

Perception and Attitude of Language Shift: A Study of Punjabi Language in District Khushab

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ABSTRACT – Punjabi is the most popular language of the world, but unfortunately with the passage of time, it has lost its charm. This study investigates and explores the perception and attitude of Punjabi speakers in district Khushab, Pakistan. The study draws upon rich data collected through semi-structured interviews, and non-participant observations conducted in both rural and urban tehsils. Using the theoretical Frame of Simon and Lewis EGID and domain analysis, the research explores that media, and social factors are strongly involved in Punjabi language shift. It also delves into community language attitudes and patterns of intergenerational linguistic transmission.

The study reveals the various aspects that are involved in the language shift for example the attitude and perception of new generation, they feel hesitation and shyness while speak Punjabi language. Influential forces driving this shift include formal language policies in schools, urban migration, digital media influence, perceived socio-economic value of Urdu and English, and inter-dialectal marriages. While emotional attachment to local languages remains strong (“our own tongue”), practical aspirations lean towards Urdu/English, creating a duality that accelerates language shift. Communities with deep-rooted cultural identities and mosque-led informal education exhibit stronger linguistic retention. The study found that the Punjabi language is most integral part of community, it also plays an important role for the identity of culture and beliefs. The attitude of old participants is quite optimist regarding the preservation of Punjabi language. Nonetheless the majority expressed the positive attitude towards Punjabi language and transmit Punjabi language to the next generation.

Key words – Attitude, perception, Punjabi language shift, preservation of Punjabi language

I. Introduction

In this era the languages of all over the worlds are under the extinction (Krauss,1997), and due to the globalization and economic status the languages are losing its diversity day by day. (Krauss,1997) clears that not only the local languages but also most dominant languages are under threat. For example, the Indonesia language “Javanese” has 85 million speakers are under the threat of language shift.

In 1950 and 1960 century the phenomena of language shift are widely spread all over the world and the center position of language shift is example of how social factors, cultural change, political status and globalization are caused of language shift (Gal ,1996).According to the researchers they use different name like death, lost and threat in the process of language shift, for the study, the researchers use different methods and techniques to evaluate the phenomena of language shift, (Ibid,587).Many researchers define that the language live and language die with the ignorance of speakers. Furthermore, the researchers use different metaphor for language shift like decline, death, threat, conflict and language endangerment, the language shift is depended on the speakers their interest and practice toward the language, (Woolard,1989).

Most of the people use different terminologies for language as death, genocide murdered and endangerment, and these kinds of terminologies have been rejected by the many linguists and researchers, (Skuntnabb-Kangas and Philipson1996). (Dorian ,1994) who always avoided to use the term of “language murder “and “language suicide or death “The speaker’s involvement should never be ignored because the speakers play a crucial role in shift of language, (Fishman,1991).

A. Prediction of Language Shift

Different researchers and linguists define the different kind of descriptive and preceptive factors that are involved in language shift, but there are many factors that are commonly involved in the predication of language shift that are social factors, political factors, economic factors attitude of people and globalization, it is cleared that the social correlation, cultural status and attitude of people toward their language is main caused and factors of language shift, (Gal,1996).There is little success have been seen in the correlation of factors and perdition about the phenomena of language shift, and there are a lot of considerable factors and consensus that are usually caused of language shift and these predictions about language shift are most commonly true, macro-sociological factors that are limited explanatory power have been suggest by the

researchers and linguists that are predicted and involved in the phenomena of language shift, (Gal 1997).

Strogatz and Abrams, (2003) have introduced a mathematical model that help to find out the importance of two languages and help to study about the language competition. According to this model it predicts that when two or more languages become the interested languages for speakers when one language becomes extinct and the languages that dies depend on the priorities of speakers and their interest. This model has a good impact in the field of language it helps to collect the statistical data about language shift, language endangerment, number of speakers and record the data about the polies that help in the preservation of language.

B. Language Shift

Language shift is happened when the speakers are no longer used their native and mother's language, they use national language on majority level (Romain,1994). In language shift the majority language replace with the minority language (May,2012).and the speakers use one language and quit their own native language (Karan ,2011)., language shift usually take place in bilingual and multilingual society where people use other dominant languages instead of their own mother's language (Fishman ,2006).

The language shift is usually occurred into three stages first, the speakers speak minority language instead of majority language and they replace minority language with majority language secondly, speakers use both major and minor languages and the third reason of language shift is the speakers totally give up on their native language and there are only few people who speakers their native language (May ,2012)Language shift is source of language measurement and language validity in society (Karan ,2011) and language shift also define the main reasons of language endangerment (Anderbeck,2015). Lewis and Simons (2010) defines the Expanded Grade Intergenerational Disruption Scale (EGIDS), that measured the language validity and language loss, and also measure the value and status of language in society and evaluate the status of language that is transmitted from generation to generation.

Fasold (1984) defines that the process of language shift does not take place within night but it takes many years and centuries, when the people don't show positive attitude towards their own native and mother's language, the negative attitude of people towards their language is main reason of language shift, language shift occur from generation to generation. The shift of language is usually manifested due to the superiority of majority language but, he majority of language take place the minority language but somehow the

shift of language is also occurred, when the minority languages take place majority languages, it happens due to the power when the people of community adopt language with the pressure of authority and due to the globalization, (Appel et al 1987).

Fishman (2000) defines that the process of language shift consisted into two forms first, the shift of language is occurred due to the globalization and power when speakers adopt the dominant language and quit their own native or national language, and secondly, People shift their language because of their own choice, in this shift of language people think that if they speak dominant language instead of their own language that help for gaining their economic and social status and they achieve success in social and culture field.

C. Role of Inter marriage in Language Shift

David and Nambiar (2002) defines that the marriage in the different communities and families is main reason of language shit for this study they study on the two families of Catholic Malayalee in Malaysia ,when the people of two different societies build their relationship to each other that is main and common cause of language shift ,(David and Nambiar,2002).Collins (2000) defines the study of language shift on the two different language like FGL,s mother language of Thai, and MGL,s mother language of Chinese ,after the result of marriage these two different families speak one common language to communicate each other, so the arrange marriages and migration from one county to other is main reason of language shift .Hoffmann (1994) the role of language shift and maintenance is also depend on the language of mother .role of mother play a vital role in the language shift because children speak the language that their parents teach them and speaks with them.

D. Multilingualism

This study is based on the multilingualism because it is main cause of language shift ,when the group of speech community are simultaneously convert and divert into multilingual context, this specific groups set their own speech patterns ,rules and functions of language ,according to the situation and environment, furthermore due to some cultural and social differences these communities select the specific multilingual and multiethnic codes for interaction to others, a speech community always set their codes and remain changeable, and these multilingual communities are not bound in specific social ,cultural, political and economic groups ,(Hickerson 1978).

Diglossia plays important role in the shift of language it is a situational language in which two different languages have their own set of codes and functions ,in diglossia two different

languages have different status in which one language has government recommendation and the second language is lower place and less recommendations, for example two languages of India like Sanskrit and Prakrits, Sanskrit was high prestige whereas Prakrits were countrified common language, (Ferguson, 1959 p.336) Multilingualism is term of language behavior in which a community speaker speaks two or more languages due to the social cultural and economic change, their different speeches depend on the different situation (Kachru, 1986). In multilingual and bilingual the speech communities have different varieties that are consist on formal and informal languages it also has the sets of high and Low prestige of language that are used in specific time and situation, (Sebastian 1982).

Multilingualistic is also based on the two or more languages that are main cause of language shift these languages are also consist on the formal and informal language, various languages are assigned in the multilingual societies, mother language is various use in home and national and academic languages are used in admiration, schools and mass communication, (Bayer, 1990).

E. Literature review

This study is based on the analysis of Baker (1992) in which, he defines that the language policy is main and an important component of language shift, societies adopt different languages and different language patterns according to the environmental changes. The conclusion of this study is based on three main aspects first due to the privilege of English language People are more interested to adopt English language and they never show positive attitude in their mother's language. Secondly, the mother's language is primary instrument that children use in their primary education, and mother's language is used as instrument that help the children to learn others languages that, they translate in their own mother's language. And third main aspects of language shift are gender discrimination male and female both have different attitude towards their mother's language. They have somehow positive and negative attitude toward their native language. This study is based on the descriptive quantitative research design that is conducted through survey and questionnaires. And the data analysis through the matched guise that find out the main reasons and attitude of speakers toward their native language. When the society of bilingual quit their own language and start speaking another language is also called language shift (Garcia 2010).

Telegu language shift is personal choice of speakers due to some social factors, Home, religious and official use of

language. Data collection for this study is conducted through questionnaires and participants of this research are Telegu's speakers. This study concluded the main reason of Telegu language shift in Malaysia is interested of generation they are interested to speak English rather than Telugu the new generation speak Telegu and English mix in their homes, because the attitude of young generation and older are quite different older members of Telegu speakers Kathreine Deva Babu, (2019) define the language shift of Telugu community in Klang, Malaysia, Telegu is an Indian language that is spoken in Andhra Pradesh, Telegu is world 15th famous language and it has been spoken in widely area of India and Malaysia. This study is based still speak Telegu but the younger generation don't see interested to speak Telegu language.

F. Methodology

This study is consisted on the mixed method research. It has been divided into two qualitative and quantitative research design

1. Questionnaires and Interviews.

The study is based on the different categories of open-ended questionnaires and semi structured interviews. These questions are based on the objectives of the study that highlighted the attitude, perception and social factors that are involved in the phenomenon of Punjabi language shift

2. Research Instruments

Research instruments are used as a device that measured the Survey, questionnaires and interviews. The instruments that are applied in quantitative research are based on survey and questionnaires, and semi structured interviews for qualitative research. SPSS used to analysis the statistical data in proper way.

G. Survey and Collection of Data

The survey conducted through questionnaire of three different age group of District Khushab. These age groups are following first, 16 to 19, second group is parents' group 26 to 40 and third group is grandparents' group 40 to 50 The questionnaire will be composed into three parts, first part of questionnaires is based on personal questions included the family background, age and level of education. Quantitative research is based to analysis the negative and positive aspects of the Punjabi language. Qualitative research analysis the different domains of Punjabi speakers in Khushab, positive and negative attitude of speakers towards their language, perception of Punjabi speakers and all social factors like migration, academic change, intermarriages, role of parents and social media that play a crucial role in language shift.

Qualitative research inquiries the total population, score and grounded data of population and sample. The data have been analysis through the use of statistic techniques of given population. (Creswell,2007). The responses were categorized into five levels, including "Strongly Disagree" (SD), "Disagree" (D), "Neutral" (N), "Agree" (A), and "Strongly Agree" (SA).

H. Framework

The analysis is beseg on the Expanded Graded Intergeration Disruption Scale (EGID) that is introduced by Simon and Lewis,(2010). EGIDS is more comprehensive and extensive scale that is used to categories the endangerment of language, loss of language and revival of language in very descriptive

way. Dwyer (2011) defines that EGIDS is more comprehensive than any other scale, according to Dwyer EGIDS gives fast and valid result of language assessment. Although EGIDS by Simon and Lewis (2010) was adopted to Fishman's GIDS but GIDS is more criticized scale because it has no limitation and descriptive categories while EGIDS defines every aspect of language loss, language endangerment and language revitalization in comprehensive manners.

Lee (2011) defines the moribund category of EGIDS in which he defines the young generation of Okinawa are more interested to speak others language instead of their own language between the same age group, in this situation the language is not carries generation to generation and it would be dead.

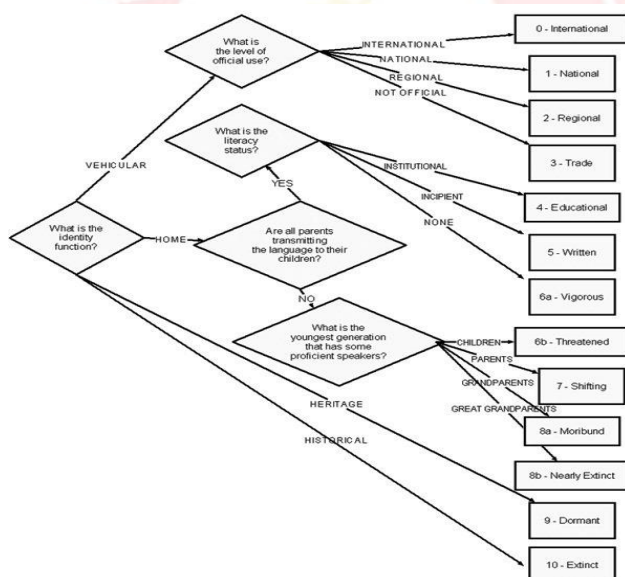


Figure 1. EGID Diagnostic Scale by Simon and Lewis, (2010)

I. Role of Residence in Language Shift

Table Percentage of people who participated in the survey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	30	30.0	30.0	60.0
	Rural	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

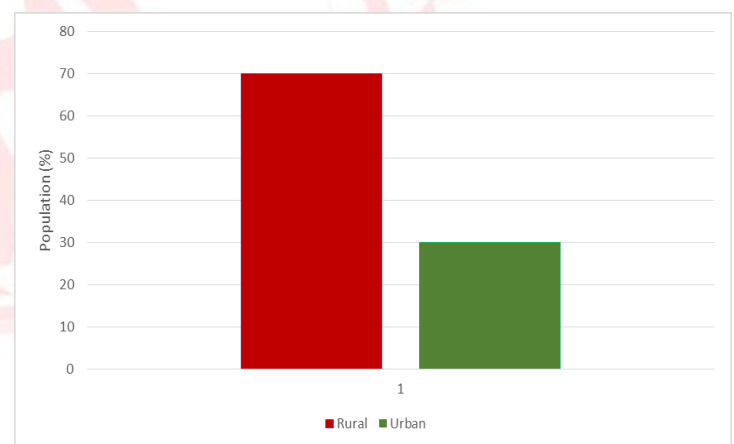


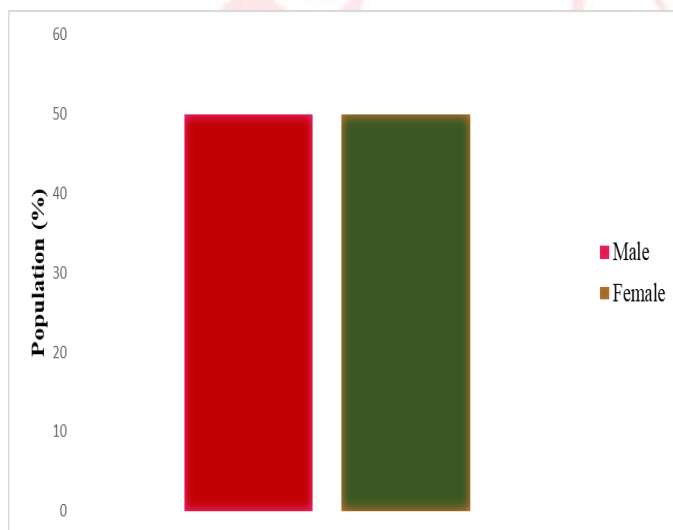
Figure: Percentage of people who participated in the survey

To find the influence of the urban and rural residents on the language shift of Punjabi, a survey was conducted. As given in Table 4.1, 70 percent of the respondents to the survey were from urban areas and 30 % were from rural areas of the southern Punjab region (refer to Fig4.1).

The respondents were asked 20 different questions that could be used as a benchmark to decide the key parameters that are playing the role in language shift. These questions were based on 20 more prominent parameters including but not limited to, liking Punjabi as the native language, speaking Punjabi at home, feeling proud of Punjabi, feeling hesitating to speak Punjabi, speaking Punjabi with friends, and outside home, interest in transmitting Punjabi to the next generation, watching movies and dramas in the Punjabi language, and the role of the current education system in the shift of Punjabi language. Role of Gender in Language Shift

J. Distribution of gender in a sample of 100 individuals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	50.0	50.0	50.0
	Female	50	50.0	50.0	100.0
	Total	100	100.0	100.0	



Distribution of gender in a sample of 100 individuals

One factor that has been identified as playing a role in the Punjabi language shift is gender. It is believed that women are more likely to shift away from Punjabi and towards other languages, such as English. A survey was conducted to see if this hypothesis is valid.

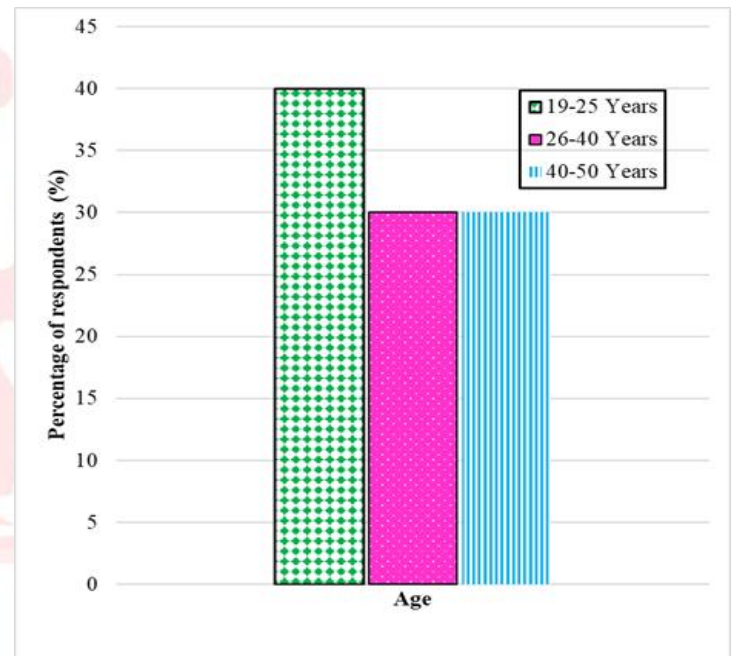
Table 4.2 shows the distribution of gender in a sample of 100 individuals. The percentage of males in the sample is 50%, while the percentage of females is 50%. In this case, the percentage of females is much larger than the percentage of males, indicating that the sample is skewed toward females.

K. Role of Different Age Groups in Language Shift

Table Age wise distribution of participants

Age Group	Frequency	Percentage
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19 -25 years	40	40%
26-40 years	30	30%
40-50 years	30	30%



Role of Different Age group in Language Shift

This section contains the information of participants according to different age group. there are three groups of participants 19 to 25 years' young generation ,26 to 40 parents' generation and 40 to 50 grandparents' generation. Some participants are from urban (Khushab) and some are from rural area of Khushab. The selection of participants is based on the group of age, residence, gender and family background.

II. Result and Discussions

Punjabi is a significant regional language in Pakistan, with over 76 million native speakers. However, there has been a noticeable shift towards Urdu and English, particularly among younger generations, due to socio-economic and cultural changes in the country.

To investigate this shift, a survey was conducted where 20 questions were asked regarding the parameters that play a role in language shift. The survey included questions such as whether the respondents liked Punjabi as their native language, spoke Punjabi at home, felt proud or hesitant when speaking Punjabi, spoke Punjabi with friends, wanted to pass on Punjabi to future generations, or thought that the educational system was responsible for language shift.

The responses of the respondents were analyzed, taking into consideration their age, gender, and residence. The results of the survey are presented below.

A. People who like to speak Punjabi at home

Table People who like to speak Punjabi at home.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	2	2.0	2.0	2.0
	D	6	6.0	6.0	8.0
	N	11	11.0	11.0	19.0
	A	26	26.0	26.0	45.0
	SA	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

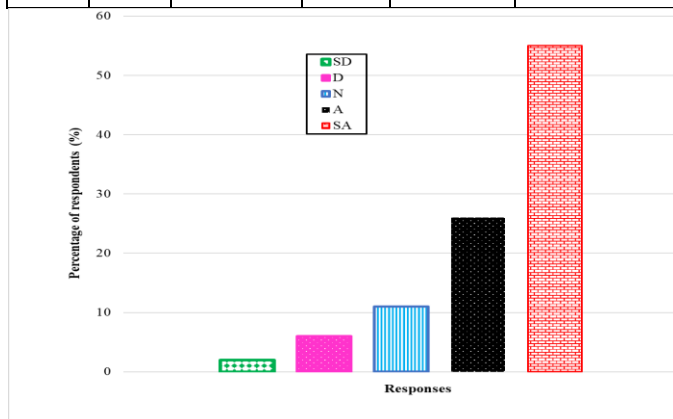


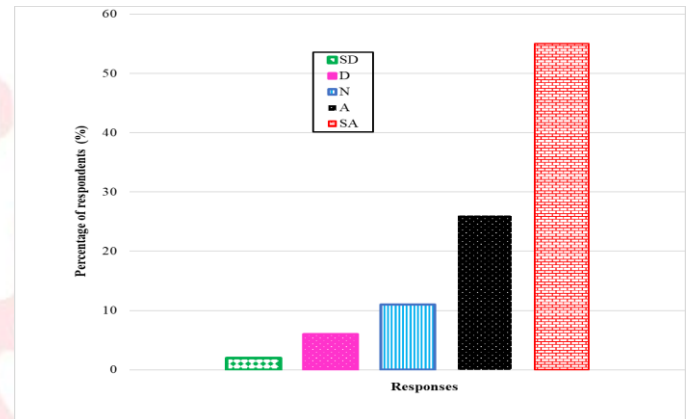
Figure People who like to speak Punjabi at home

As given in Table 4.5 shows the response of people if they like to speak Punjabi at home. 2 respondents (2%) strongly disagreed (SD), 6 respondents (6%) disagreed (D), 11 respondents (11%) were neutral (N), 26 respondents (26%) agreed (A), and 55 respondents (55%) strongly agreed (SA) to the statement.

B. People who feel proud to speak the Punjabi language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	4	4.0	4.0	4.0
	D	3	3.0	3.0	7.0
	N	12	12.0	12.0	19.0
	A	20	20.0	20.0	39.0

	SA	61	61.0	61.0	100.0
	Total	100	100.0	100.0	



People who feel proud to speak the Punjabi language

According to Table 4.6, a small percentage of respondents (4%) strongly disagreed with the statement that they feel proud to speak Punjabi, while an additional 3% disagreed. This suggests that there are some people who do not feel proud of speaking Punjabi.

Meanwhile, a slightly larger proportion of respondents (12%) neither agreed nor disagreed, indicating that they may not have a strong opinion about speaking Punjabi or they may not feel confident enough to express their feelings.

On the other hand, a significant proportion of respondents (20%) agreed that they feel proud to speak Punjabi, while the majority (61%) strongly agreed. This indicates that a large proportion of the respondents feel a strong sense of pride in speaking Punjabi.

Overall, the table suggests that a vast majority of respondents in the survey feel proud of speaking Punjabi, indicating a positive attitude towards the language.

III. Finding of Study

A. EGIDS unsafe level by Simon and Lewis, (2010).

EGIDS level	Labels	Description	Values
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7	Shifting	New generation, even parents in urban area are not willing to adopt their mother's language	Unsafe
6b	Threatened	Punjabi is only spoken by older members of urban area, but the new generation even parents are not like to speak Punjabi	Unsafe

B. EGIDS safe level by Simon and Lewis, (2010)

EGIDS levels	Labels	Description	Values
6a	Vigorous	Punjabi is usually spoken by all generation in rural area	Safe
8a	Revitalized	Parents prefer to speak Punjabi with their children at home in rural area	Safe
7	Shifting	Rural participants are determining to transmit the Punjabi language to the next generation	Safe

The purpose of this research is to trace the attitude and perception of Punjabi speakers and which social factors that are main cause of Punjabi language shift in urban and rural area of district Khushab. The finding of this data is clear in this study that the shift of Punjabi Language Khushab have seen in different settings. Punjabi language shift in district Khushab is happening in different domains like home language, language outside the home, interaction with friends and non-native Punjabi speakers, attitude and perception of different age groups of Punjabi speakers, transmission of Punjabi language to the next generation, role of social media, current education system and migration from rural to urban. The questionnaire that was based on the attitude, perception and social factors are main reasons in Punjabi language shift. The response of the urban and rural participants and the results of SPSS make it clear the attitude of urban are quite negative instead of rural, because prestige is related to them because of to the social factors.

These social factors include the role of media in the promotion of Urdu and English, role of parents, current education system, migration from rural to urban, globalization and language policy are the main factors that play a crucial role in Punjabi language shift. During the informal discussion with the urban speakers, they reveal that due to the status and power they prefer to speak Urdu and English. Even the government is not taking serious action in the publicity of Punjabi language, it is quite serious fact that the Punjabi is just an optional subject in masters' level. And parents have desire that their Children adopt Urdu and English language instead of Punjabi because of their bright future.

IV. Conclusion

According to the finding, it can be summed up that Punjabi language is deserted in the urban area of Khushab because for these families Punjabi is not only their home language even they are not interested to transmit Punjabi language to the next generation ,migration ,social media social status, role of parents and intermarriages these are the main reason of Punjabi language shift in Urban area , but the attitude of rural families is quite opposite they feel proud to speak Punjabi not only home but also they use Punjabi outside the home .According to the EGID scale by Simon and Lewis(2010), the status of Punjabi language is safe in rural area but in the urban area the status of Punjabi language is unsafe.

It is dilemma of our society that parents don't encourage their children to speak and transmit their native language in this case most of the native languages are near to death and totally extinct. In such cases the children shown very little interest toward their mother's language and they are seemed interested in others languages especially English.

V. References

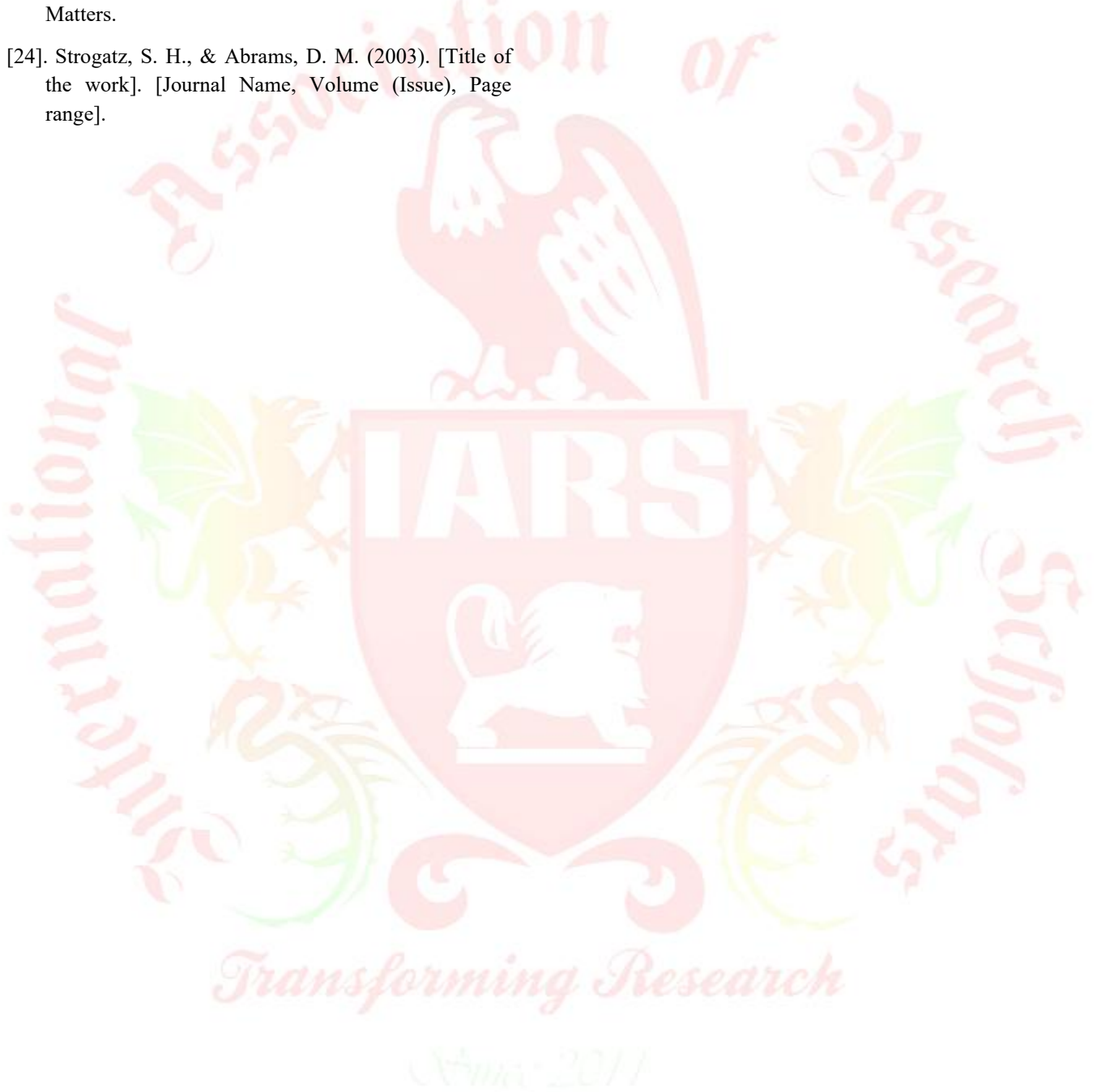
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