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Coordinator, Language of Advertising Media and Market (LAMM)
Department of Linguistics
Aligarh Muslim University, Aligarh

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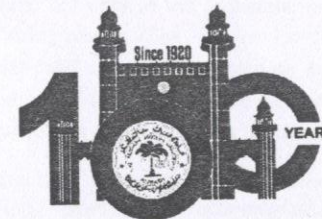
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A REFEREED BI-ANNUAL RESEARCH JOURNAL

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THE INNOVATIVE USE OF LANGUAGE IN HINDI PRINT MEDIA

Arvind Kumar Gautam

Department of Linguistics

Dr. Harisingh Gour Central University

amuarvind@rediffmail.com

Abstract

Media is considered to be the third pillar of society. It plays a very significant role in the development of any society. In India government uses print media to secure wide coverage of messages through various newspapers, magazines and journals. In India the strength of print media had largely been shaped by its historical experiences. The language of Hindi newspapers was very different from what it is used today. It was very formal and figurative. There is a considerable change not only in the technique but also in the use of language in print media. The use of English words is increasing day by day and now it has become part of Hindi journalism. The present paper tries to study the current trends in the language of Hindi newspapers and magazines in India.

Keywords: Print Media, Language Innovation, Pluralization, Hybridization, News Media, Technological Advancement

Introduction

Mass communication and mass media have become increasingly important in the modern world because of their multifarious functions in the society such as disseminating information, motivation, education, cultural promotion, socialization, entertainment, and integration (UNESCO Report 1982). In carrying out of all these functions successfully and effectively the way language is used in