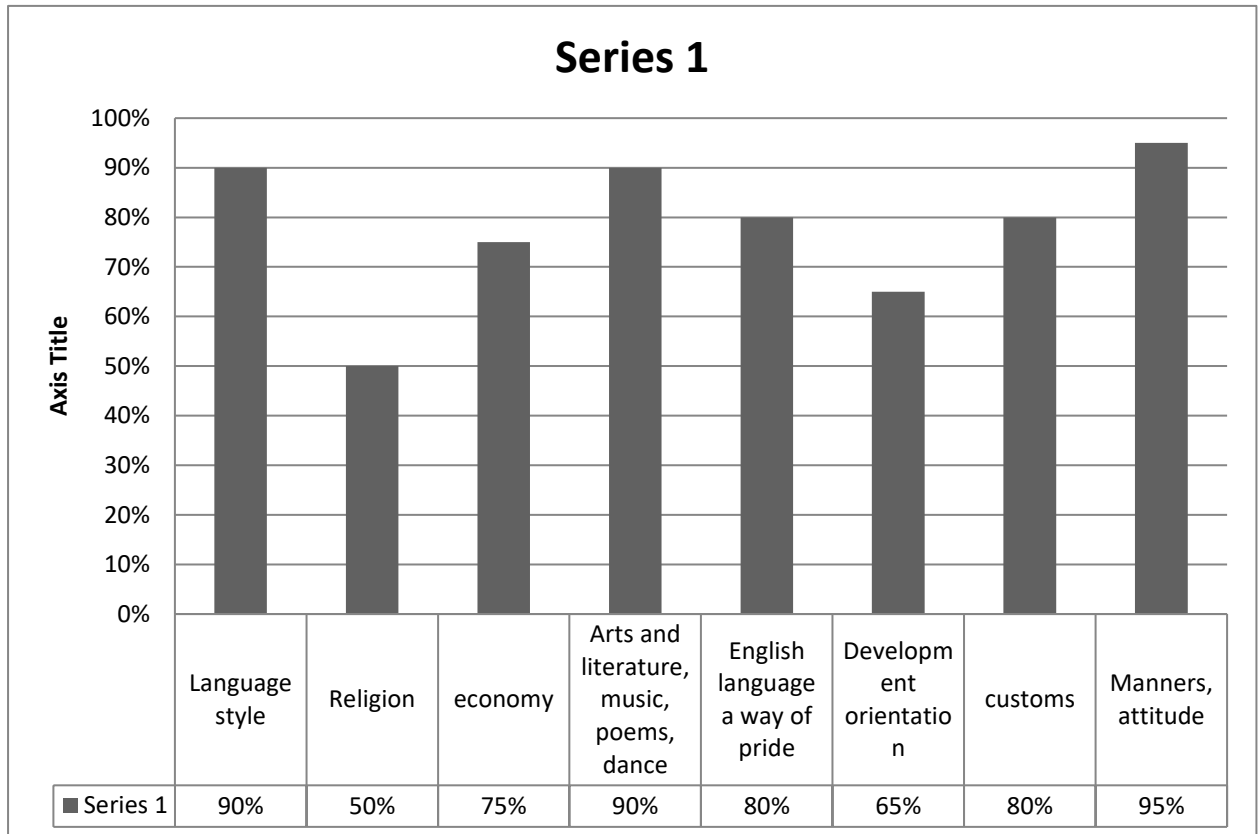


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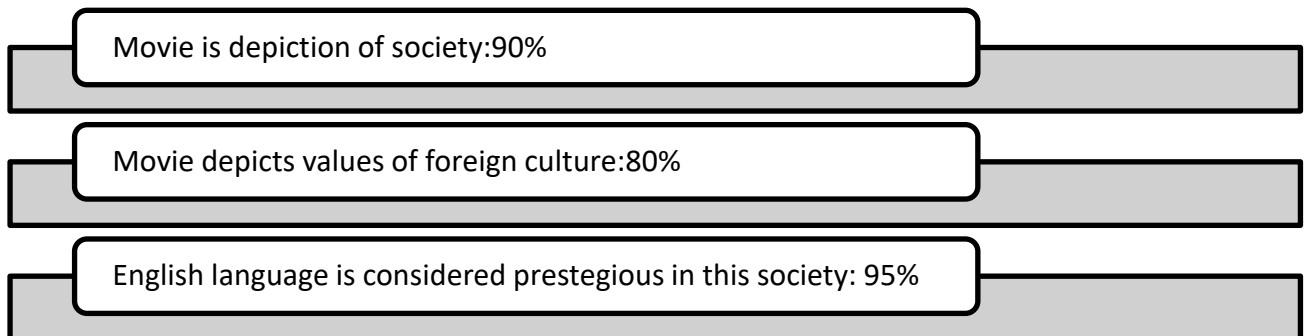
Language style	90% agree that it effects the language style
Religion	50% the people agree that language fades the impact of religion
economy	75% people agree that language is the source of economical change.
Arts and literature, music, poems, dance	90% people were agree that it effects art and literature, taste of music etc could be changed.
English language a way of pride	80% participants agreed that english language changes attitude.
Development orientation	65% people agree that it provides developmental strategies.
customs	80% participants agree that due to english language one can mold customs according to the related language customs.
Manners, attitude	95% participants strongly agreed that learner can change manners and attitudes.

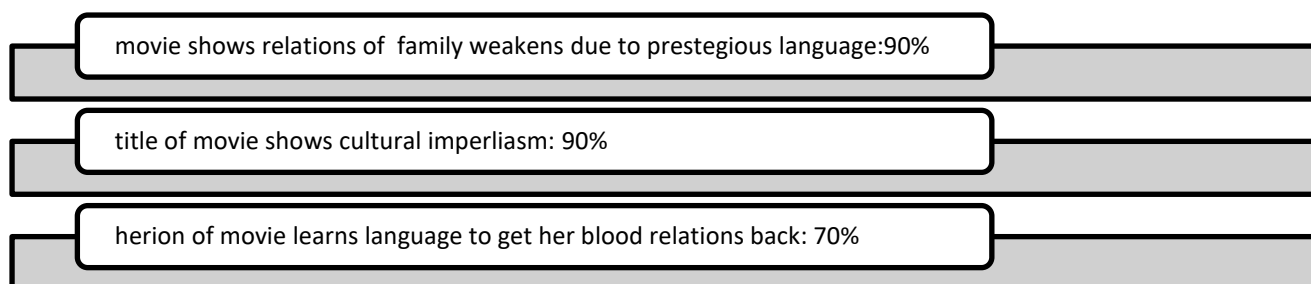
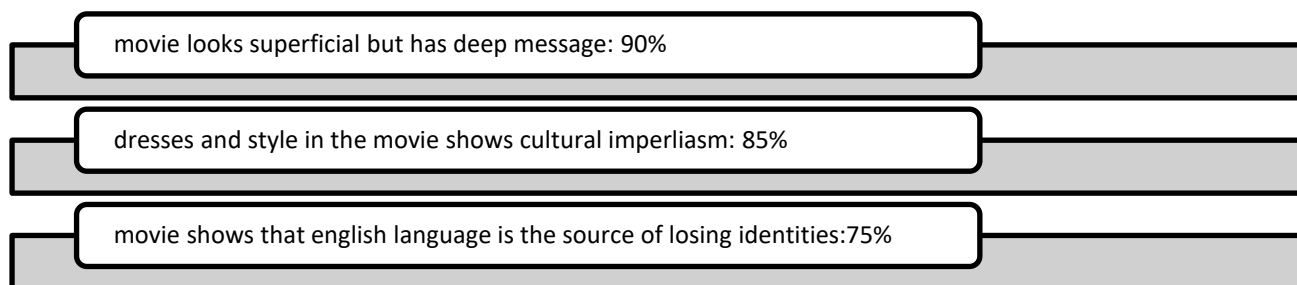
In second phase, when participants were asked that EFL changes the style of learner, 90% were agree that language style of the learner may change.50% participants are agree that learner can change religious points as well.75% participants accepts that it's the source of economical change.90% people are agree that language effects art literature and music as well.65% people are with developmental strategies of a country. Hence the purpose of this draft is to aware linguistic researchers that how language and cultures are embedded with each other. If language rises to sprawling up, with that language definitely culture will be transferred to other culture. De-facto all characteristics of a culture

including, economy, art literature and music, manner and attitude, ways and style can be shifted from one culture to other culture on the base of language.



Step:3





IV. DISCUSSION:

culture is with different vibrant and bustling colors of life. Every culture is distinct due to its colors and divergent features. Language is the origin of communication, when novice of L2 speaks with native speaker or he gets admittance to different modes of learning including social media, English movies, songs dramas and reads western history and current affairs, he tries to adopt all features of related culture including art and literature music and drama, dresses and customs etc. Why a researcher has favored an analysis of a movie? Which is adjourned to reality, a portrayal of society. Why he craved to disport that media is the reflection of society? It is happening in our society that majority of people are adopting western culture, resultantly, styles; cultural diversity is the production of western culture. If it is with an intention of knowledge it is prime features of human nature but adopting other culture, actually losing identity. It may be the source of losing original identities that were presented in film English Vinglish. Many relations have been drained owing to the unawareness of English language. One who speaks English fluently is regarded prestigious and acclaimed in society, on the other hands, left over are with little knowledge and low standard in the society. When different participants were asked about the language impact of culture, majority of them were agree that English language is regarded developmental orientations, a mode of transition of customs, manners attitude and even style of related person. As aforesaid English vinglish movie's title looks non serious apparently but on internal level researcher found a deeper meaning apparently. Shashi's pronunciation of word jazz asjhaa e inquiry fr " judgmental " word show her passion for learning when she awakes her nice to find the meaning the movie presents simplicity and innocent nature of Shashi as her daughter and husband have set their mind for her as just domestic lady unable to handle social circle, bit ironical situation and bounds of movies show something opposite ironical situation creates when Shashi's husband says she has poor English but she exposes her inner ideas on the base of her personal observations. Settings and plotting of the movie is also very attractive, scene of home setting of Shashi, air port, and moments captured in airplane look natural and close to reality, real acting of her class fellows as real students, their sitting, talking style depicts real environment of classrooms and combination of different students chalk duster green board, activities presentation, of the students and style of teacher make plotting mobilized active not passive according to real life classrooms, on linguistic level appreciations by teacher, his reinforcement of the students his drilling style, change of behavior of the students backscattering of behaviorism .so, scenes actions of movie, dialogues character, every slant of movie is active motivated not still and sticky.

Another extensive scale set of movie is wedding ceremony decoration of set with yellow flowers, balloons nice collection of white tables and chairs with yellow tie up looks full of stamina and vitality, this settings and design show amalgamation an alliance with cultural and social norms and social identities which should not be lost.

Hindi language of movie presents traditional social class, prestigious value of English language is the sign of deadline for conventionalism in society the presents illustration of cultural language for knowledge is the key point of success but English language for purpose of getting fame, and prestigious standard in society is negative impact that endangered cultures and enchanting traditions of other countries, it does not look good when Shashi appears with western coat on sari but her empowered vision is admirable.

V. CONCLUSION:

On the whole English venglish film explores values associations and dependent independent restraints of workaholic husband with his wife and relation of mother with her children, researcher find out that how people often get away from their dears who are part of their lives but unconsciously they hurt them. So it was a story with many layers, Shashi becomes spokesman while presenting ending speech that hammers the emotions how one person should give respect to each other on the base of language color and race and a man should not forget beauty of relations, an actual message of the story with divergent supportive ideas, culture is the characteristic of group of people, it is the collection of thoughts and ideologies of a nation, how a nation thinks and acts? How a nation is different from other nation according to the ideologies. Culture not only presents language, art music and religion, culture is actually a way of thinking of a nation, so language is such a tool through which learner gets ideas of other culture that emerges in the thoughts and actions of the related nations as we found in the film and from different views of participants that language is a way of transition of norms and values.

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