



# LANGUAGE POLLUTION

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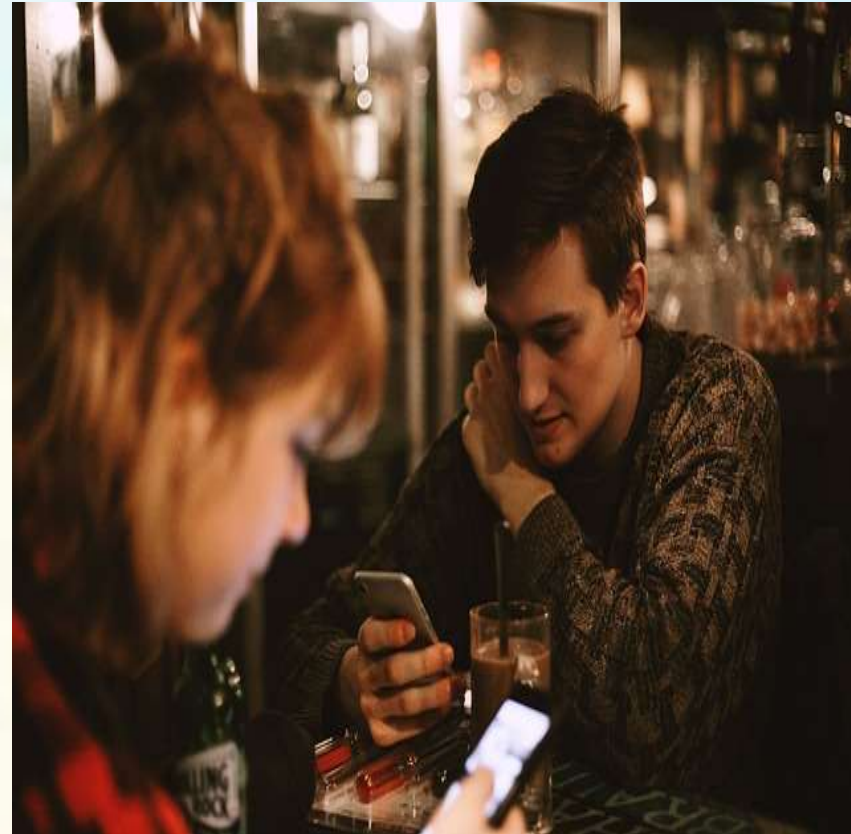
**REGIONAL INSTITUTE OF EDUCATION, NCERT, BHOPAL**

# Then and Now

**Then**



**Now**



# Social or Unsocial?



# Smartphone

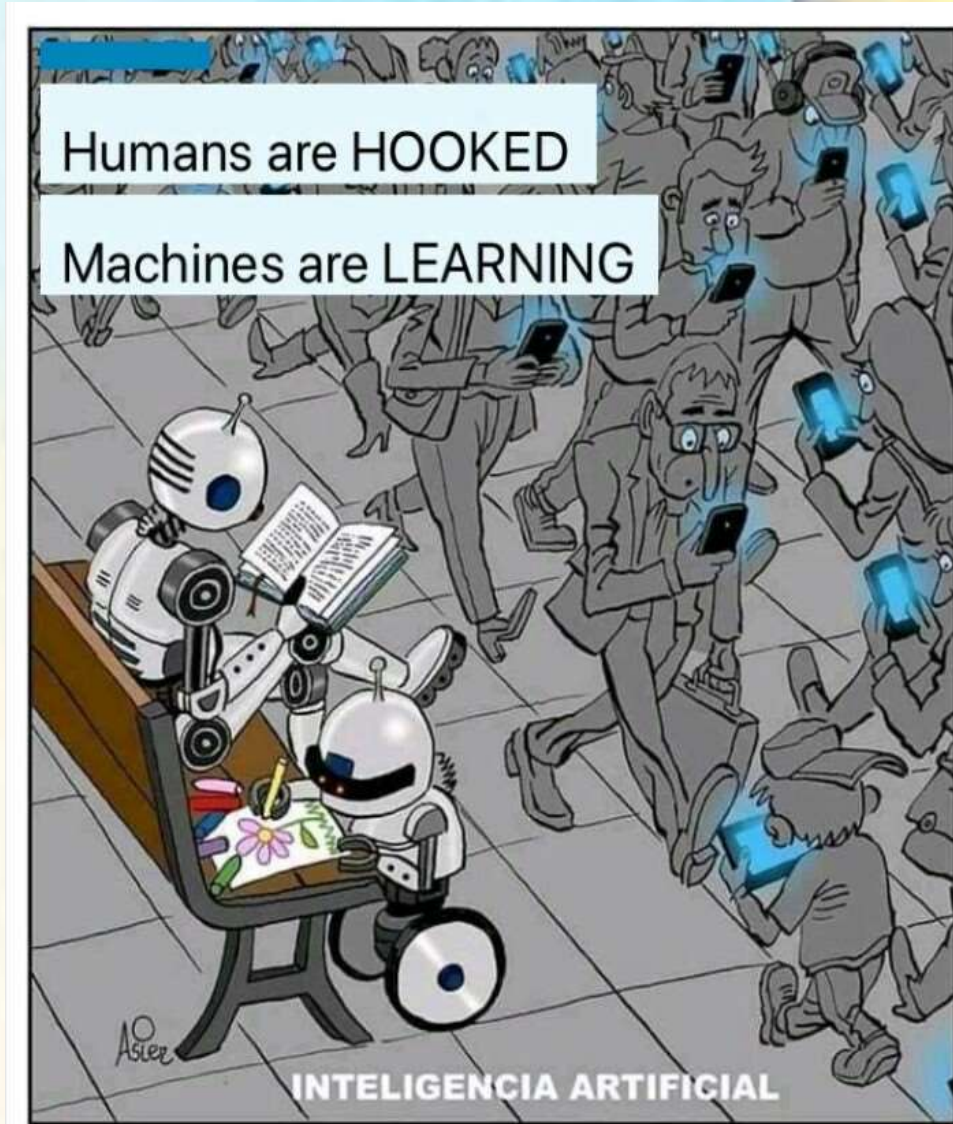
Life seems to be extremely difficult, if not impossible, without Smartphone

Today, one can hardly imagine a day without the support of these multipurpose phones that have made our lives unbelievably convenient.

ये मोबाइल .....  
यों ही हट्टा कट्टा नहीं हुवा है  
इसने बहुत कुछ खाया -पिया है ।  
मसलन .....  
ये हाथ की घड़ियाँ खा गया  
ये चिट्ठी पत्रियाँ खा गया  
इसने रेडिये खा दिया  
टैप रिकार्डर कैसेटें  
कैमरे चबा गया ।  
ये टार्च लाइटें खा गया  
ये मोबाइल किताबें खा गया ।  
इसने सैकड़ों मील की  
दूरियाँ पी हैं ।  
इस मोबाइल ने  
तन्हाइयाँ पी हैं ।  
पड़ोस की दोस्ती  
मेल मिलाप खा गया  
समय नहीं लोगों के पास  
ये लोगों का वक्त खा गया ।  
ये पैसे खा रहा है  
ये रिश्ते खा रहा है ।  
ये लोगों की  
तंदुरुस्ती खा रहा है  
ये लोगों को रोगी बना रहा है ।  
ये मोबाइल फोन यों ही  
हट्टा कट्टा नहीं हुवा है ।  
इसने बहुत कुछ खाया पिया है ॥

# Unlearning Vs Learning

- Man is unlearning.
- Eg. We rarely remember 10 phone numbers today
- Machines are learning.
- Eg. They can remember unlimited number of things.



# Artificial Intelligence

- Machines are learning to think and suggest.
- Chess Games.



# Linguistic Intelligence

- Machines are learning to speak.
- They often speak more correct English than most humans do.
- Smart speakers





# Today's Language

- *“ The language around us is not alive and human but mechanical and dead. It no longer speaks to us in the voice of a real man--a man who was born, is living, and will one day die. Rather it speaks with inhuman speech or clatter or glossiness of the machine in which one cog communicates with other cogs in the language of the machine of which they are both merely parts. The language we use, like the air we breathe, the water we drink, and the food we eat, is increasingly polluted. ”*

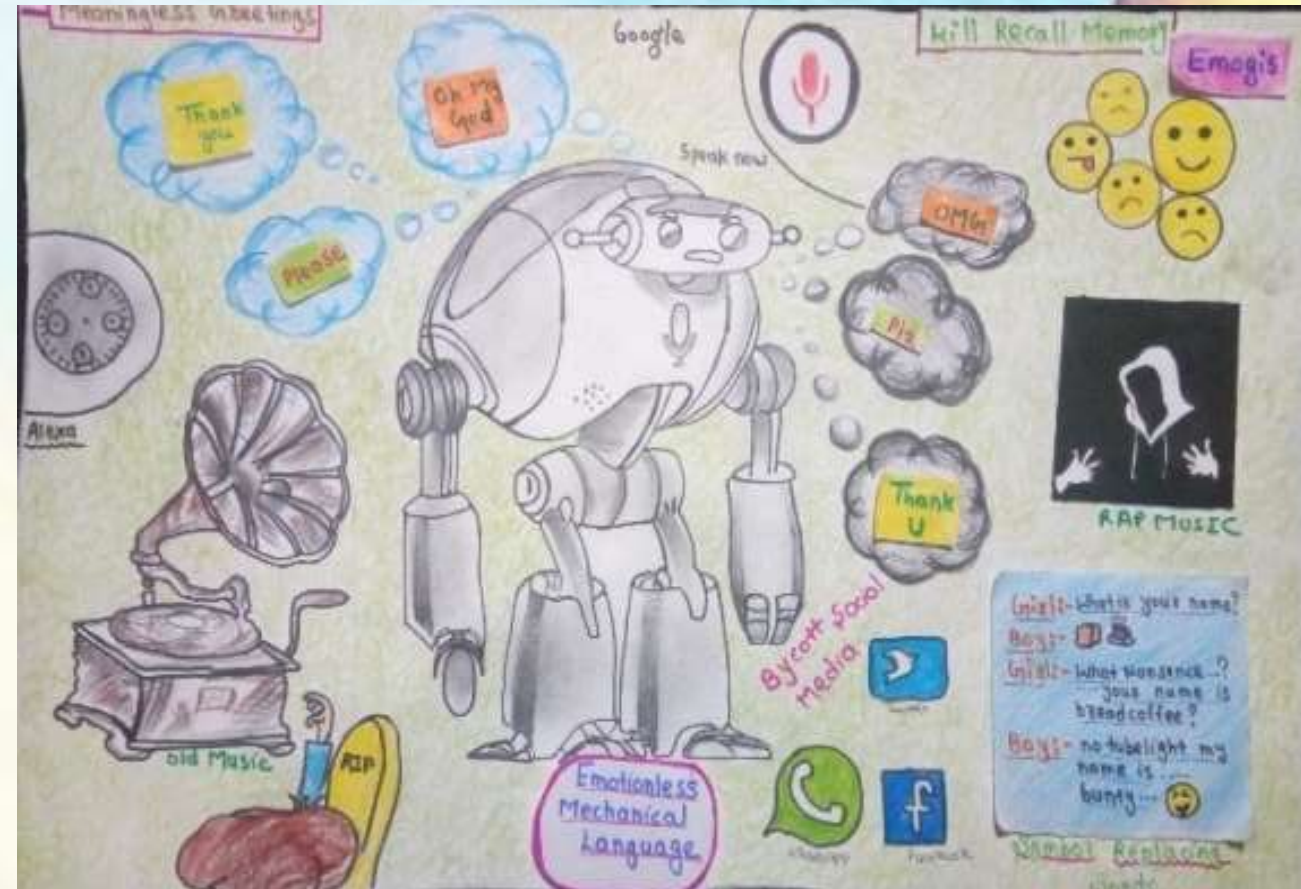
-Ronald Gross (On Language Pollution, Paper presented at International Semantics, Denver, Colorado, August, 1969 )

# Pollution

- Pollutants damage the quality of a language making it not very safe for use.
- As long as a language is successful in conveying feelings of people, it is good to be used.
- Mixing of unwanted elements reduces its quality, harming the intelligibility of the language.
- Such a language generally fails to convey the feeling, emotion, and warmth of the speaker – the characteristic that makes it human language.

# Language Pollution

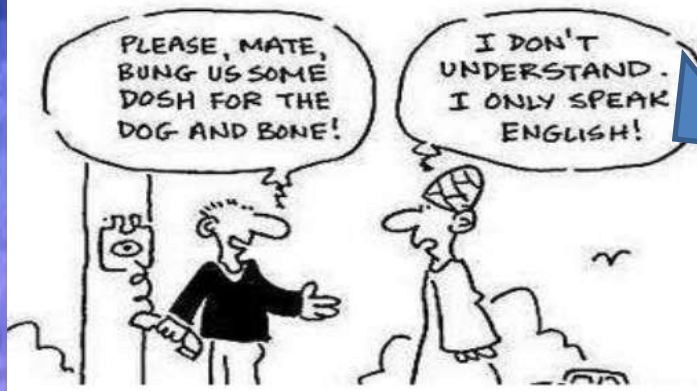
- Pollution?
- Purity Vs Impurity
- Interference of machines.
- Machine language.
- Impure Language.
- Mixing of unwanted elements.
- Limited intelligibility.
- Vary from person to person



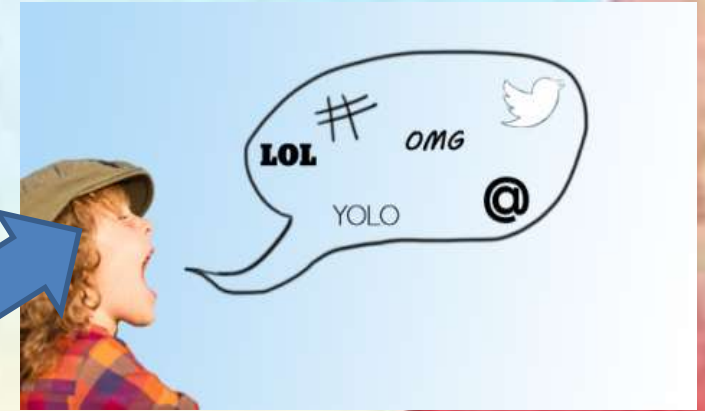
# Language of Social Media

b+w - by the way  
brb - be right back  
Hy l - talk to you later  
LOL - laugh out loud  
2day - today

USE OF SLANG LANGUAGE:



Social Media



FACEBOOK EMOJIS GUIDE		Embarrassed
😊 Smile-Happy	😘 Kiss	😇 Angel
☹ Frown-Sad	😜 Kiki	😈 Devil
🙄 Tongue	😏 Squint	❤ Heart
😄 Grin	😵 Confuse	🤖 Robot
😱 Gasp	😞 Upset	👤 Chris Putnam*
😠 Grumpy	👾 Pacman	🦈 Shark
😉 Wink	😺 Cute catlike	🐧 Penguin
😕 Unsure	👓 Glasses	👍 Like Button
😭 Cry	🕶 Sunglasses	💩 Poop

\*Illustration by JESS



# Effect on Language (Writing)

Good Morning All of u,  
Respected Principal Sir / Mam, tel  
Holi  
Holi is a festival of colour.

# People's Reaction to Short Forms

- TC, U2HD.
- 1. “Writing ‘Happy Diwali’ is better. What is HD, ‘High Definition’ or ‘Happy Diwali?’ We may now have HC for ‘Happy Christmas,’ HNY for ‘Happy New Year’ and HBD for ‘Happy Birth Day.’ Would you like such expressions for yourself?” – Chesta, Raipur.
- 2. “We have already lost our culture by replacing “Shubh Diwali” with “Happy Diwali” and now HD what we are...a person with less feelings and emotions.” – Sweta, Bhubaneswar.
- 3. “I really feel offended when people shorten their wishes. That’s why I prefer staying away from social media. People like posting bland and essence-less messages on festivals. Some wishes sometimes sound so fake that it clutters both the mind and the inbox.” – Riya, Bhopal.

# People's Reaction to Short Forms

- 4. “I don't like these short forms for conveying a message. I think emotions are connected to heart. HD fails to convey the warmth and emotion of the message. I am not clear whether HD stands for 'Happy Diwali' or 'Happy Dhanteras.' Instead we can send our voice message to convey our feelings and warm wishes.” – Sudhanshu, Varanasi.
- 5. “Short forms does not convey the message and emotion as real words do. They are more risky to be used and are more prone to misinterpretations.” – Bhawpreeta, Patna.
- 6. “Short forms lack warmth of wishing. It's not acceptable to me at all. People should stop doing that.” – Rashmi, Kolkata.

# Effects on Language (Morphology)

- Slowly and gradually changing/replacing standard spelling.
- New substandard abbreviations/acronyms are added to the vocabulary.
- Non-formal language mixes with standard language.



# Emoji

## FACEBOOK EMOTICONS GUIDE

 **Smile-Happy**  
:-) :) :] =)

 **Frown-Sad**  
:-( :( :[ =(

 **Tongue**  
:-P :P :-p :p

 **Grin**  
:-D :D =D

 **Gasp**  
-O :O :-o :o

 **Grumpy**  
>:-( >:(

 **Wink**  
;-) ;)

 **Unsure**  
:/? /? :-\ :-\

 **Cry**  
:'(

 **Kiss**  
:-\* :\*

 **Kiki**  
^\_^

 **Squint**  
-\_-

 **Confuse**  
o.O O.o

 **Upset**  
>:-O >:O >:o >:o

 **Pacman**  
:v

 **Cute catlike**  
:3

 **Glasses**  
8-) 8) B-) B)

 **Sunglasses**  
8-l 8l B-l Bl

 **Embarrassed**  
:\$

 **Angel**  
O:-) O:)

 **Devil**  
3:-) 3:)

 **Heart**  
<3

 **Robot**  
:|]

 **Chris Putnam\***  
:putnam:

 **Shark**  
(^^^)

 **Penguin**  
<(")

 **Like Button**  
(y)

 **Poop**  
:poop:

**TNW**  
THE NEXT WEB

Emoticons work in messages, chats and comments but not in wall posts, status updates or on mobile. \* Chris Putnam is a former software engineer at Facebook.

GRAPHIC BY  
**JESS3**

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# Chatting with Emoji?

Girl : what is your name ?

Boy : 🍞☕

Girl : what nonsense.? ....your name is breadcoffee ?

Boy : no tube light my name is  
..... bunty 😜

Boy :- I got a new job 😊

Girl :- 🖐️🐭🐭🐭

Boy :- whats this 😬

Girl:- CongRats 😜  
\*\*

Now this one will kill you....  
😊

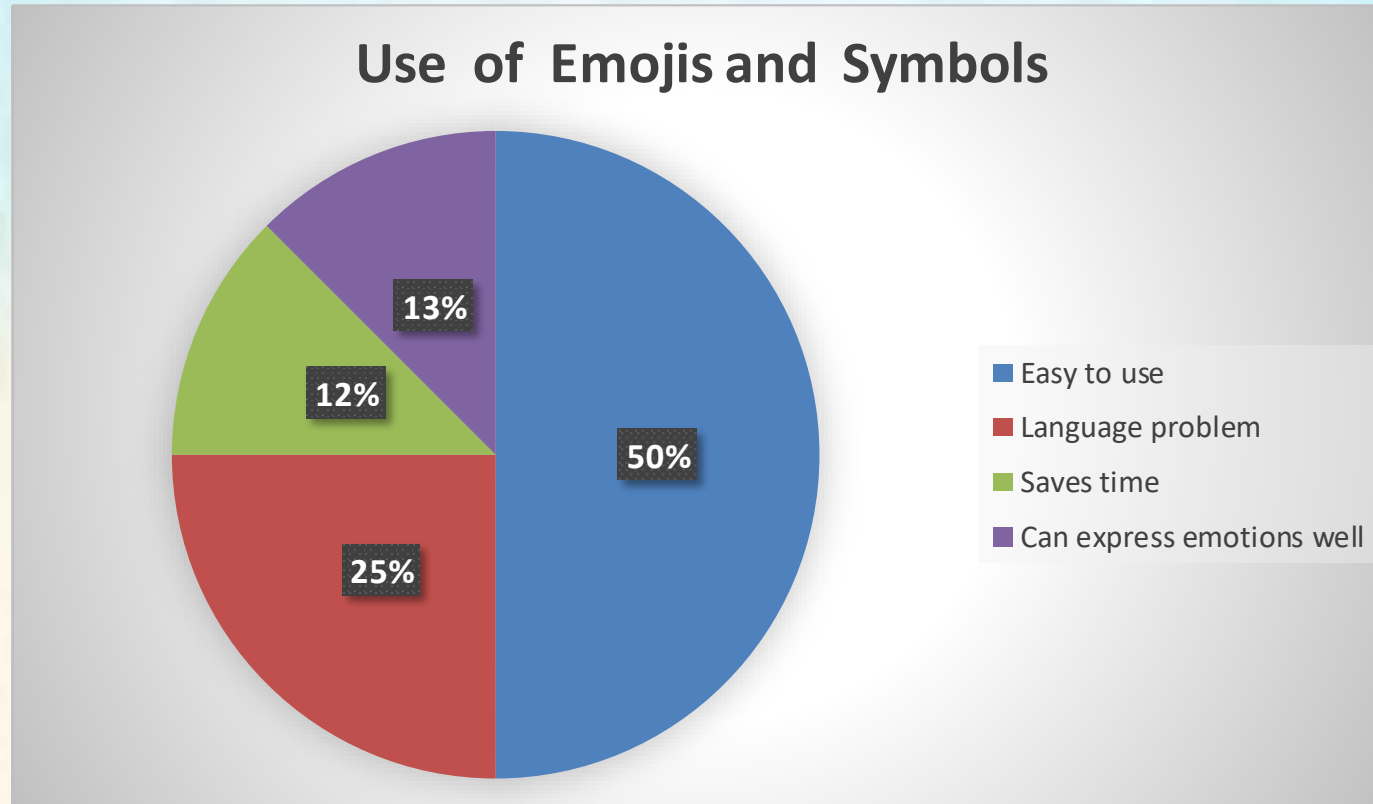
Girl-what is ur education ?

Boy- 🚂💡💍

Girl-what ?





Boy - Engineering

# Why do we use such languages?



Source: Survey of students of XI-XII, KV Kankarbagh, Patna

# Forward or Backward move?

Egypt Hieroglyph	Chinese Character	Indus Script	Sumer Cuneiform
			

# Rule of the Thumb

**ONCE USED BY ILLITERATES  
TODAY  
USED BY MOST LITERATES**



# Effect on Language (Morphology)

- Symbols replacing words.
- Verbal language replacing visual (sign) language.
- Make people dumb.
- Misunderstand the sender.
- Adverse psycho emotional effects on the users.
- Emerging as a new language on its own.
- *Moby Dick* is translated into pictographs in 2013 by Benenson.
- Word of the Year 2015, emoji with laughing face and tears.



# Grammar? Spelling? Meaning?



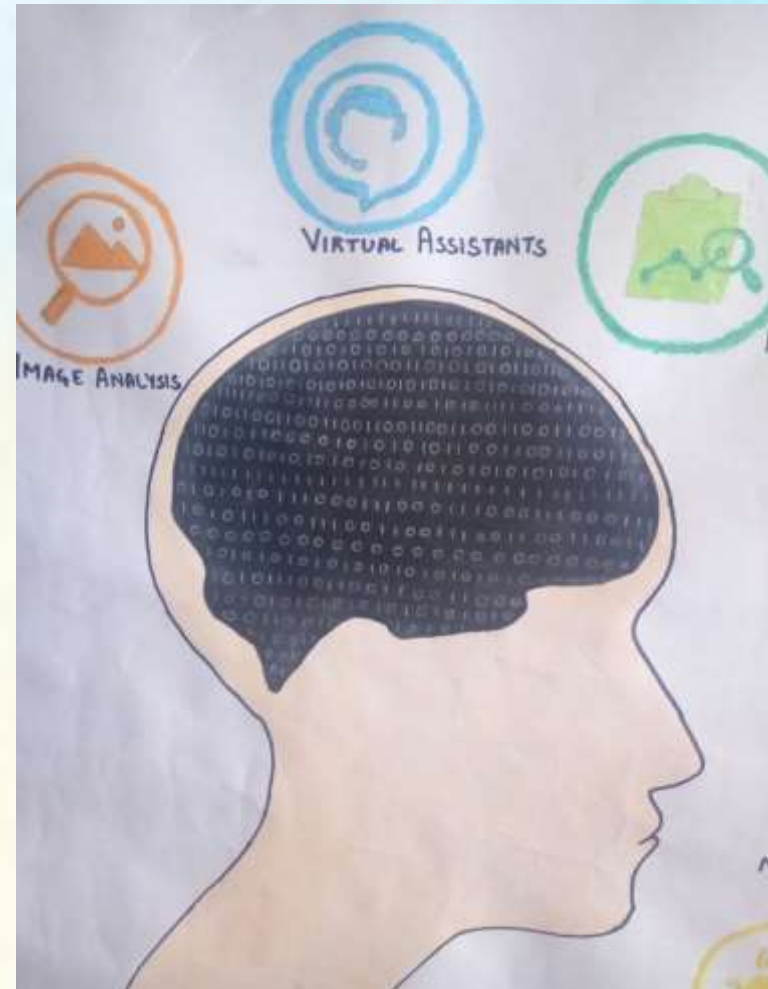
## EMPLOYERS NAME TOP SOCIAL MEDIA MISTAKES COMMITTED BY JOB SEEKERS



Source: The Hudson Report: Employment Trends, Australia, Q3 2015

# Effect on Language (Grammar/Syntax)

- Phrases replacing sentences.
- Increase in use of slang.
- Non-formal language replacing formal language.



# Physical/Virtual Keying



# Speech-Text Conversion

SPEECH-TO-TEXT CHAT ROOM



# Text to Speech Conversion

## tts process



# Effect on Language (Calligraphy)

- Preference to typing text/writing.
- Adverse effect on calligraphy.
- Deterioration in handwriting practice.
- More mechanical.
- Machine language more effective.

## Viral Grade 8 Student from Nepal, Considered to have the most Beautiful Handwriting in the World

November 21, 2018 / drummers21 / World



A student of Sainik Awasiya Mahavidyalaya in Nepal created a storm on the internet with her rare gift, she quickly became a hit sensation on social media with her majestic handwriting. Prakriti Malla is a grade 8 student at the said school.



She has gained attention through her handwriting. It all started with a picture of handwriting being posted online, and soon enough her work caught the world's attention.

With some netizens saying that her work is comparable and may even surpass MS Word generate typefaces. Experts applauded her handwriting, some even suggesting that her work was extremely close to being perfect, with the spaces between the letters and words being of equal proportion, some even speculate that it could be considered as a new form of calligraphy.

*Prakriti Malla  
Class: 8 (Eight)  
En: 18  
School: Sainik Awasiya Mahavidyalaya*

*Handwriting is an essential skill for both children and adults (Foster & Maymouz, 2002). Even in the age of technology, it remains the primary tool of communication and knowledge acquisition for students in the classroom. The demands for it are great, whether in the classroom or beyond. A 1992 study (Mellish & Lermak) found that 65 percent of all four-year-olds in second-, fourth-, and sixth-grade classrooms did not spend on paper and pencil activities. A more recent study (Moo, Leemack, Laha & Kundera, 2003) noted that kindergarten children are not spending 12 percent of their free motor time on paper and pencil activities.*

*The addition of handwriting components to many state-level assessments and of a handwritten essay to the College Board SAT in 2005 further emphasize the importance of handwriting. Frohman et al. (2009) state that handwriting is important long after graduation in Egypt and Serbia (2009). Flory writes in reference to handwritten job applications, "Like it or not, you're in the machine-driven world, people still judge you by your handwriting."*

*Research literature admirably documents the consequences of poor handwriting in early literacy and academic performance. Children who experience difficulty mastering this skill may*

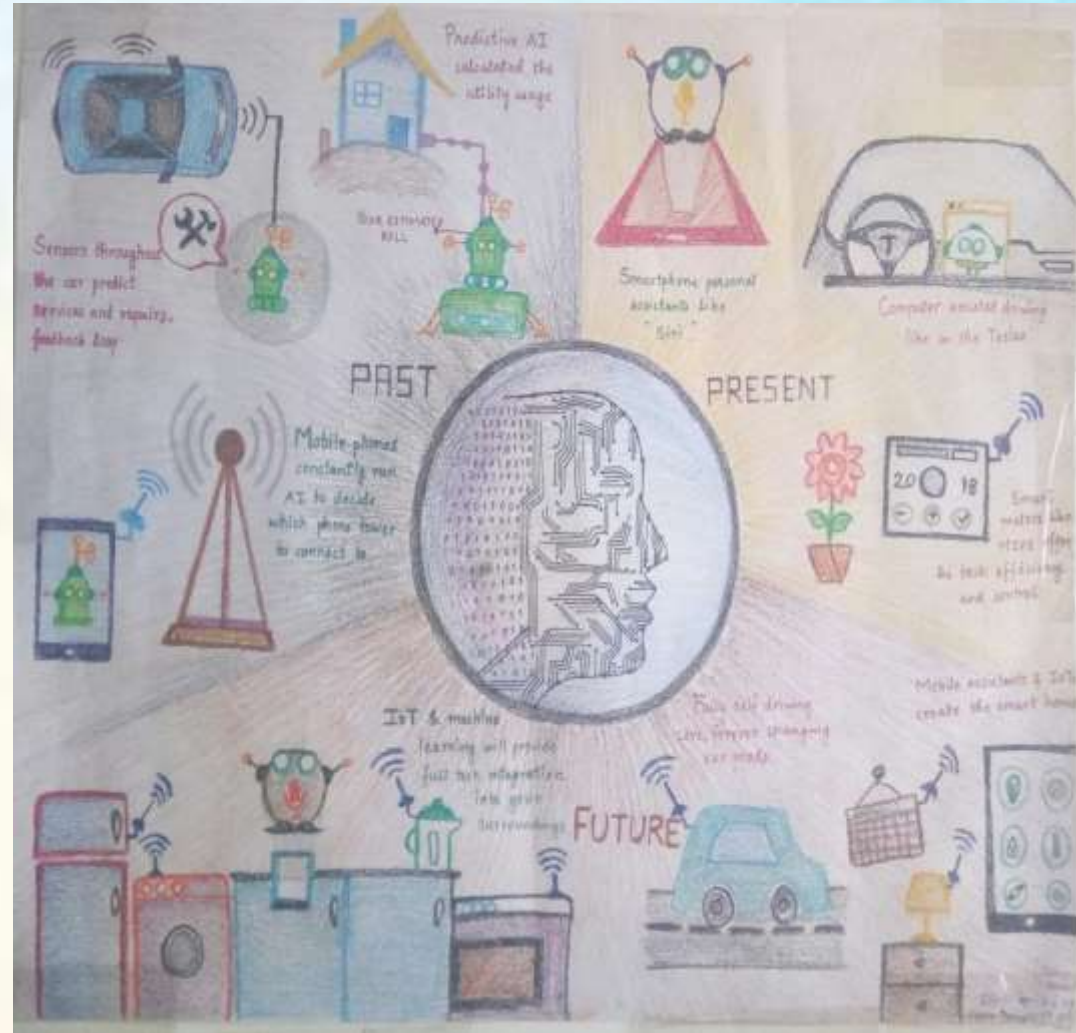
# Machine Translation

## MACHINE TRANSLATION



# Effect (of Machine Translation) on Language

- Word to word translation.
- Generally Fails to convey real meaning.
- Emotionally detached translation.



# Machine Transliteration

Google transliteration  
labs

Type a word in English and press SPACE to transliterate.

Bengali



Normal

16px

আমি শুধু একটু বাংলা পড়তে পারি - অনেক কথা জানিনা

# Effect of Transliteration on Language (Phonology and Writing)

- Pronunciation may differ.
- Threat to the script of source language.



# Auto Correction Tools

- Spell checker.
- Grammar check.
- Word suggestion.
- Sentence error.
- Underline?



# Auto Correction Tools (Ginger/Grammarly)

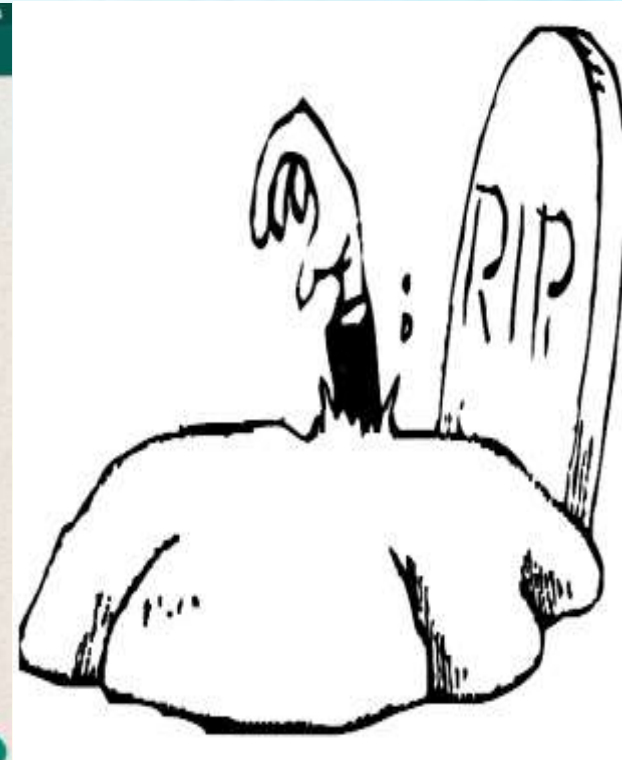


# Effect on Language/Cognition

- Hilarious corrections.
- Kills recall/memory.
- Learning? Or Unlearning?
- Karuna → Kareena

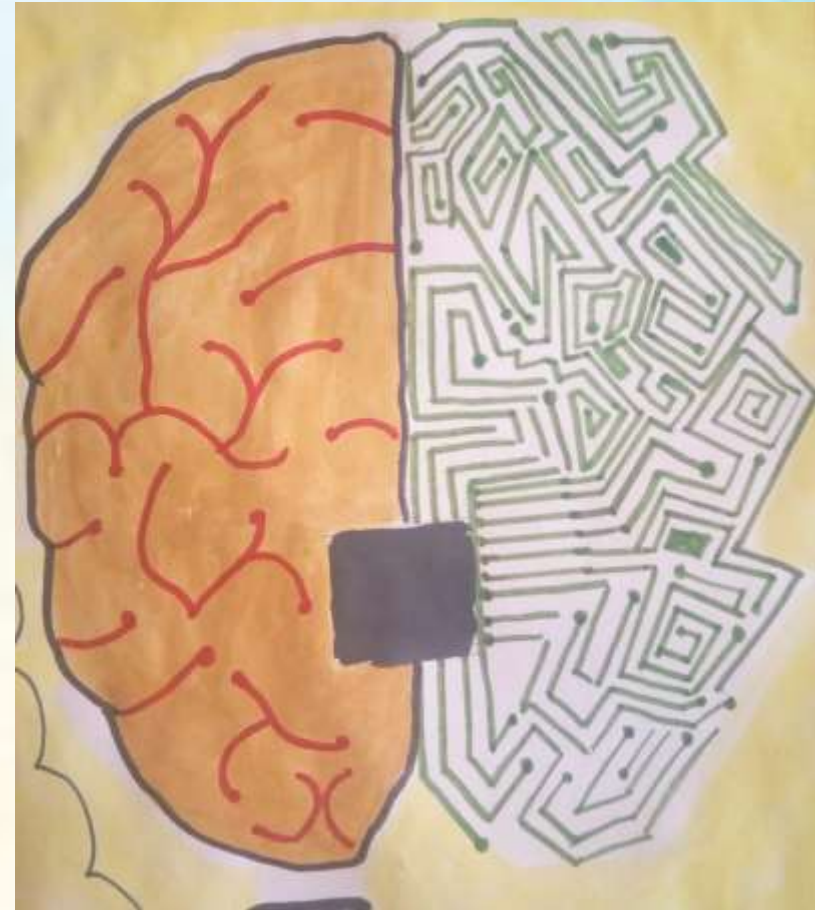


# Wishing/Greeting: Mechanical



# Effect on Language (Semantics)

- Emotionless and mechanical language.
- Monotony in expression.
- Lack of warmth of feeling/wishes.
- Irritating.



# Visual Ads. Deliberately made?



# Visual Ads. Ignorantly made?



# Effect on Language

- Makes language informal.
- Become cliché.
- May replace original words.
- May change grammar or word category.



# Audio Ads/Songs

- Rap Songs flourishes because of escapism.
- 25 Rap Songs that make you want to punch someone in the face.
- Golden Raspberry Award for Worst Original Song.
- Slang/Vulgar language used in such songs.
- Pleasing/Soothing Songs Vs Irritating noise.
- Some Bollywood examples of such songs:
  - But Pappu cant dance %\*#%\$@.
  - Apna time Aayega..Tu %\*#%\$@ hi to aaya hai kya %\*#%\$@ leke jayega.



# Online Videos/Seasons/Movies Flood of Uncensored Content

- Anyone can make and post content online.
- No censoring of the content by the authorized agencies.
- No certification of suitability of content to age group.
- Prime video, Zee5, Hotstar, Vigo, Tiktok, Facebook, Youtube etc. are very popular among youths.
- Some famous content among youths include Mirzapur, Comicstan etc.



Prince Kumar Comedy | Prince Comedy | Prince Kumar | Vigo Video  
PRIKISU Series | Part 167

Prince Kumar M 254K views • 6 days ago

Aap es new video me Prince Kumar Comedy, Prince Comedy, Prince Kumar, Vigo Video, PRIKISU Series | Part 167 ko dekh sakte ...

New



Maapii\_Most\_Watch\_Funny | || Comedy Vigo Video Compilation Ma  
2019 !!

Vigo Video. com • 23K views • 1 month ago

Vigo app link-<https://play.google.com/store/apps/details?id=com.ss.android.ugc.boom> #vigo #comedy #funny #saniyaahmed ...

©GM

# Effect on Language (Semantics/Sociolinguistics)

- Informal language
- Offensive language
- Abusive language
- Double-meaning language
- Unacceptable/objectionable language
- Inappropriate content for young minds



# Smart Speakers



# Linguistic Intelligence in Machines

- Artificial Intelligence in language learning by machines.
- Behaviorism in language learning by machines.
- Learns from repetition.



# Limitations of Smart Speakers

## एलेक्सा-गूगल जैसी कंपनियों के स्मार्ट स्पीकर महिलाओं की बातें नहीं समझते; क्योंकि ये पुरुषों की आवाज से टेस्ट होते हैं

सर्वे में स्मार्ट स्पीकर का उपयोग करने वाले 1 हजार लोग शामिल  
एजेसी | तद्वन

एलेक्सा और गूगल जैसी कंपनियों के स्मार्ट स्पीकर महिलाओं की तुलना में पुरुषों की आवाज को ज्यादा बेहतर तरीके से समझ पाते हैं और उनके दिए निर्देशों का पालन करते हैं। यूके की ऑनलाइन मार्केट रिसर्च कंपनी यूगोव के सर्वे में यह बात सामने आई है। इसके मुताबिक महिलाओं द्वारा दिए गए निर्देशों को स्मार्ट स्पीकर नकार देते हैं या कोई प्रतिक्रिया ही नहीं देते। यह सर्वे 1 हजार स्मार्ट स्पीकर धारकों के बीच किया गया। उधर, विशेषज्ञों का दावा है कि ऐसा इसलिए होता है, क्योंकि किसी भी सॉफ्टवेयर की टेस्टिंग के दौरान

### महिलाएं डिवाइस को निर्देश देते समय बार-बार प्लीज बोलती हैं



सर्वे के दौरान यह भी सामने आया कि महिलाएं अपने स्मार्ट डिवाइस के साथ काफी अच्छा बर्ताव करती हैं। यानी पुरुषों के मुकाबले उसका रख-रखाव अच्छा करती हैं। इसके अलावा 45% महिलाएं ऐसी हैं, जो अपने डिवाइस को निर्देश देते समय प्लीज और ओके जैसे शब्दों का उपयोग बार-बार करती हैं, जबकि पुरुषों के मामले में ये आंकड़ा सिर्फ 30% पर ही सिमट गया।

बनाई जाने वाली डिवाइस में पुरुषों की आवाज को ज्यादा महत्व दिया जाता है। पुरुषों की आवाज महिलाओं के मुकाबले ज्यादा तेज और भारी होती है। आवाज पहचानने के

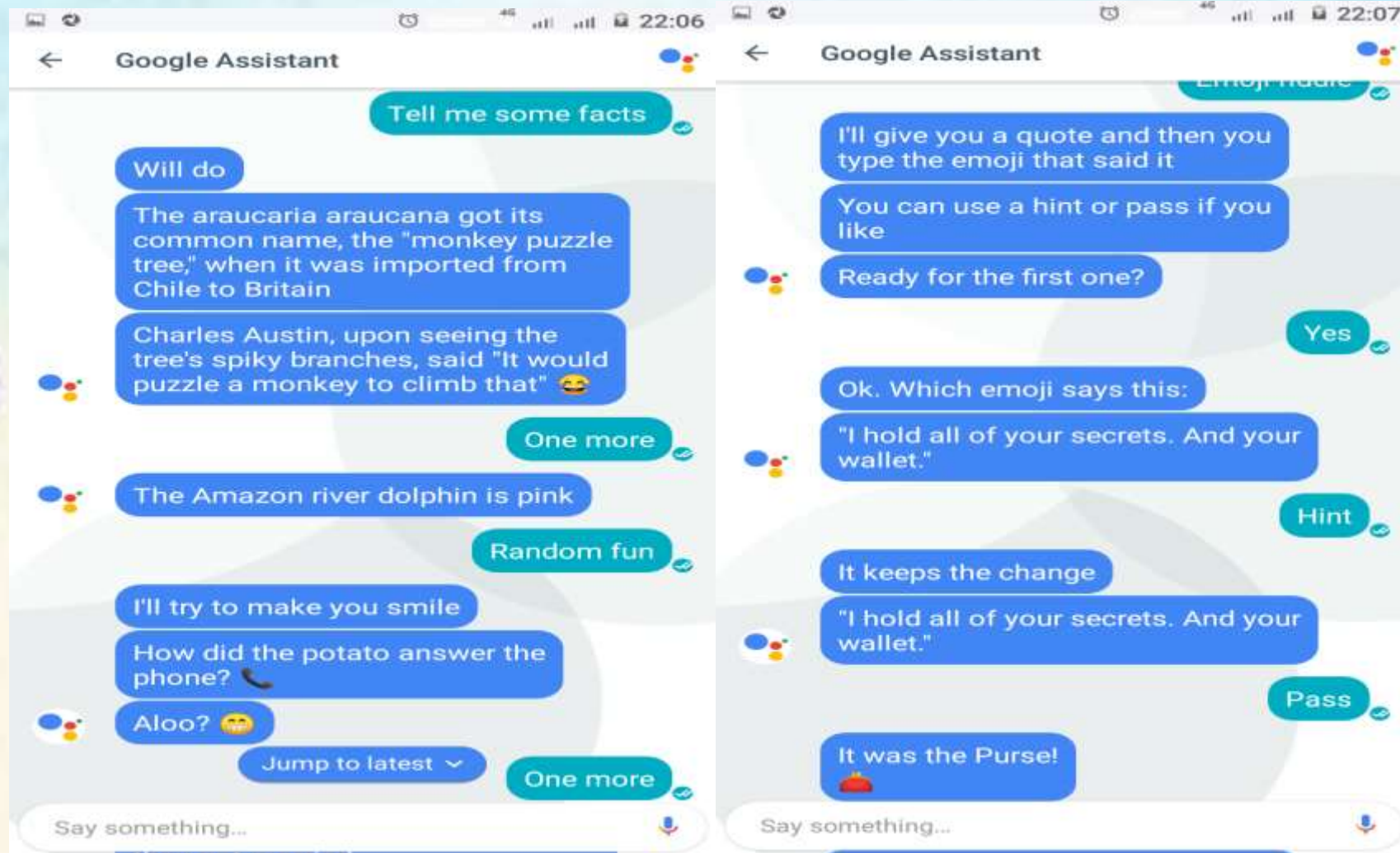
लिए आर्टिफिशियल इंटेलिजेंस टेक्नोलॉजी का इस्तेमाल करने वाली कंपनी आर7 स्पीच के सीईओ दिलीप राव का कहना है कि ऐसे सॉफ्टवेयर को बनाते समय पुरुषों की आवाज

से ज्यादा टेस्टिंग होने के कारण डिवाइस महिलाओं की आवाज को पहचानने में धोखा खा जाते हैं। सर्वे के मुताबिक स्मार्ट डिवाइस इस्तेमाल करने वाली 67% महिलाओं का कहना है कि स्मार्ट डिवाइस कभी-कभी उनके निर्देशों का पालन ही नहीं करते, जबकि ऐसा कहने वालों में पुरुषों की संख्या 54% है। सर्वे में यह भी सामने आया कि पुरुष स्मार्ट डिवाइस के साथ ज्यादा सख्तों के साथ पेश आते हैं बावजूद इसके उन्हें कम समस्याओं का सामना करना पड़ा। इसके अलावा लगभग 66% पुरुषों का कहना है कि उन्हें अपने स्मार्ट डिवाइस से कोई समस्या नहीं है। पुरुषों का कहना है कि उनके डिवाइस ने उनके निर्देशों को कभी नहीं नकारा, जबकि ऐसा कहने वालों में महिलाओं की संख्या सिर्फ 32% थी।



**MY EXPERIMENTS WITH SMART SPEAKERS.**

# Chat with Machines - Google Assistant



# Role Reversal

Human speak like machines...  
Machines speak like human.

# Effect on language (Phonology)

- Robotic machine response (language).
- Can understand only machine language/command.
- Can not understand emotionally influenced language.
- Can not perceive mood.
- Ready-made reply.
- Isolating people.

# Trans-humans (Some Predictions)

- Transporters.
- Transformers.
- I, Robot. Robot.
- Inception.
- Her.
- Avataar.





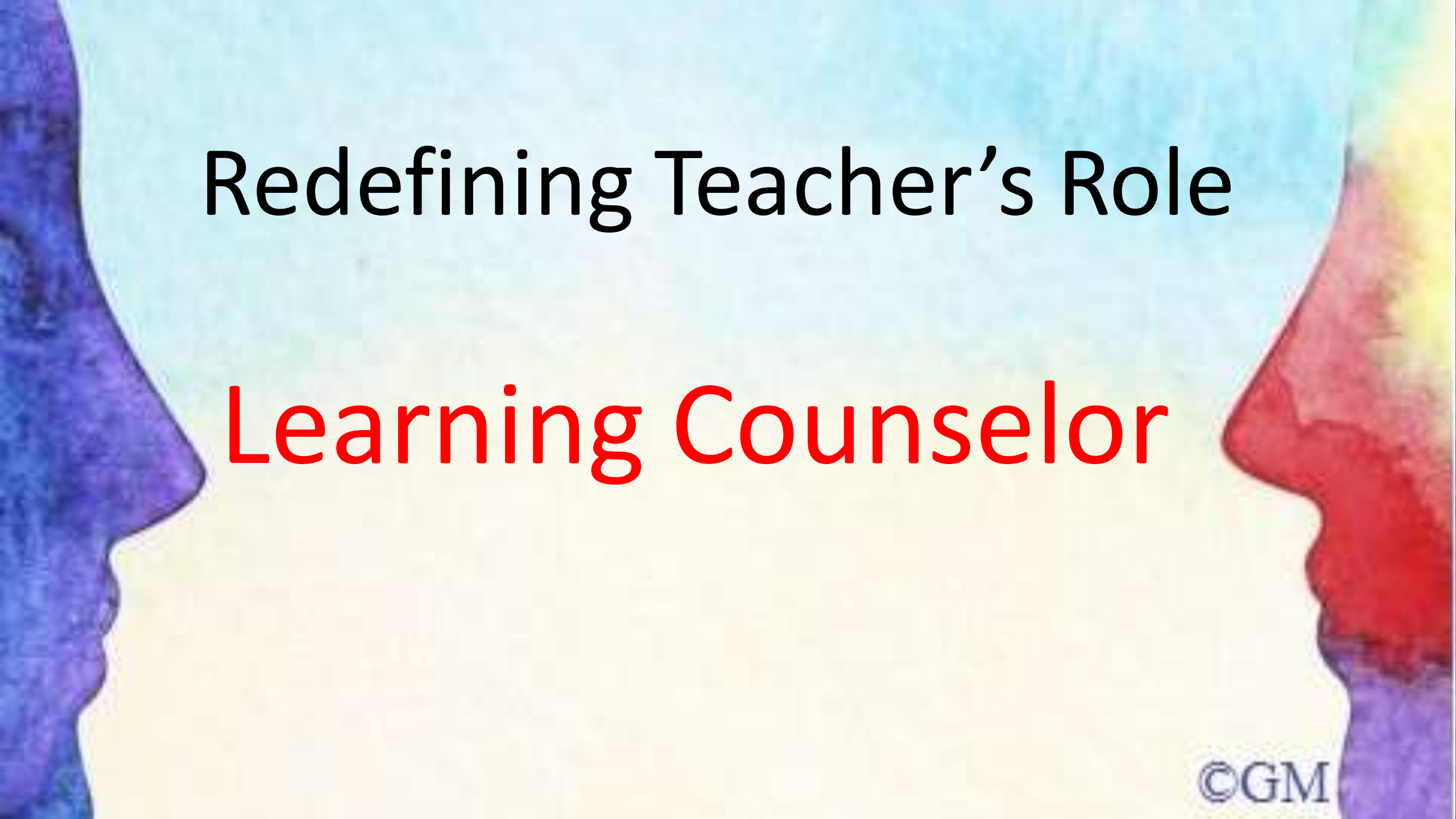
# Man's Vs Machines

- Humans are behaving like machines.
- Machines are behaving like human.
- Man made machines.
- Machines will master man soon.
- Master Vs Slave
- Down of new species.

# Tech-Addiction

- A mental disease.
- Tech-less test.
- Effect on other species.





Redefining Teacher's Role

Learning Counselor

# Problem

- Language pollution.
- Language change.
- Tech Addiction.



# Purifiers?

- Water Purifiers
- Air Purifier
- Vegetable Purifier
- Language Purifier?



# What to do?

- Let language change...change is better.
- Technology as language filter?
- Teacher as language filter?
- Avoid social media and technology?
- I really don't have a proper solution.

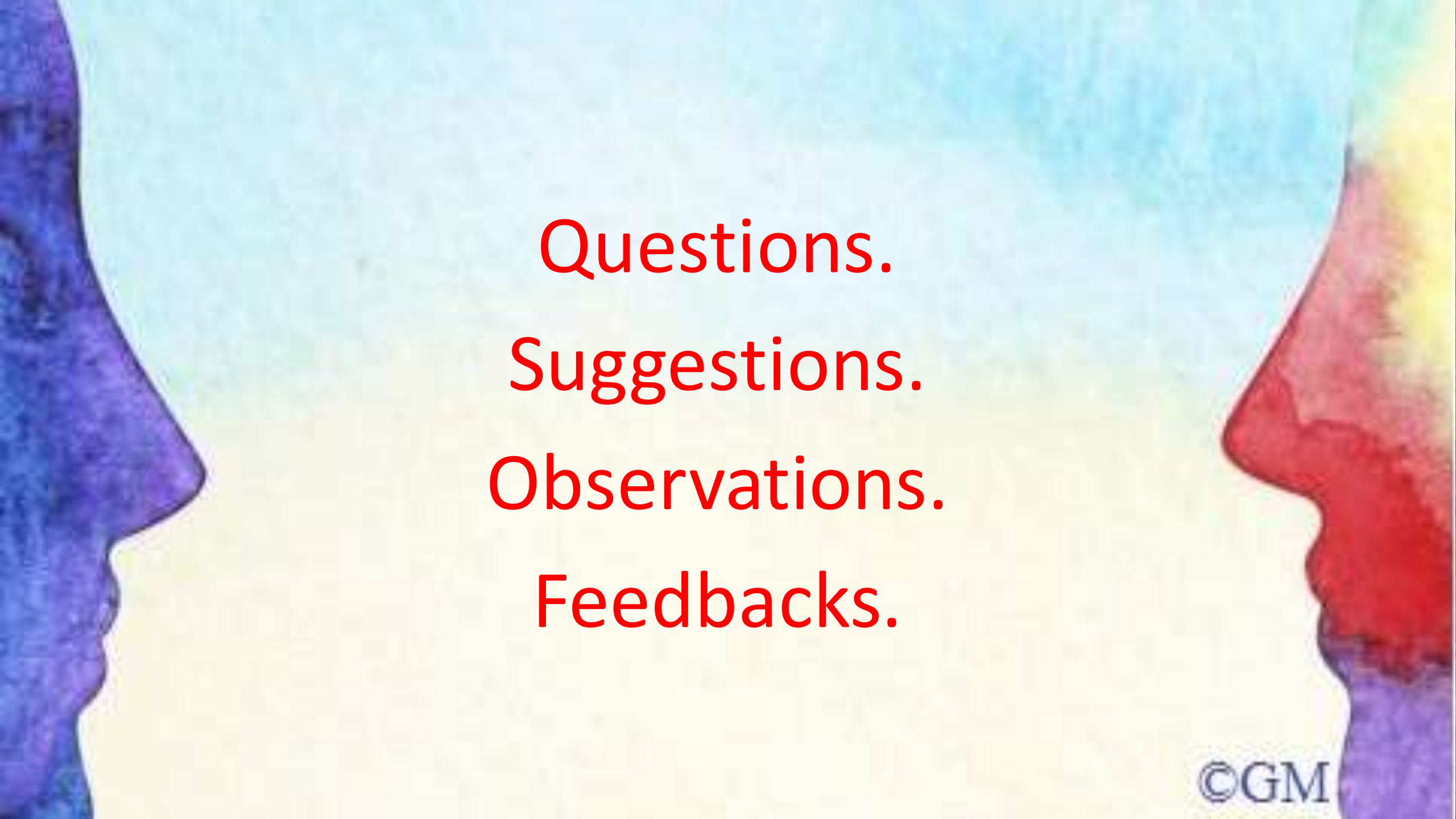
# My Opinion

No app can replace lap.





Thank you.



Questions.  
Suggestions.  
Observations.  
Feedbacks.