



LOAN WORDS IN TELUGU NEWSPAPER LANGUAGE- PRESENT TRENDS.

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ABSTRACT

The present paper attempts to focus on the meaning of loan word, the types of loan words, the motives for borrowing words from other languages and the situational appropriacy of loan words. It also attempts to study the present trends in Telugu Newspaper language with reference to loan words. News headlines from recent Telugu dailies are collected and an analysis is drawn as to why words from other languages (primarily English and Hindi, and occasionally from Urdu, Tamil and Marathi etc.) are borrowed.

1. Introduction:

A loanword is a word borrowed from a donor language and incorporated into a recipient language without translation. It is distinguished from a calque, or loan translation, where a meaning or idiom from another language is translated into existing words or roots of the host language. Macmillan dictionary defines a loan word as “A word from one language that is used in another language without being changed”. Oxford dictionary defines a loan word as “A word taken from one language and used in another”. Examples of loan words in English include: *café* (from French *café* ‘coffee’), *bazaar* (from Persian *bāzār* ‘market’), and *kindergarten* (from German *Kindergarten* ‘children’s garden’).

2. The motives for borrowing words from other languages:

The common motives for lexical borrowing have traditionally been identified as need and prestige. Typically, borrowing because of need is said to occur, when a new thing or concept is encountered, which already has a name in the donor language but not in the borrowing language or at least not one known to the borrower. Borrowing of a new word takes place, when a new product of the natural world is encountered. The word *computer* shows a



relatively simple case of borrowing a new word to denote a newly encountered thing.

Borrowing because of prestige is some times said to occur when a speaker perceives that there is greater social cachet attached to a word from another language. Another way of putting the same distinction would be to say that borrowing for need is necessary borrowing, because there is a lexical gap, and borrowing for prestige is unnecessary borrowing, because an adequate means of expressing the same concept already exists. Unnecessary borrowing is often an important source of stylistic variants in a language. There are some difficulties with both concepts. Need is probably the less problematic of the two. As we see, newly imported traded items newly encountered products or features of the natural world, new scientific discoveries or intellectual concepts, will all have an effect on the lexis of a language as they all require names. When a new thing is first encountered through the speakers of another language, or in or near an area in which they live, they will very likely already have a name for it, and this name is likely to have an influence on the name adopted in the language of the people encountering this thing for the first time. Borrowing for prestige is a more difficult concept, and can sometimes lead to oversimplification of complex sociolinguistic situations.

3. Types of loan words

CLASSIFICATION OF BORROWINGS ACCORDING TO THE BORROWED ASPECT

1. Phonetic borrowings are the most characteristic in all languages; they are called loan words proper. Words are borrowed with their spelling, pronunciation and meaning. When they undergo assimilation, each sound in the borrowed word is substituted by the corresponding sound of the borrowing language. Such words as labour, travel, table, chair etc. are phonetic borrowings from French; apparatchik, nomenklatura, sputnik are phonetic borrowings from Russian; bank, soprano, duet are phonetic borrowings from Italian.
2. Translation loans are word-for-word (or morpheme-for-morpheme) translations of some foreign words or expressions. In such cases the notion is borrowed from a foreign language but it is expressed by native lexical units, as in 'to take the bull by the horns' (Latin), (French), 'living space' (German) etc.



3. Semantic borrowings are such units when a new meaning of the unit existing in the language is borrowed. It can happen when we have two related languages, which have common words with different meanings, e.g. there are semantic borrowings between Scandinavian and English, such as the meaning «to live» for the word «to dwell» which in Old English had the meaning «to wander». Semantic borrowings can appear when an English word was borrowed into some other language, developed there a new meaning and this new meaning was borrowed back into English, e.g. «brigade» was borrowed into Russian and formed the meaning working collective. This meaning was borrowed back into English as a Russian borrowing. The same is true of the English word «pioneer».
4. Morphemic borrowings are borrowings of affixes which occur in the language when many words with identical affixes are borrowed from one language into another, so that the morphemic structure of borrowed words becomes familiar to the people speaking the borrowing language, e.g. we can find a lot of Romanic affixes in the English word-building system, where different morphemes have different origin, e.g. «goddess», «beautiful» etc.

4. The situational appropriacy of loan words: Lexicon is the most easily and readily influenced part of any language. A language may resist the influence of other languages in the domains of phonology, grammar and semantics but not in the area of lexicon. Every language takes at least a few lexical items from its neighboring languages or the languages with which it is in contact. We can assume two reasons for this free flow of lexical items. One is lexical items, being free morphs, are more easily borrowed and adopted in use than the other features. They do not bring about any change in the grammatical structure of the language as in the case with the other features. Secondly, to cope with the modern trends and assimilate the new concepts, all languages either build or borrow a considerable number of lexical items from other languages as Modernization of language and that of society are closely associated and language is reflexive of the social and cultural roles assigned to it by the society.

Reasons for borrowing: **Sometimes new concepts are introduced including the words that are used for them.** English terms that are associated with computers, with technology, but also with football (UK) or soccer (USA) were introduced in other languages together with their concepts. The other languages simply did not have the words for the new



concepts. Another reason why we borrow from other languages is that **it helps us to make distinctions that were impossible otherwise**. For example, in Telugu we have the word *illu* (house). With the help of loan words (borrowed words) from other languages that you certainly will recognize, we can distinguish between several types of house: *flat*, *appartement* (apartment), *bungalow*, *Villa*. An interesting phenomenon is that **we only borrow from languages that we look up to, languages with a higher status**. Not necessarily in every respect, but at least in some specific areas. In the area of food languages borrow from other languages for obvious reasons: *pizza*, *tandoori* and *chapati* have spread all over the world. *Minority languages borrow numerous words from dominant languages spoken in the same physical space*: Spanish or Chinese in the US have adopted and integrated countless words from English; Moroccan Arabic in the Netherlands Turkish in Germany, Punjabi in the UK: all these languages have borrowed many words from Dutch, German and English, respectively, the dominant languages of the surrounding world of those minority languages. *The opposite does occur but it is rarer*. English does use words from Telugu (Pulihora, Dosa, Idly, chutney), but fewer and more specific (food and drink!) than Telugu uses from English.

5. Loan words in Telugu Newspaper language: News headlines from different, recent Telugu dailies are collected and an analysis is drawn as to why words from other languages (primarily English and Hindi, and occasionally from Urdu, Tamil and Marathi etc.) are borrowed.

5.1. Pun: It is the humorous use of a word that has two different meanings, but sounds the same.

- 1) Ga ‘gun’ guri. In Telugu orthography the word ‘gun’ and the second syllable of the name Gagan, a shooting sportsman, are written in the same way. By enclosing the second syllable in apostrophes, the reporter creates a pun.
- 2) “Bad”minton. -The badminton players’ performance was poor in the commonwealth games so the first syllable, which sounds the same as the English word ‘Bad’, is put in apostrophes to create pun.
- 3) Sa “Karo karo jalsa”. - It refers to the Foot ball fest in Brazil. The word soccer is modified into Hindi Karo Jalsa to graphically represent the phrase as ‘enjoy soccer’. Eg: sa karo- Soccer



- 4) Intiki “Po”rtugal.-The word po which means ‘go’ is graphically represented in the word Portugal, to signify the exit of Portugal in the world cup soccer league match. Eg: Po
- 5) Maname ‘lords’ – The English word ‘lords’ signifies the place where our team is playing and also conveys the meaning that Indian team is the ultimate winner in that place. Eg: Lords.

5.2 Alliteration: Alliteration is the repetition of the same sound or syllable at the beginning of two or more words.

1. ‘Real’ rajadhani – The sound ‘r’ occurs as the first sound of both the words. So the first sound of the word ‘real’ rhymes with first sound of ‘rajadhani’. This gives the effect of alliteration.
2. Bharat ‘badshah’ Modi – The first two words Bharat and badshah begin with sound ‘Bha’ to give it the alliteration effect.
3. Chennai ‘chamak’- The statement talks about the brilliant performance of Chennai super kings in the IPL match. Here the word ‘chamak’ is used to give the alliteration effect with ‘chennai’.
4. Bachan jattu Bhalle bhalle –Pro Kabaddi champion Jaipur 2014. Bhalle Bhalle is a Punjabi word. It is used here to rhyme with the word Bachan.
5. Kamalamto ‘katiif ’(Cut). -The TDP said that it would stay away from BJP in the 2014 general elections. Here kamalam is used metaphorically to represent BJP. In this statement the word ‘katiif’ is used to create the alliteration affect.
6. Danger driving.- This statement refers to minors’ driving. Both the words here are borrowed from English. People comprehend the word ‘driving’ better than its Telugu equivalent and the word danger is added for the sound effect.
7. Goa governor good bye - The first sound of the three words used in this title is ‘Ga’. By repeating ‘Ga’ sound, alliteration effect given to this title.
8. Brazil jil jigaa neti nunchi soccer sangramam –The statement signifies the dazzling beginning of the FIFA world cup in Brazil. The /dz/ /n/ /s/ sounds are repeated to give the title a nice rhyme and rhythm.



9. 'Gallilo' gasti kosam 1500 bikelu - The statement speaks of the Telangana state government's provision of 1500 bikes to Police for keeping a watch over the security in the streets of Telangana. The sound /g/ is repeated in Galli and gasti.
10. Fifty leni finisher - The statement says that Dhoni has always finished the 20-20 matches without scoring even a single half century. The sound /f/ is repeated in the words fifty and finisher.
11. Lords lo ladayi. - Anderson of England and Ravindra Jadeja of the Indian cricket team had an argument during the match. This statement talks about the quarrel they had. The sound /l/ is repeated.

5.3 Rhyme: It is the sameness of sound between words or syllables, especially the endings of lines of verse/sentence.

- 1) Speakerla 'Khilla' Guntur zilla. -The Hindi word khilla is used to add rhyme and rhythm to the sentence. Eg: Khilla-zilla
- 2) French punch. - This statement refers to the intensity with which the French team ousted its rival in the FIFA world cup 2014 football match. Eg: French-punch
- 3) Salam- Haleem- Haleem is the name of a dish, and the Hindi word salam is used as it rhymes with it. Eg: salam- haleem
- 4) Speaker peetam pai Indore Tai- In Madhya Pradesh Tai means elder sister. The present speaker of Lok Sabha Sumitra Mahajan won the elections eight times, and she is affectionately known as Tai and as it rhymes with Pai it is used in the present context. Eg: pai-Tai
- 5) Orange revenge (Netherlands) – Both orange and revenge are English words. They are used here in this context to express the meaning of the content in just two words and also the rhyming of the two words added music to the sentence. Eg: orange-revenge
- 6) Gagan well-done –The word well-done in this context is used to appreciate Gagan's performance in the Common wealth games. The word well-done is used as it rhymes with his name. Eg: Gagan-done
- 7) Niga 'nil' neralu 'ful' – Nil and full are English words. They are used here to make the title short and rhythmic. Eg: nil-ful



- 8) Pension tension - Due to the need motive, instead of Telugu word 'Bhruti', English word pension is used. Tension is used as it rhymes with pension. By using these two English words the title is made short, comprehensible and rhythmic. Eg: pension-tension

5.4 Metaphor: It is a condensed form of simile in which comparison between two different objects is shown without the use of such words as like as or so.

- 1) Prapanchamanta football 'fever'. - The figurative sense that the English word fever gives in this context cannot be translated literally into Telugu. Eg: fever
- 2) Greece shootout. - This statement refers to Greece being thrown out of the football competition. The word shootout is appropriate while referring to a football match. Eg: shootout
- 3) JEE lo manade 'Hawa'. - The word Hawa here means clean sweep, the statement asserts that the Telugu students grabbed many top ranks in the JEE. Eg: Hawa

5.5 Borrowed out of Need: At times it becomes necessary for a language to use features from other languages especially in the case of expressing the modern concepts and ideas.

- 1) Registrationlu 'bandh'. - Here the English word registration is used due to the need motive. If its Telugu equivalent is used, nobody would understand it. Bandh again is a Hindi word, which is used to express the intensity. Eg: Registrationlu bandh
- 2) Aakashame 'Highway'. - The word highway is suggestive of the meaning that cars are going to fly in the sky as they are moving on the territorial highway. Eg: Highway
- 3) Dry Fruits to aarogyamastu. - There is no equivalent for the word Dry fruits in Telugu. Eg: Dry Fruits
- 4) Watcheela vayyaram- Due to the need motive the word watch is used instead of its Telugu equivalent as it is easier to comprehend. The word vayyaram is used to indicate their beauty and grace, and also because both the words rhyme with each other. Eg: watcheela vayyaram.



- 5) Stock Market Hul Chul- Stock Market is an English word, which is widely accepted than the Telugu word, The Hindi word Hul chul is used instead of Hadavudi. Eg: Stock market
- 6) Vayasu 90, Parachute jump ki sai - Owing to the need motive the words Parachute and jump are used as there are no equivalent words which give the same sense in Telugu. Eg: Parachute jump
- 7) American media fashion icon gaa 'Modi' - To give it a sophisticated look the word fashion icon is used. Eg: Fashion icon
- 8) Smart phone to be careful brother - Smart phone cannot be literally translated into Telugu. Even if it is translated it will not be comprehensible. Eg: Smart phone,
- 9) Black boxlanu andinchina 'rebels'. - There is no substitute for the word Black Box that is in the cock pit of an Air craft, and it sounds funny if it is translated into Telugu. The rebels here are the Russian rebels who were responsible for the air crash. The word rebels carries a lot of weight in this context. Eg: Black box
- 10) Retirement @ 60 years - None of the words used in this title is a Telugu word. The title is written in this format to make it short, simple and easily comprehensible. Eg: Retirement

5.6 Borrowed out of Habit / prestige: When the speakers of a language feel that a particular language is culturally superior, or that it is prestigious to speak a certain language, they emulate it. They try to improve their prestige and thus be identified with the culturally superior people, by speaking the prestigious language. This leads to the entry of foreign words into the vocabulary of a language.

- 1) Korba expresslo bag 'chori'. - As the word bag sounds more prestigious, it is used instead of sanchi. The word chori is shorter and more appropriate instead of Telugu dongatanam. Eg: chori
- 2) Air Asia operationlu shuru - Air Asia is the name of newly introduced airlines. The word 'shuru' is nowadays being used instead of the Telugu word 'modalu'.
- 3) Punarvibhajana 'shuru' - This refers to the starting of bifurcation of the state of Andhra Pradesh. The word 'shuru' is supposed to be more prestigious. Eg: shuru



- 4) Neymar ... mania - The word mania is more prestigious than 'pichhi', which has more negative connotation. Eg: mania
- 5) Sonia 'pareshan' - The Hindi word 'pareshan' is more intense in conveying the meaning than its Telugu equivalent. Eg: pareshan
- 6) Prajaswamyam 'khuni'. - This suggests that if the exact Telugu word is used it may sound quite rude so the Hindi word 'Khuni' is used to make it appear euphemistic. Eg: khuni

5.7 Onomatopoeia: It is the combination of sounds in a word that suggest or echo the sense or meaning of a word in a particular language.

- 1) Successlv- The words success and PSLV are merged as successlv to reflect the fact that ISRO succeeded in the launching of yet another PSLV. Eg: Successlv
- 2) Amma canteenlu 'romba' hit.- This is suggestive of the Tamil nadu Chief Minister scheme. Since the reference is to Tamil Nadu, a Tamil word is used to suggest that the scene is in Tamil Nadu. . Eg: romba hit
- 3) Champion khel khatam- Andy Murray, who is the defending champion in Wimbledon, had to exit in the quarter Final match. The Hindi phrase Khel khatam signifies the end of his reign. Eg: khel khatam
- 4) Sainyamlo 'khalnayak' arrest – The word 'khalnayak', which is the title of a Hindi movie, evokes the image of a person who betrays his country. Eg: khalnayak
- 5) 'Man of the match' Amit shah – Modi.- There is no phrase equivalent to 'Man of the match' in Telugu. So the phrase 'Man of the match' is used to suggest that Amit Shah played the key role in BJP's victory in the 2014 general elections. Eg: Man of the match
- 6) BJP ki 'Bad Shah'-This suggests two things: one is his name Amit shah, and the other is that he is the party's king maker. Eg: Bad shah.
- 7) Gandhi Jayanti nunchi Power full Andhra. - The word power full is used here to suggest that there would be continuous power supply in Andhra Eg: Power full



6. Conclusion: All languages borrow words from other languages and treat them as if they are their own. But most countries or communities don't welcome foreign words with enthusiasm. Some governments are even openly opposed to linguistic 'pollution' and spend a lot of money on so called purist measures against (in their eyes) heavy borrowing. An example is France: it is not so long ago that people were fined if they would use too many non-French (i.e., English, usually) words in official texts. An often-quoted example of a very purist country is Iceland. The Icelandic government used to play an active role in replacing words with other than (old-) Icelandic roots. The Icelandic people accept the proposals from a special linguistic committee and there are daily radio programs in which Old Icelandic words for new concepts are discussed. This used to be the situation for a long period of time, but it is said that even Icelandic has started to borrow words from English now. The Telugu Newspapers seem to borrow words liberally from English, Hindi and Urdu frequently and from Tamil, Marathi, and Kannada occasionally. Many people are afraid that English will become so influential that Telugu will disappear in the end. It is true that we use many, many English words in Telugu. Although there are Telugu equivalents, we often choose to use the English words. Borrowing words is not restricted to English and Telugu, it is more universal. The value configuration of the changing pattern in the social structure affects the stock of lexicon, it is not that languages are not rich enough to take care of themselves without the help of words from outside. Taking loan words from other languages only asserts that we are living in a globalizing world. Linguists study borrowing and they often conclude that it is a logical consequence of language contact. Languages have always changed and will always change. Whatever the measures or the amounts of money that are spent on language policy: *it does not work if the people are not willing to accept the proposals and keep their language 'clean'*. Some linguistic communities are keener than others to keep loanwords at a distance.

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