

STUDY ON INTERRELATIONSHIP BETWEEN YOUTH LINGO AND TELEVISION CONTENT

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Abstract: Market research on youth lingo can be useful in terms of determining how to promote the supply and demand for content of television. This research paper explores how usage of youth lingo in television content increases the viewership. Contemporary television content is majorly dependent on research conducted on youth lingo and youth act as a source of data for media content. Media plays an important role in affecting language in wider society. The language used in media content reveals mirror of the wider society and culture. This research paper explores how media language affects attitudes and opinions in society through the way it presents youth and its related issues. Media language can tell us things both about media and about language. TV content uses youth lingo to redefine their relationship to their audience. Slangs are increasingly becoming part of youth lingo. Certain facets of youth language, especially slang innovations, are frequently attributed to media influences. This paper studies interrelations between youth lingo and television language would require a closer examination of media content. Media language should facilitate the sharing of ideas and knowledge between and within communities. This is where the crosscutting and mutually re-enforcing nature of these issues becomes more relevant: the media must convey the content in the appropriate language. The goal of most media messages is to persuade the audience to believe or do something. Youth

generate their language. It's not just to communicate information, it's also in order to include people into a group or exclude them from the same. Young people are growing up with a new form of composite language. In this research study we attempt to propose a model which will establish how youth lingo can be used to increase viewership of the television program. The study will be significant in proposing a model which can be used to build viewership by focusing on youth lingo.

Key Words

Youth lingo, TV content, viewership, media language, interrelationship

Introduction

The language of mass media is a changeable phenomenon, with an amazing variety of features. But mass media in itself is formulated out of and is governed by certain particular characteristics. These characteristics form the justification for positing a 'language of mass media'. It is in this context that this study attempts to analyze television content against the background of youth lingo. The present generation of young people, unlike their predecessors, lives in an increasingly globalizing world that is being transformed by a wide range of technological innovations. Language isn't just about communication; there is a strong social, political and emotional charge to it. The language of youth has changed, and now, television content must adapt to keep up with the younger generations' new interests and ways of communicating. The society has to function in the context of social reality and one of the significant tools that the society has at its command to achieve this is language. From another point of view, language is the medium used by the society to exchange or explain the understandings and standpoints of one section of the society to its other sections.

This research study will focus on youth lingo and its usage in content of television to increase commercial strength of market.

Youth Lingo

Youth lingo refers to all patterns of language use in the certain social groups, encompassing all ranges of linguistic description. People of this age group may use slang to identify themselves with particular groups in terms of age, gender, region, race, etc.

Slang is perceived as non-standard, ephemeral, and in flux (Partridge, 1935; Eble, 1996; Thorne, 1997), and some scholars define ‘slang’ in terms of level of formality. It is viewed as a highly informal style category within a language, which chooses to occupy a rather extreme position within that language’s formal structure when looked at from a linguistic point of view (Asher, 1994: 3961; Thorne, 1997: iii). Other researchers define slang in direct opposition to the conventional and standard language, and view it in terms of its deviant and rebellious nature.

One of the characteristic aspects of youth, besides fashion and hairstyles through which age specific behaviour is demonstrated, is their form and use of language, particularly slang. The language of adolescents and more particularly how it differs from the language used by other age cohorts in society, has been widely researched and documented with a view to determining its features. The youth shape and reshape language to suit their individual needs and status. In as much as language is used for conducting certain functions, it is also subject to change in form, particularly in terms of its vocabulary to suit the needs and demands of its speakers and is thus distinctly conspicuous. Slang forms part of a resourceful way of using language and it, therefore, can be considered as an integral element of linguistic innovation. To disregard the existence and richness of slang as a factor of linguistic choice would be to ignore one of the essential aspects of language, as well as the identity of the youth who use it to serve various functions in their lives. Apart from slang being a fashion item, it is also a marker of identity and delineator of groups, separating young from old, urban from rural, and a marker of an in-group from the out-group (Labov, 1972; Eckert, 2000). The functions of slang as employed by the youth in this study are mainly twofold: On the one hand they use slang to display the fun element of using slang through their unconventional linguistic creativity and innovation. However, they also appropriate slang, through the use of certain lexicon, as a manifestation of their unique identity against the backdrop of a changing socio-political landscape in an environment where diverse language and culture groups are in ever-closer contact.

Television Content

Understanding how media is delivered, consumed, and leveraged around the world can help better develop, position, and deliver content to viewers. The goal of this study was to address the apparent gap in the current literature regarding language usage in media.

The basic issues of communications research were encapsulated by Harold Lasswell in 1948: Who says what in which channel to whom with what effect? This is compared with a prescription for the sociolinguistic enterprise: Who speaks what language to whom and when? (J. Fishman 1965) This is important to frame content of media in the language which is accepted by youth as they form the major target viewer group.

The question that naturally arises in this context is the relevance or necessity of analyzing the language of media as discourse. Fairclough (1985) discusses why the analysis of media language from the point of view of discourse differs from the analysis of media language from the point of view of linguistics.

Interrelation between Youth Lingo and Television Content

Certain aspects of youth language, especially slang innovations, are frequently attributed to mass-media influences; on the other hand, the appearance of youth slang in media discourse is often noted. The study explores the various kinds of innovative uses and participation of youth in Television content in different cultural contexts, and demonstrates that young people, working with a range of media materials, produce innovative content through dialogue and discussions. Media content uses youth lingo to redefine their relationship to their audience.

Television content is largely dependent on research conducted on youth lingo and youth act as a source of data for media content. It uses some language feature, also found in ordinary speech in interesting manner in its content. It plays an important role in affecting language in wider society.

Adam Jarowski and Nikolas Coupland have explicitly referred to the necessity of considering language from the point of view of discourse in their introductory essay in Jarowski et al 2004. In their own words, "Rapid growth in communications media, such as satellite and digital television and radio, desktop publishing, telecommunications (mobile phone networks, video conferencing), email, internet mediated sales and services, information provision and entertainment, has created new media for language use. It is not surprising that language is becoming more and more closely scrutinized while simultaneously being shaped and honed (for example by advertisers, journalists and broadcasters) in a drive to generate ever – more attention and persuasive impact. Under these circumstances, language itself becomes marketable and a

sort of commodity and its purveyors can market themselves through their skills of linguistic and textual manipulation

The question of the role and function of language in communication have been examined by sociologists from another interesting point of view. Grossberg et al (1998) have explained this approach in great detail. . They explain the working of the media from the points of view of two models – the transmission model and the cultural model. The former is ‘the process of moving messages from a sender through a medium to a receiver’. Here the cardinal questions involved in analyzing the language of the media are who said what to whom on which medium and to what effect.

The cultural model of communication sees the process as “the construction of a shared space or map of meaning within which people co exist”. Here, language of the media is not an isolated phenomenon; rather it is involved in the generation as well as the realization of meaning and its communication within a society. (pp 18, 19 and 20).

As far as the transmission model is concerned, the prime purpose of communication is to ensure that the receiver decodes the same meaning transmitted by the sender through a medium. The more the correlation of meaning at the two ends of the transmission, the higher the communication equivalence of the process.

As far as the cultural model of communication is concerned, the meaning of the Language in India (K.Parameswaran 2008) communication is the result of the world view, knowledge and perceptions of both the sender and the receiver. Hence the possibility that the encoding of the message and its decoding may result in divergent sets of meanings cannot and need not be ruled out. Against this background, the language of communication is to be understood as the result of the combination of at least three sets of postulates. They concern the nature of the text, the content of the text and the interpretation of the text. Connecting these three facets of communication is the concept of meaning which can be described as the prime function of communication. Meaning has been conceived both as representational and as conceptual. In the former it is taken that language acquires meaning because of the one on one representation of things seen in the world and encountered by people inhabiting the world. The conceptual view concerning meaning says that meaning is the product of the inter relationship of the society with the world.

Meaning is generated when members of a society encounter a phenomenon and want to convey it to others. Grossberg et al concludes saying that “people live in a world of meanings and interpretations, organized by codes of differences. They do not make those meanings: they do not interpret their world for themselves. Nor does the world come already interpreted apart from human activity. People live within the codes, the systems of differences, and the articulations by which those codes have been stitched together in various ways. They live within a culture, and the process, by which that culture is produced, maintained, repaired and transformed is communication.

Hence it is important to construct television content in line with the youth lingo so that the acceptance of message is high. This will lead to increased viewership which will convert in increased commercial strength.

Research Questions

A: Did youth prefer watching Television programs based on youth lingo & lingo enhanced its viewership?

B: Did youth identify with the language used in the Television content?

C. Are slangs signs& symbols important part of youth lingo?

D: Do language used in Television content reflects society & influence attitudes and opinions in society about youth?

E: Do lingo used in content reflects youth peer group & facilitates the sharing of ideas and knowledge between social groups?

F: Do Television content using youth lingo is accepted among diversified audience?

Significance of Study

An inclusive information society must strive to provide locally relevant information in appropriate format. It should facilitate the sharing of ideas and knowledge between and within communities. This is where the crosscutting and mutually re-enforcing nature of these issues becomes more relevant: the medium must convey the content in the appropriate language. It's not just to communicate information, it's in order to include people into your group and exclude people out of your group. The goal of most media messages is to persuade the audience to believe or do something. This research paper explores how youth lingo and television content act as a common factor in increasing viewership. Market research on youth lingo can be useful in terms of

determining how to promote the supply and demand for local content of media. The study will be significant in proposing a model that will help in building viewership of the program by focusing on youth lingo.

METHODOLOGY

Measurement

To determine the interrelationship between youth lingo & television content and study research question mentioned above, 10 measures were employed in this research: 1.Youth lingo & program preference, 2.Youth lingo & viewership, 3.Youth lingo & identification, 4. Youth lingo & slangs, 5.Youth lingo & signs, 6.Youth lingo and society, 7.Youth lingo & attitude, 8. Youth lingo & peer group, 9.Youth lingo & idea sharing, & 10.Youth lingo & message acceptance. These measures will contribute to the building of model that will facilitate the application of youth lingo in television content to build viewership.

Procedure

The survey instrument consisted of 10 questions in a five-point Likert-type scale. The survey instrument is displayed in Appendix A. Respondents indicated their preference towards youth lingo based TV programs by responding to attitudinal statements on a five point Likert-type scale of Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree. Scores of 1, 2, 3, 4, and 5 were awarded to the given statements. The data collected were summarized using descriptive statistics such as frequency, percentages, mean, standard deviation & mode.

Data

In total 120 students participated in the study. The Mean of age of respondents is 20.05. All participants were the residents of city Lucknow. Their specialization varied from Journalism to law to advertising to engineering. Therefore the test group is a good representation of the general group of youth.

Analysis

The Likert Scale results are enumerated in frequency tables that show the breakdown of responses to the 10 questions. Ordinal-level data were analyzed using descriptive statistics (Mean, Standard Deviation & Mode)

Table 1: Frequency distribution of the ratings on statements on youth lingo & media content by respondents (n=120)

SN	STATEMENTS	STRON GLY DISAGR EE	DISA GRE E	NEUTR AL	AGREE	STRON GLY AGREE
1	You prefer watching programs based on youth lingo.	22(18.3)	22(18.3)	14(11.6)	43(35.8)	19(15.8)
2	You think that youth lingo used in Television content enhance its viewership.	6(5)	31(25.8)	25(20.8)	44(36.6)	14(11.6)
3	You identify with the language used in the Television content.	9(7.5)	9(7.5)	39(32.5)	45(37.5)	18(15)
4	Slangs are most important part of youth lingo.	8(6.6)	18(15)	28(23.3)	37(30.8)	29(24.1)
5	Signs & Symbols are important part of youth lingo.	7(5.8)	8(6.6)	13(10.8)	54(45)	38(31.6)

6	You think that language used in media content reflects society and culture.	13(10.8)	7(5.8)	23(19.1)	46(38.3)	31(25.8)
7	Television language influence attitudes and opinions in society about youth.	5(4.1)	12(10.0)	38(31.6)	42(35.0)	23(19.1)
8	You feel that lingo used in content reflects your peer group.	16(13.3)	19(15.8)	32(26.6)	37(30.8)	16(13.3)
9	TV language facilitates the sharing of ideas and knowledge between social groups.	3(2.5)	23(19.1)	39(32.5)	35(29.1)	20(16.6)
10	TVcontent using youth lingo is accepted among diversified audience.	8(6.6)	18(15.0)	27(22.5)	43(35.8)	24(20.0)

*Figures in parentheses represent percentages

Results & Discussion

Measures

1. Youth lingo & program preference

Frequency of Response -“ You prefer watching programs based on youth lingo.”The responses for this statement have a mean of 3.12 (SD = 1.37). The mode for this response is 4. This question was designed to test whether the youth prefer watching programs based on youth lingo. This one had over a 52 percent agreement rate (those who indicated agree or strongly agree).

2. Youth lingo & viewership

Frequency of Response -“ You think that youth lingo used in Television content enhance its viewership.” The responses for this statement have a mean of 3.2 (SD = 1.14). The mode for this response is 4. This question was designed to test the basic question that whether youth lingo used in television content enhance its viewership. This one had over 48 percent agreement rate (those who indicated agree or strongly agree).20% of the respondents were neutral about the viewership pattern of youth lingo based programs.

3. Youth lingo & identification

Frequency of Response -“ You identify with the language used in the Television content.” The responses for this statement have a mean of 3.45 (SD = 1.06). The mode for this response is 4.This research question was designed to find whether youth identifies with the language used in TVcontent. More than 52%(agree & strongly agree) of the respondents appreciated and identified with the TV content because of language used.

4. Youth lingo & slangs

Frequency of Response -“ Slangs are most important part of youth lingo.”

The responses for this statement have a mean of 3.5 (SD = 1.18). The mode for this response is 4.Slangs are important part of youth lingo as this research question had agreement rate of over 55%.

5. Youth lingo & signs

Frequency of Response -“ Signs & Symbols (e.g. smileys) are important part of youth lingo.” The responses for this statement have a mean of 3.9 (SD = 1.09). The mode for this response is 4. This statement intended to find whether signs & symbols are important in youth lingo. Due to the number of responses agreeing with this statement (over 90%), it appears that youth rely on symbols like smileys for communication.

Youth lingo and society

Frequency of Response -“ You think that language used in media content reflects society and culture.” The responses for this statement have a mean of 3.6 (SD = 1.22). The mode for this response is 4. The purpose of this question was to find the impact of language

used in television content reflects society and culture. This research question had an agreement rate of 64 % (those who indicated agree or strongly agree). This clearly reflects that language used in television content mirrors society.

Youth lingo & attitude

Frequency of Response -“ television language influence attitudes and opinions in society about youth.” The responses for this statement have a mean of 3.5 (SD = 1.03). The mode for this response is 4. TV language influence attitudes and opinions in society about youth. This had agreement rate of 54 % (those who indicated agree or strongly agree).

Youth lingo & peer group

Frequency of Response -“ You feel that lingo used in content reflects your peer group.” The responses for this statement have a mean of 3.15 (SD = 1.22). The mode for this response is 4. This research question was intended to find the impact factor of lingo used in television content reflects the youth peer group. 43% of the respondents were in agreement (those who indicated agree or strongly agree) to the fact that language plays a important role in acceptance in peer group.

Youth lingo & idea sharing

Frequency of Response -“ television language facilitates the sharing of ideas and knowledge between social groups.” The responses for this statement have a mean of 3.3 (SD = 1.04). The mode for this response is 3. Over 45% of the respondents were in agreement (those who indicated agree or strongly agree) to the fact that TV language facilitates the sharing of ideas and knowledge between social groups.

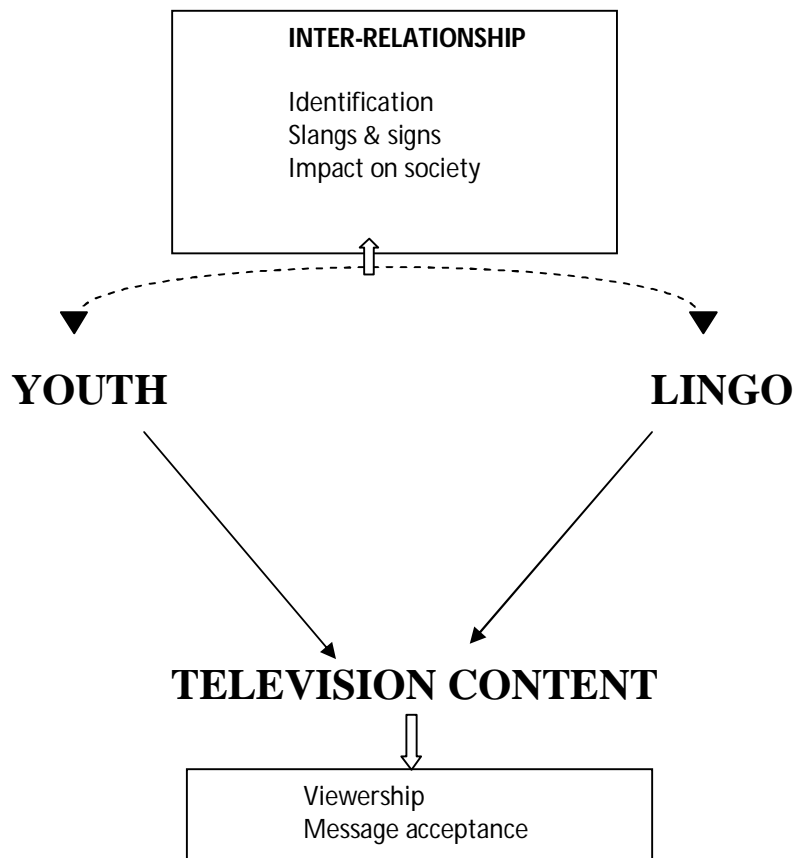
Youth lingo & message acceptance

Frequency of Response -“ television content using youth lingo is accepted among diversified audience.” The responses for this statement have a mean of 3.4 (SD = 1.14). The mode for this response is 4. 55.8% of the respondents were in agreement (those who indicated agree or strongly agree) to the fact that television content using youth lingo is accepted among diversified audience. 22% were neutral towards the question.

Model

Based on the findings of the study we propose a model which will establish interrelationship between youth lingo and television content. This model can be used to build market strength by focusing on youth lingo.

The model suggests that youth identify with the language using slangs, signs & symbols. Language used in television content has a massive impact on society and it influence attitude and opinions in society about youth. Youth lingo should be used in making the content of television. If the media content focuses on youth lingo it will directly lead to building commercial strength of the market because of increased viewership. The findings suggest that youth prefer watching programs based on youth lingo and viewership's of these programs are high. The message acceptance is high if the content of television makes use of youth lingo.



Model of interrelationship between youth lingo and television content

Conclusion

The research study indicates that language is the principal ingredient with which the mass media interacts with the society and the individuals partake of the mass media. Some of the major indicators of access are to be found in the media, language and content. In conclusion, research study supports that the use of language in television content has acquired a range of specific characteristics. Notably, the evaluation found that youth identifies more with the programs based on their lingo. They preferred the usage of slangs, signs & symbols in the television content. Viewership of the programs based on youth lingo is higher because of acceptance of these messages among diversified audience. The study concluded that youth's attitude towards their lingo based programs is favourable. It is recommended that television should intensify efforts on the usage of youth lingo in their content. Since youth forms the major target audience of television programs, the proposed model holds great promise for developing television content by focusing on youth lingo which is accepted in the society and promotes sharing of ideas and knowledge between social groups.

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**APPENDIX I
QUESTIONNAIRE**

INTERRELATION BETWEEN YOUTH LINGO AND MEDIA CONTENT TO BULID MARKET STRENGTH

NAME _____ AGE _____

OCCUPATION _____ Mb.No _____ M F

STRONGLY AGREE[5]	AGREE[4]	NEUTRAL[3]	DISAGREE[2]	STRONGLY DISAGREE[1]
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SNO.	STATEMENTS	1	2	3	4	5
1	You prefer watching programs based on youth lingo.					

2	You think that youth lingo used in Television content enhance its viewership.					
3	You identify with the language used in the Television content.					
4	Slangs are most important part of youth lingo.					
5	Signs & Symbols are important part of youth lingo.					
6	You think that language used in television content reflects society and culture.					
7	Television language influence attitudes and opinions in society about youth.					
8	You feel that lingo used in content reflects your peer group.					
9	Television language facilitates the sharing of ideas and knowledge between social groups.					
10	Television content using youth lingo is accepted among diversified audience.					