

**Psychology of Bilingualism and Multilingualism**  
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**Week - 08**  
**Lecture – 39**

Hello and welcome to the course Introduction to The Psychology of Bilingualism and Multilingualism. I am Dr. Ark Verma from the Department of Cognitive Sciences at IIT Kanpur. This is the last week of the course and incidentally this is the last lecture of this course as well. In this week I have been talking to you about certain miscellaneous topics in bilingualism and multilingualism. In the last three lectures we actually looked at bilingual literacy, literacy acquisition through bilingualism and multilingualism.

We talked about how people learn to read across different languages due to different writing systems. In the last lecture we talked about the purpose and the overall beneficial nature of bio or multilingual education. In this lecture I will take you slightly to a different direction and we will talk about another very applied aspect of bilingualism and multilingualism and we will try and ponder about whether bilingualism and multilingualism or how bilingualism and multilingualism has sort of changed the landscape of you know communication across the world. Now one of the major applications of bilingualism and multilingualism if you look around yourself is media and advertisement.

You go on a drive, you are driving through any road across the country you will see that you know billboards on both sides of the road are essentially bilingual or multilingual. If they are not bilingual sometimes they are actually writing let's say Hindi words in English script, English words in Hindi script. I am sure this is pretty much the case for say for example other parts of the country as well. Not only that it is also very you know similar in ways it manifests across the world. So bilingualism has become the norm for communication at least mass communication not only in India but across the world.

And one of the major paradigms of mass communication is media and advertisement. I was talking about billboard advertisement you can look at shop names, you can look at brand names of products or you can also look at the way people communicate on social media. You can look at how people write their comments on YouTube, how people write their post their things on X, how do they you know publish their websites and so on and so forth. So this is a very very interesting application of bilingualism and multilingualism that you tend to see if you look around the world if you look around any kind of public platforms, large platforms for sending out messages you know and trying to access a larger range of audience. And remember in today's time a larger range of

audience does not really mean just your district or just your state or just your country or your continent it is basically we are trying to because in the era of globalization the entire world is an open market so to speak and everybody who's creating a product or providing a service wants to reach and wants to have reach to the entire you know world and have access to a largest number of people possible.

So one of the driving and also this has been one of the driving so while I'm talking about how bilingualism has become the default way of mass communication it is the other way around as well bilingualism also drives mass communication in a particular way and mass communication, needs for mass communication also you know in some sense force people to become bilingual and multilingual and achieve and you know acquire the ability to learn and communicate in different languages at the same time. If you look at you know the last few decades especially you will see that there has been an exponential rise of the possibilities for language contact which have been prompted by global advertising, internet communication and other forms of electronic media say for example Facebook, X, YouTube and so many others. Now one of the most interesting forms of you know electronic communication has actually been global advertising as I was saying which offers the possibility of language exchange and mixing both in terms of you know producing, sending out messages and consuming or comprehending the messages that are out there. People want to know what is happening in different parts of the world as well as they also want themselves to be heard across the world across different you know parts of the world. Now an interesting aspect of this you know global rise in bio or multilingualism has been that it has mainly centered around English.

Now this is interesting in a sense but if you look at it historically the British actually conquered more than half the world wherever they went they colonized people and they imparted their own culture, their own language and this is probably one of the main reasons why English has become a lingua franca across the world. Also most important you know the most powerful both militarily and economically and politically most you know most powerful countries also sort of speak English or at least English is one of the major languages that they speak. Say for example while in most of while North America, Britain, Australia etc speak English majorly other countries of the world such as China or countries of Europe as well as India also place a lot of importance on English. So English in that sense has become a major lingua franca which has you know basically invited everybody to learn and acquire English because there are so many advantages to it. Now this is interesting because if I am saying that you have to learn English you are also not leaving behind your native languages.

So the phenomena that you see across the world is that of pure lingualism which basically has been harvested or you know utilized in all forms of electronic

communication but most importantly in advertising as well. Now a very interesting aspect of this pure lingualism is that across the world advertisers consciously or unconsciously have favoured pure lingualism because they want to increase or enhance their reach to the larger sections of the society. Again society does not mean just restricted sections but we are talking about the entire world. Also advertising has become a very integral part of modern day communication especially in electronic media because that is what basically drives everything. All the content that you see created on Instagram, YouTube so on and so forth basically is monetized because the money is coming from advertisers and those advertisers because now content is consumed across the board across the world the advertisers have chosen a lingua franca English that they want to push and peddle in and therefore you will see that across the world whatever content you are consuming there are English advertisements you know interspersed across the whole length of a video or a movie and so on.

Now there are some key issues that we can discuss about you know this trend of global and international advertising. As you know globalization can be defined as an integration or an integrative outcome of the interaction between finance, markets, technologies and information systems in such a way that it's bringing the world together. The idea is and sometime back the Prime Minister Narendra Modi also said that information is going to be the currency of the next you know century because it is information that everybody wants to both consume and propagate and it is this you know propagation of information that is what is bringing people together and everybody wants to do it in a faster way in a cheaper way and more effectively trying to reach the largest sections possible. A very interesting concern in this has been this paradox of communicating in a manner that is effective and appealing at both the global level as well as the local or regional level. So for example if you look around you will see that there are ads that obviously you know are there in your regional language say for example I'm living in North India in IIT Kanpur so obviously a bunch of ads that I consume are in the language of the region which is Hindi but they are generously interspersed with English as well in a sense that it sort of also appeals to a larger and global audience.

This is a very interesting paradox basically because at the same time advertisers want to reach both the global audience as well as the local audience with the information that they want to sort of put out and it is very interesting if you sort of you know are conscious and looking around and observing say for example you might have noticed how international brands adapt their advertisement pitches, their taglines, their slogans, even their product portfolios across different countries say for example when McDonald's came to India they started with the McDonald's Aloo tikki burger which is obviously not what they sell in Europe because there they sell cheeseburgers you know cheeseburgers and hamburgers and so on and so forth. Similarly you have a dosa kind of

wrap as well you have a dosa kind of burger as well you have a McSpicy Paneer wrap and basically you see that McDonald's and not only McDonald's there are so many other brands you know the way we consume cold drinks I mean they taste different in different countries and it is because manufacturers address adjust the sugar content, nutritional content according to the local preferences as well as local rules and regulations. Now another interesting choice that confirms advertisers has been the choice of language. You see if you look at it and I've been talking about this you know in a particular manner so far that if you look if you personally only look at the ads of global brands it would reveal that English is the default choice for global advertisers and marketers. It has become one of the most used languages and has dethroned its competitors such as French and Russian and thus become the single most important language in this era of globalization and interestingly as advertisers you know need to solve this customization problem or this paradox between global and local regional levels of reach while in initial intuition would suggest that you know supremacy of monolingual texts should be there in advertising.

Bhatia and Ritchie actually suggest that advertisers have tried to solve this paradox by adopting an approach grounded in the prevalent pluralism. So again it is English and another regional language of choice that people are majorly following. Now this solution is important because it creates a communicative accommodation which is an important ingredient allowing advertisers to gain maximum appeal for their products and also creating favorable effective consequences. So this is precisely the problem that I'm sort of bringing to you and I'll basically present a few examples here and there to basically help you appreciate how bilingualism or multilingualism you know has impacted and has probably got impacted by economic, political, social, socio-cultural phenomena. I'm taking just one case which is the case of advertising but if you try and extrapolate it to several other kinds of happenings you'll find that you know that these things are also propelling bilingualism and are getting supported by this culture of bi and multilingualism as well.

Now this whole paradigm of advertisement, the language of advertisement for example can be studied through a variety of approaches. There are linguistic approaches to look at them, there are literary approaches to look at them, there are also semiotic approaches to look at them which basically talk about how certain layers of meanings are being you know propagated across the larger sections of society. Focusing on linguistic approaches, within linguistic approaches you can also see there are three or four different kinds of things there. There's a linguistic approach, there's semantic approaches, pragmatic approaches and then psycholinguistic and other information processing approaches. This is just a bit of a typology that I wanted to let you know about but let us go ahead and look in slightly more detail about this plurilingual sort of view of advertising.

Now the three salient features of this plurilingual approach to advertising are as follows. First, advertising is essentially considered as a mixed system that involves both verbal and non-verbal components. So you see there are pictures, there is music, there are different kinds of these you know sensory information as well as well as that there are you know verbal components and these media components and textual components they sort of exhibit a complex pattern of information sharing which you can see that forms a sort of a continuum. On one end there are ads in which there is a lot of text and on the other end there are ads that have a lot of multimedia content. So you can basically see that it is a perfect balance of multimedia and text that you know advertisers have wanted to create in order you know for them to be able to create the maximum impact, the maximum appeal, the maximum reach for their products.

Another, the verbal component of an ad for example mirrors two very critical complementary aspects of this bilingual multilingual social behavior. For example, there are efforts to keep two linguistic systems separate. So for example, you will typically see you know older bilingual ads would have a whole page in Hindi and then you turn the page and you will have the whole page in English. So I am talking about pamphlets that are very common in the previous decade. There is also an interesting thing that some of more creative advertisers and marketers have actually looked at mixing and integrating the two linguistic systems.

Say for example, if you look at the ad of Pepsi, it is very interesting that they come up with a tagline which says 'Yeh Dil Maange More' where you will see that first is the entire brand, the brand name, product name etc is in English but the tagline is half Hindi or let's say 75% Hindi and there is an English word just to add an effect, just to add that creative buzz to it. Now while language mixing has therefore become an integral aspect of multilingual verbal behavior, cutie linguists somehow are regarded as having trouble in expressing their thoughts and the language usage is somehow considered slightly impoverished because what happens is if you move ahead or if you move away from expressing yourself in a single language you sort of start running out of the best ways to put your thoughts in and therefore a mixed approach sometimes is actually judged as lacking grammar, lacking the overall sense and so on. And this is typically what is mirrored in the negative view of advertisement. Say for example, bilinguals mixed verbal behavior has sometimes been referred to as, you know according to this negative view as deficient in quality, deficient in semantic content as well as syntactic correctness and so on. It is often seen and at least in earlier days if you are mixing languages and speaking and by the way now also you will find a lot of people are purists.

They will tell you that okay if you speak in English only speak in English, if you are

speaking in Hindi only speak in Hindi and they will have all sorts of arguments in support of that. And it's interesting for example Gumpers and others have pointed out that bilinguals when they are mixing they actually become rather conscious of their language mixing and if you point that out to them, why are you speaking in both of these languages and you can see that I mixed here, they would become slightly apologetic about it and which is in some sense very interesting. Now there is obviously a neutral view to this as well. For example, according to this neutral view language mixing only accomplishes basically this low level cosmetic effects.

It grabs attention. When you see Pepsi's tagline that yeh dil mange moran there are so many ads with so many jingles and taglines you will see that they basically work best in grabbing initial attention but they don't really engage people for the longest time. They are sometimes seen as a transient fad or a rather short lived charm. And therefore the evidence for this view sort of lies in the fact that advertisers only occasionally use foreign language materials just to grab the attention but later they sort of shift to mainly monolingual messaging, monolingual text and so on. There is also a very positive view of this. So a positive view of this is basically you know which looks at language mixing as a very systematic and rule governed phenomena which basically which is used to satisfy the creative needs of bilinguals or bilingual creators of these advertisements and so on.

Especially which can neither be met effectively from either of the two linguistic systems. Say for example if you wanted to create a you know a head turning effect, if you want people to catch up on that jingle, it is interesting because if you see if you say yeh dil mange moran there is a violation of language it suddenly grabs attention and somehow I am at a loss of remembering so many of these examples but you will see that there is a lot of this and it not only provides creative expression to the ad creators and jingle creators and so on, it also achieves that effect of this you know grabbing this attention and you know getting people engaged with your products in the first place. So this view recognizes the fact that language mixing and advertising can satisfy the deeper innovative and creative needs of advertisement writers and it also helps create the desired effects of persuasiveness, naturalness and other psychological effects that work in the advertisement industry. Now we have seen the different views that are there that exist for language mixing in the advertisement space. Now in the next few slides I will look at, I will show you some examples of how this global spread of plurilingual advertisement is happening and again as I said English has been the epicenter of this.

Now interestingly if you see English has or is the epicenter of these plurilingual approaches to advertising and marketing. For instance it has and there are solid reasons for that. For example English has official status in at least you know 75 countries with a

population of about 2 billion individuals. Moreover it is spoken as a first or a second language along with one or more other languages by around 750 million people in 750 million people. Around 800 million people are believed to be speaking English as a foreign language.

So you can see the reach that English offers you or English advertisements offer you are obviously incomparable to any other language in the world. Interestingly according to the British Council English is not only the choice language for books, newspapers, airports, air traffic control, international businesses, most academic conferences, science articles, technology articles, diplomacy, sport, international competition. You can name a particular area and you will see that English is rather prevalent in those areas. Now moving on there has been a lot of research about this global spread of English speaking communities and it has led to some sort of you know development of typologies and models based on users and the uses of language. One very interesting typology was put forward by Kachru in 1985 and then updated in 2005 which basically talks about three concentric circles and these concentric circles are basically categorized as the inner circle, outer circle and the expanding circle which basically represent those countries that were initially speaking English as a native language and those countries where English exists in its non-native context which is your outer circle and also you know finally those countries who recognize the importance of English as international you know lingua franca.

I mean you can see here you see that inner circle basically contains countries like USA and UK outer circle is probably colonies of these colonies of Britain in that sense but there is obviously an expanding circle you know for example in countries like China, Japan and so many other countries that are increasingly day by day recognizing the importance of communicating in English. They are making considerable changes in their you know educational systems, their systems of communication with the outside world as well as their you know language of the economy, the language in which businesses are conducted for that matter. Now I just present a bit of a you know demonstration for you basically looking at how English is being used very interestingly in advertisement especially through non-Roman scripts so you see when English advertisements are found in Roman scripts you know mainly across Europe because most of the European languages use the Roman script they do not really cause that much attention grabbing that much turning of heads or probably not to us but if English advertisements are brought in and made part of you know non-Roman scripts that is certainly a head-turner. So let's let's look at you know a couple of these demonstrations. Look at this ad this is the ad of you know Shandar Shakti. "Apna LML Vespa THES ka Aerodynamic Andaz. Khas aapke liye stairing handle ka design aisa ki aap jitna bhi chalaye thakan mehsus he na ho. 8 BHP ki shakti jo jaag uthe sirf button dabadte he. Bemisal Raftar k Liye kushal

Engineering se bana Suspension jissey yun lage ki aap ho hawa par.”

Now if you see it's a very interesting ad of LML Vespa, it's a very old ad LML Vespa is probably something that used to be around in the you know 90s and probably early 2000s if I'm remembering correctly but you will see this is a very interesting ad which is by the way written in Hindi predominantly using the Devanagari script used to denote Hindi but interestingly you will see that the critical aspects because they cannot be translated from English they have been denoted just like that in the Devanagari script in some sense you know you see there's a lot of Romanization of Indian languages here you can see that there is a Devanagariization of English which is basically trying to peddle English major ad to the Hindi speaking Hindi reading audience. Another example of the same kind is this Korean ad and I'm sorry that I cannot read Korean but you can see there are critical aspects which are presented in English say for example this thing like coloring the AGM there are other aspects also so in molding color designing AGC and then there is this banding of Samsung company here you can see this is a Korean ad majorly it is in Korean obviously the script that is used is Hangul which is used to write Korean but this is also very interesting ad which has both elements of English and Korean in that and in that sense it sort of allows the advertiser to reach a much wider audience. Let us look at these ads in a little bit more detail now that I have shown you them. So while the Hindi ad word from the outer India circle outer circle India you know capitalizes on the relatively high incidence of bilingualism you know in India with English it does not make any attempt to reinforce English either by means of paraphrasing anything in terms of English or writing them in the Roman script. The creators of the ad actually assume that their readers will be bilingual so they will be able to understand English and Hindi at the same time and also if they're not bilingual these people are pushing them to sort of read English words because they are written in the Devanagari script because reading from the Devanagari script is very transparent very smooth it's a phonologically transparent language as we have discussed in the previous lectures you might not need to put any other effort to read an English word which is written in the Devanagari script because it is very easy to read.

Also if you look at this Hindi ad word you will see that the only explicit sign for the presence of English in Hindi is the model number of that thing T5ES if you remember which is actually the only part that is mentioned in the Roman script. Interestingly the ad seems completely monolingual because it's totally written in the Devanagari script used to write Hindi it employs the attention getter in Hindi say for example monolingual text called Shandar Shakti which is written in Hindi. But if you look at it more closely you will learn that the body of the advertisement includes Hindi interwoven with English and which is italicized and written in the Devanagari script. So it's drawing attention to the mix of languages it is drawing attention it's first appealing to the local audience by putting everything out in Hindi writing in Devanagari script but in that sense it is also



appealing to the bilingual audience. Once they start reading if they know how to read Hindi they will also get the details in English which could not be translated to Hindi.

In contrast if you look at the Korean ad it does not expect the same degree of bilingualism amongst its consumers or on part of its readers and the ad is built primarily on a paraphrasing strategy. The readers are initiated into bilingualism by the inclusion in the ad of both kinds of scripts. So you have something written in Korean Hangul and bottom of that you will find the same thing written paraphrased in English. Also the Korean ad exhibits the use of English in a more elaborate way. It's in the critical areas of the advertisement.

Although the ad creators have used English expressions in the Roman script say for example in the acronym AGC in moulding colour design and the whole world of colouring where colour in R is here and then ING is there. The overall ad actually contains much more text in Korean depicted in the Hangul script than in English. The attention getter however the word the expression colouring is obviously English which basically makes for a much wider appeal of the advertisement. Now if you look at it both these ads therefore reveal a very interesting strategy on the part of the ad creators which reveals generous use of English as the key attention getter for these ads. Not only in Roman but also in the script of the native language which seems very septitious that you write English word in Hangul or English word in Devanagari and you expect that people will just buy into this and they will sort of get sucked in into reading this.

Also more importantly both ads demonstrate how the marketers and advertisers have solved this global vs regional paradox by including an international language in the mix although the ad is generously interspersed with key elements in the regional languages. So you know the Shandar Shakti ad is an actually Hindi ad, the Korean colouring ad is actually a Korean ad but it has a lot of English basically making it appeal both the local and the global audience. Now multilingualism basically so this is again slightly moving ahead let's look at this construction of ads in a different setting as well. For example let's look at how these ads are structured so that we sort of understand this in some more detail. Now given the brief demonstration in the two ads we just discussed let's look more closely at the structural aspects of how these advertisements are constructed.

So Bhatia and Ritchie F characterizes the construction of an ad in 8 parts. It contains product name, company name or logo, labels, pricing, availability, slogans, main body and headlines and sub headers. Again it is important to note that various considerations should go in when you are constructing an ad in creating these parts for example pricing and availability are primarily contents based things and they don't have much in terms of the structure of creating ad and so on. Also not all the ads that you come across will have

all these 8 parts and even when they do they are not mutually exclusive. So you will see them you know it will be difficult to separate them out from each other and they are always not constructed in a mutually exclusive manner.

Now another very interesting concern that happens is basically the consideration of you know how these ads are created in the medium that they are going to appear. So for example if you are creating an ad for television it will be created differently, if you are creating an ad for billboards it will be created differently, if you are creating an ad for social media it will also appear differently. So you will see nowadays every advertisement agency has several channels of communication and they actually tailor their advertisements to the specific communication channels. So an ad on Instagram versus X would actually look very different from an ad on Facebook or an ad on YouTube which will allow you more space. Similarly an ad on a billboard versus an ad on television will also be very very differently constructed.

So just by way of demonstration let me show you another ad which has been combined by Bharti and Ritchie. You will see this is an ad for Tirupati Spices probably sometime you know long back which has been you know put together and you see it's very interesting. "Jale par namak zaroor chidakiye" and then you have all of this text in Hindi. "Swadisth wa lazad dar mahakta hua khana har rose banaye. Khaane ki mehak parosan tak pahunchne dijiye. Wah jale to jalne dijiye. "

So again you have a lot of messaging in Hindi but interestingly if you see you know everything is in Hindi here in these parts. But if you look at the packaging the packaging actually has all of these details in English. So you can see again how advertisers are cleverly using both Hindi and English text together in the same advertisement to still you know while they mainly want to appeal the local audience. They also have an eye out for in their packaging for the global you know markets for the global consumers. Alright again this is something that I've already mentioned.

Now so this ad uses a very and if you look at this ad it uses a very interesting rule violating strategy to grab attention of the consumers. For instance common sense would dictate that one does not rub salt and wound. You know 'jale par namak chirakiye' obviously you don't rub salt on if you have a wound or if you have a burn. But this is being used as an attention getter in the ad. As soon as you listen to somebody saying jale par namak shirakee or you know add salt to your burns or wounds you will you know automatically your attention is grabbed and you want to see why is this person saying something like that.

So it basically violates traditional wisdom and basically you know draws attention to the quality of their product. And then you can see in that Hindi paraphrasing they've actually

explained that if you make so flavorful and so tasty food it will you know the aroma of the food will reach your neighbors and they'll become jealous and this is a good thing and so on and so forth. Okay so interestingly if you look at this ad it also reflects the changing society values you know in the Indian society given that making one's neighbor jealous would be considered counter to Indian values traditionally. Because neighbors are typically considered to be part of our extended families. Now also note that the ad is primarily in Hindi and the body of the text is majorly written in Hindi using the Devanagari script.

The critical aspects on the Risleya packaging as I was mentioning was created in English. Also interestingly you'll see there is a minor tagline so there is a “jale par namak chirakiye” tagline in the Hindi ad but there is also a minor tagline on the packaging which says the great taste of Marwad. Which is written in English and in the Roman script so that you know it is able to reach a wider range of consumers. So this is again a demonstration of how bilingualism and multilingualism has been utilized by advertisers and marketers and how they have sort of used this whole balance of pluralism, balance of you know communicating to global as well as local audience at the same time. I hope you enjoyed this course, I hope you enjoyed this lecture and this is from my side the end of this course and I hope by the time you finish all of these 39 lectures you'll have learnt a lot about bilingualism and multilingualism and how to help you in various ways. Thank you so much, Goodbye.