

Code Mixing on Kolhapur Tomato FM Radio Channel

Kshitija Tashi^a, Tripti Karekatti^b

^aResearch Student in Department of English, Shivaji University Kolhapur, MS, India

^bAssistant Professor, Department of English, Shivaji University Kolhapur, MS, India

Abstract

Code-mixing is an interesting and useful device of communication. Code-mixing is very common in Radio Jockey speech. Tomato FM is one of the private FM channels in Kolhapur city. The present paper analyses the way Radio Jockeys on Kolhapur Tomato FM channel mix words, phrases, clauses and sentences in their speech. Programmes on Tomato FM have catchy names. This is reflected in the tag line of the channel - 'Tomato FM **'ekdam fresh' (so fresh)**. The paper classifies embedded words into different word classes like, nouns, verbs, adjectives, adverbs, functional words, etc., and also uses quantitative analysis to understand the phenomenon of code-mixing.

KEYWORDS: Code- mixing, media, Radio, private FM channel, Radio Jockey, Intra sentential, Extra sentential, word classes.

Introduction:

In a country like India where different states, cultures, religions, castes, languages co-exist, multilingualism is commonplace. In India, a learner generally learns the state language, and the two co-official languages. For example, a Maharashtrian person knows Marathi, Hindi and English. While using these three languages, people very often mix words from one code into another which results in code mixing. Hudson (2007:56) calls code-switching as "use of different varieties at different times by single speaker." This mixing is very common in everyday speech. Hence it is bound to be reflected in the media and other cultural products too.

Radio uses language generally to entertain and inform. Private radio channels mostly cover the cities. The radio jockeys on these channels use three languages and frequently mix the codes. These channels use the strategy of code mixing to make the programmes livelier and more entertaining. Tomato FM is one of the private FM channels broadcasted in Kolhapur city. Being a commercial channel, the main aim of Tomato FM channel is to entertain people. It is highly influenced by market competition, as there are many local and private radio channels. It runs on investor's money and hence is profit driven. It uses different languages in different styles and voice variations to attract more and more people to listen to them, which results in higher TRP for the channel. Here the Jockeys showcase their command over two or more languages. They use different languages in different styles and variations showing different moods and expressions. They try to communicate with their audience to keep them glued to the channel. Here the probability of code mixing is very high.

Literature Review:

Peter Auer (1998), in “Code- switching in conversation” discusses how code switching creates communication and social meaning. This book is a collection of different articles on code- switching and its aspects. In this book a variety of methods are used for analysis of code switching.

Malik (1994) explains the features of code switching and code mixing in her book ‘Sociolinguistics: A study of code switching’ and analyses the data at syntactic, semantic and pragmatic levels.

Muysken (2000) suggests that instead of one code-mixing model serving for all language pairs, there are three types of code-mixing: insertion, alteration and congruent lexicalization, and one pattern will usually dominate, though not necessarily to the exclusion of other patterns.

The research on code mixing in radio jockey language is relatively a new phenomenon. There are a few studies done from this perspective.

Farhana Zamil Tinny (2010) studies code mixing and sub cultural phenomenon in R J style speech in Bangladesh. She concludes that FM jockeys use mixed and stylized language to grasp the attention of young listeners. Sunayana Chowdhury (2012) studies Code-Mixing as a strategy used by Radio Jockeys at Radio-Mirchi in Pune. She describes the various styles of code mixing used by this particular channel. Adriana, SS (2017) studies code mixing and code switching in the Indonesian television programme ‘Hitam Putih’. In this she analyses functions and types of code mixing and code switching in the dialogues and narrative spoken by the host and the participants in ‘Hitam Putih’. The author concludes that the majority of code mixing is intra-sentential while expressive and referential functions are more dominant.

Data collection method:

Selected programmes from Tomato FM channel were recorded. The details are given in the table below. In this study, talky portions of the recording are taken. Data is transcribed and analyzed. Purposive sampling method is used. Radio Jockey speech for 5 hours per channel was observed in the month of May 2018.

| Radio Station selected | Name of programmes | Type of programmes | Recording duration (Number of hours) |
|------------------------|---|--|--------------------------------------|
| Tomato FM | 'Chal Satak Yaar' (dude just get away), 'Dil se' (from the heart), 'Lipstick vale sapane' (dreams of lipstick), 'Mi Baburao boltoy' (Baburao speaking), | One to one communication, conversation between two or more persons, question answer session, audio skit, Jockeys adopting role etc | 5 hours |

Research Methodology:

The present research has used some concepts from MLF model of Mayers and Scotton, Lalita Malik's theory (1994) and Muysken's theory (2000) and has developed an eclectic model to analyze this data. Insertion, alteration, congruent lexicalization of embedded words like, nouns, verbs, adjectives, adverbs, functional words etc., are located. The proportion of each class in code mixing is ascertained through quantitative means.

Findings and Results:

The programmes observed were of the following Radio Jockeys on Tomato FM - RJ Rasika, RJ Aayesha, RJ Sneha and Bolbacchan, RJ Jahid. These RJs are popular and garner audience support for the channel. These Radio Jockeys try to attract audience by using different styles. Programmes on Tomato FM have catchy names like those on other private FM channels, for example, 'Chal satak yaar' (Dude just get away), 'Dil se' (from the heart), 'Lipstick vale sapane' (dreams of lipstick), 'Mi Baburao boltoy' (Baburao speaking). The only purpose of these catchy names is to attract audience and have no relevance to the context. The tag line of this channel is 'Tomato FM 'ekdam fresh' (so fresh). In this tagline, the English word 'fresh' is an adjective and Marathi word 'ekdam' (so) is an intensifier which tries to explain high degree of freshness. In the whole programme, jockeys mix words, phrases, clauses and sentences in their speech.

While speaking, Radio jockeys mix the words from one language into another. These words could be nouns, verbs, adjectives, adverbs, function words, etc. The researchers counted embedded words into different word classes like, nouns, verbs, adjectives, adverbs, functional words etc.

Mixing of Nouns:

Noun is the most code-mixed word type as it is also used most extensively in sentences.

- 1) Kuthali side aahe tumachi?
/kʊθəli/ side /āhe/ /tʊməʃi/
Gloss : which side is your?
Translation : what is your side?
Side : noun
- 2) Te election chya veli netyat matdanala.
/te/ election /ʃjā/ /veli/ /netjāt/ /mətədānālā/
Gloss : They election of time take for voting.
Translation : He takes you along for voting at the time of election.
Election : noun

Mixing of Verbs:

Radio jockeys use verbs from English language while speaking in Marathi. In the following examples, ‘**enjoy**’, ‘**bore**’, these verbs are used for describing actions but after using those verbs jockeys finished the sentence with Marathi helping verbs like ‘**kela**’(do), ‘**karu**’ (will do), ‘**kara**’(do) etc. So, in the following examples, English verbs take help of Marathi helping verbs to complete the grammatical structure of Marathi language.

- 1) He gan enjoy kara.
/he/ /gāṇə/ enjoy /kəṛā/
Gloss: This song enjoy do.
Translation: Enjoy this song.
Enjoy: verb
- 2) Tumhala madhe khup bore kel aahe.
/tʊmhālā/ /mədhe/ /khʊp/ bore /kel/ /āhe/
Gloss: You in very bore do is.
Translation: You have been bored in the meantime.
Bore: verb

Mixing of Adjectives:

Radio jockeys use adjectives from English language in Marathi sentences to amplify and emphasize on a particular point.

- 3) Aajchi sakal khup fresh aahe.
/āʒəʃi/ /səkāl/ /khʊp/ fresh /āhe/
Gloss: Today’s morning very fresh is.
Translation: Today’s morning is so fresh.
Fresh: adjective.
- 4) Aaplyala typical prashna vicharala jato.
/āpəljālā/ typical /prəʃnə/ /viʃʃārəlā/ /ʒāto/
Gloss: We typical question ask go.
Translation: We are asked a typical question.
Typical: adjective.

Mixing of Adverbs:

English words ‘quickly’, ‘last’ have become common in everyday Marathi language. This is reflected in the Radio jockeys’ speech too.

- 1) Aani quickly tumhi ho mhanal.
/āṇi/ quickly /tʊmhi/ /ho/ /mhəṇāl/
Gloss: And quickly you yes say.
Translation: And you will say yes quickly.
Quickly: adverb
- 2) He last gan tumchya sathi.
/he/ last /gāṇə/ /tməʃjā/ /sāθi/
Gloss: This last song for you.
Translation: This last song is for you.
Last: adverb

Mixing of more than single word class:

Radio jockeys on FM channels speak very fast. They mix a number of different word classes in their speech. Sometimes they mix only one word in one sentence and sometimes they mix many words. Here are some examples in which jockeys mix a number of words from English into Marathi sentences.

- 1) Without expectation jar tumhi hi film baghayla gela.
without expectation /ʒər/ /tʊmhi/ /hi/ film /bəghājəḷā/ /gelā/
Gloss: Without expectation if you this film to watch went.
Translation: If you go to watch this film without expectations.
Without: preposition, Expectation: noun, film: noun
- 2) Eka side la development aani eka side la E-kachara.
/ekā/ side /lā/ development /āṇi/ /ekā/ side /lā/ E- /kəʃərə/
Gloss: One side development and one side E- kachara.
Translation: Development on one side and E- waste on the other.
Development: noun, side: noun. E- kachara – English Marathi combine word.
- 3) Dusaryana blame karnyat kahi point nahi. Chalo ye baaten hotihi rahengi.
/dʊsəɾjānā/ blame /kəɾənyāt/ /kāhi/ point /nāhi/ /ʃəlo/ /je/ /bāte/ /hotihi/ /rəheṅi/
Gloss: Others blame doing any point no. Leave this talk going on.
Translation: There is no point in blaming others. Leave it, this discussion will continue.
Blame: verb, point: noun.
- 4) Ya ganyabarobar chal satak yaar ya show madhe aapako kehete hai **good evening**.
/jā/ /gānjā/ /bərəbər/ /ʃəl/ /sətək/ /jār/ /jā/ show /mədhe/ /āpəko/ /kehəte/ /hai/
good evening
Gloss: This song with chal satak yaar this show in you tell is good evening.

Translation: With this song we wish you good evening in the show Chal satak yaar.

Show: noun.

Quantitative Analysis:

This section reports the quantitative analysis of the recorded language data. The proportion of each word class in code mixing is ascertained through quantitative manners.

Radio jockeys mix different types of words like nouns, verbs, adjectives, adverbs and function words in intra sentential mixing on Tomato FM. According to the following graph, percentage of mixing of nouns is the highest and of function words is the lowest. Mixing of nouns is 49.10%, verbs 28.02%, adjectives 12.02%, adverbs 8.50% and function words 2.30%.

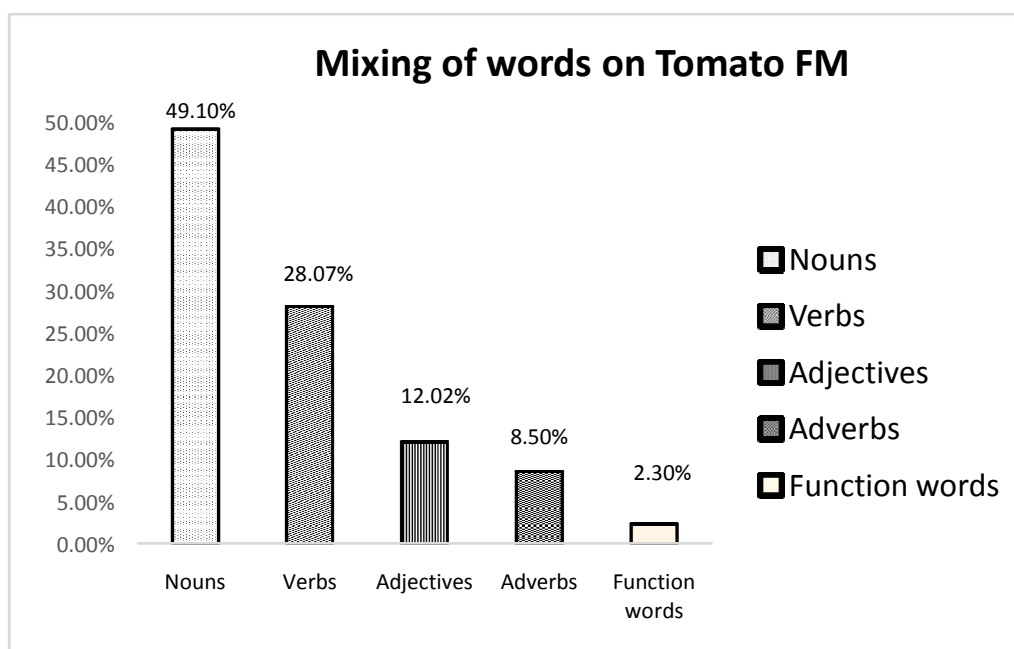


Figure 1: Mixing of words on Tomato FM

Conclusion:

Code mixing is done deliberately on Tomato FM channel and sometimes it happens subconsciously in the flow of speaking. The most frequent code mixed class is of nouns on this channel. Adjectives, adverbs and function words are less mixed than nouns. Radio jockeys use Marathi helping verbs after English verbs to complete grammatical structure of Marathi language.

References:

- Auer, P. (1984). *Bilingual conversation*. Amsterdam: John Benjamins.
- Muysken (Eds.), *One speaker two languages: Cross-disciplinary perspectives on code-switching*. New York: Cambridge University Press.
- Bullock, B., Toribio, A. (2009). *The Cambridge handbook of linguistic code-switching*. New York: Cambridge University Press.
- Chowdhuri, S. (2012). Code-mixing as a strategy used by radio jockeys on Radio-Mirchi FM Pune. *The Criterion, an international journal in English*. www.the-criterion.com.
- Gumperz, John J. (1964). Hindi-Punjabi code-switching in Delhi. In *Proceedings of the Ninth International Congress*.
- Malik, L. (1994). *Socio-linguistics: A study of code-switching*. New Delhi: Anmol Publications.
- Myers-Scotton, C. (1987). Code-switching and types of multilingual communities. In P. Lowenberg (Ed.), *Georgetown University Roundtable on Languages and Linguistics*. Washington, D.C.: Georgetown University Press.
- Tinny, F. Z. (2010). RJ style of speaking: Is it creating a sub-culture of Bangladeshi Youth? *Stamford Journal of English - Bangladesh Journals online*. Bangladesh: BRAC University Institutional Repository. [http://dspace.bracu.ac.bd/bitstream/handle/10361/764/Farhana% 2520 Zamil % 2520Tinny. PDF%3Fsequ](http://dspace.bracu.ac.bd/bitstream/handle/10361/764/Farhana%20Zamil%20Tinny.PDF%3Fsequ).