

Death of Language is Death of Everything

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ABSTRACT

The language that is used as communication to transfer values, beliefs and overall culture of the place it belongs to is being dominated and surrounded hegemonically by the language that we are unknown to. The culture it transfers is swallowing the native culture of the land and its magical, worthy, vernaculars and literature. The language is by and large colonial. There are a process that are meant to decolonize the linguistic and foreign framework but is far away to crush it. The discourse it has deliberately created in the foreign land like India is so strong and well connected that anything that comes to resist it is mitigated and demised.

There are currently scholarly debates as has been there regarding the hegemonic structure of the imperial mechanism that was forcefully thwacked on us in the colonial era to overthrow the mechanism which is thoroughly ingrained in us. The article presents and highlights the hegemonic structure of the imperial language and its associated networks which have come to diminish even demise the country's own literature, culture, and vernaculars. The article throws light on the associated network of English language in this globalized world and its influences on the local levels. It further shows the economic, social, linguistic, and cultural and many more influences on the country's academic, social, economic career.

Key words : Imperial language, social influences, cultural repercussions, economic power to the Powerful, and transfer of the academic appreciation.

INTRODUCTION

Imperial Language

Through the imperial act of 1835, the Macaulay's Minute that was introduced hegemonic and oppressive is still haunting the country's language, culture, and literature. The language (English) that is advertised throughout the world and claimed to bring overall prosperity and economic gain is killing and burying the

native languages which come to resist it. There was perhaps no problem if the language was used as a second one and was given a place and scope of communication only. Robert Phillipson asserts that Language is a vehicle of everything it has in its own country. Whether the language is hegemonic, racist, it would bring that to the place it is being imposed in. The network it has created in the centuries in colonies is a network of

hegemony, demise of the local languages, local worthy vernaculars and literature and at most to the country's career. The discourse is so clever and cunningly knitted that it has eliminated and is eliminating the local discourses it comes across.

Reports say that the promotion of English language costs the most expenditure ever done on any language. The power that the West has associated and given to the language is hardly negligible. The power is so strong that colonies even after being Post colonies cannot do away with it. As said that powerful wants to keep it and powerless wants to seek it goes lopsided here in case of India as it is the West that wants to keep the power and it is the East that helps them preserve it. Moreover the global network that the language has created time to time is strong and as per scholarly reports many languages (local) has gone into demise and is expected that the other languages are about to vanish away.

The irony is that despite knowing the truth about the language that is taking our own culture, language and literature into extinction is tolerated and praised. I bear no criticism towards the language but at its hegemonic and ethnocentric mechanism I am against. The English language is bisecting the way we must look at it. It is shifting our loyalties towards its own. It is racist. It is ethnocentric. It is hegemonic. Etc.

The hidden clever mechanism cum visible legitimate power of the English language with the help of its created discourse is maintaining its smooth sail in the East. We must know that the English language that was forcefully imposed on us is a western

trap that we are all into. It is an opaque trap that doesn't even let us look at our own local languages, at our own destruction, at our own surroundings that are still being looted. Giving it a name of Modernity doesn't mean we should lose our own identity. We have not lost our own identity but have been re-identified. The identity that we have got is fake and false. We need to oust it out and reach our own worthy learning. I mention Edward Said's statement of Orientalism which says that the East is looked and defined through the concepts created the West which are derogatory, racist and disgusting. We have given the right to the West to decide for us. We have let them overpower us. One can't be ridden unless one is bent.

SOCIAL AND CULTURAL REPERCUSSIONS

Despite continue pressure from the nationalist perspective, English remains at the centre and heart of India. Again from the Orientalism perspective: the stigma that has been associated to the language (local) along with culture and literature is hardly negligible. The repercussions which are social:

The English medium schools preferred.

The English language has made the non speakers of it almost handicapped.

No matter how mature the content is, if it is not English it is not listened to and valued.

English language has mitigated and demised the local languages.

English language has created a western discourse that is not tolerating the local discourses and criticizes them instead.

The dignity and value assigned to English language learning is appreciated.

Not only this, but English with its racist nature has dived itself into the economic

stream and created a cosmetic market which is paying and profiting the West.

White is preferred and black (color of Indians) stigmatized.

Socialization that happens usually in the foreign language is redefining the identities and imposing the western discourse into us.

Cultural is lost and shifting of loyalty to other strange cultures that we are unknown towards.

Local literature is lost and we are appreciating the non local literature that is again imposed on us through English medium education.

We don't even read the worthy literature that was made for us.

T.S. Eliot mentions that the wisdom is passed through the process of learning the local education and literature. In India we are not even given a slight shadow of our own literature.

The psychological manipulation that is done through socialization and educational process is by and large proving beneficial to the west and against the east.

The racist framework that has been imposed on us is a clever tool that is using the West to benefit its cosmetic market. As the white beauty conception is felt a high need in India. The concept of colorism is maintaining the economic gain to the West as mentioned by SHAMSHAD BASHIR in his article "English language and the creation of cosmetic market".

In short, the culture of the foreign country is still draining the culture of own country and is re-aligning us towards its own hegemonic power.

ECONOMIC GAINS TO THE WEST

As per reports the cosmetic industry is estimated to reach 20 billion \$ industry by 2025.

The psychological manipulation of the imposed English language by the West proves to be a clever investment made by the West in their colony like India. As said that English language is racist. By employing the terms like blackmail, blacklist, black money, the English language is racist in its nature. The derogatory remarks against the color BLACK by the West is highly ironic and hegemonic. When the socialization takes place in the primary learning these things gets inculcated into the children and invites no resistance from the infant minds. Whatever is given to them is by and large taken without any resistance. The discourse with the passage of time gets so strong that it doesn't give place to any other discourse that comes to resist it. The all mechanism gave rise to the concept of colorism. Colorism is what pushes so many Indians to whiten their skin or in more appropriate terms to hate their color. According to survey, looking white is considered a high need among girls in India. West was always clever in implementing the policies in their colonies that even after being these countries in their post independence they still work and employ the concepts which benefit the Western market. For example, when thoroughly analyzed the branded cosmetic creams find their origin from the West. When we look at the inculcated concepts of looking white we come to the fact that looking white is just a created obsession and a western conspired plot and nothing else. Why do people want to look white takes us to the root cause of the created discourse: WHITE IS BEAUTIFUL AND BLACK IS UGLY. The cosmetic industry is almost world's leading industry as per reports and eastern countries are a favorite market for them including Africa. When

seen through the perspective of Orientalism we find that people spend money for nothing.

As per reports from the Mercury groups we find that there are high risk factors in applying facial cosmetic creams. As the content of mercury is found the creams which is not to be escaped from Despite high resistance from the scholarly work, colorism is a fair obsession in India and proves to be a clever investment. The irony is that the country's highly educated celebrities are involved in the promotion of it. Alas!

SHIFTING ACADEMIC LOYALTIES

Education is what deserves appreciation and what transfers us from being animal to human. The literature of the country is its treasure and needs to be appreciated. What worth is to the literature that is not even read. The shift that got implemented and cleverly managed is a far more tragedy to the country's literature. T.S. Eliot in his essay Individual talent mentions that individual talent is a process that connects the history with the present and passes it to the future. The mind is a process that gets involved into doing that. When the country's literature gets replaced by the literature of the foreign land we have no affinities with, the local literature gets wasted and demised. What have got so far? We cannot call losing one's identity and self as modernity. We cannot call losing one's literature and vernaculars as being global and modernized. Rather we call them Losers. Oppressed class. Class in false consciousness.

CONCLUSION

We must not look at it as watchdogs rather we must act to bring back the literature of our own country at the centre. We must

demise the imperial set up and at the most make it secondary. We need to cherish and nourish our own literature. We must safeguard our own vernaculars which are the vehicles of the culture. We must de-centre the educational process and re-centre it with our own literature and vernaculars cum discourse. We must revive the identification process that is under threat. Freedom is not to rest and receive rather to do, act and get what we must do. I mention Slavoj Zizek "we feel free because we lack the very language to articulate our un-freedom". When a culture dies along with the language, the connection between perception and action is forever changed. There are scholarly debates which mention that globalization is basically westernization. As we know that the economic, political and cultural control can never be effective without the mental control. The western plot of controlling the mental set up was an investment to make other spheres of control effective. When the language dies, it takes with it everything like culture, economy etc. Death of language is a death of everything.

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