

Phonological Impact of Hindi Cartoons on the Speech of Urdu/ English Bilingual Children



Submitted by:

Ayesha Saddiqa

M.Phil Applied Linguistics

I.D # 15018084017

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Master of Science in Applied Linguistics

School of Social Sciences and humanities

Department of English Language and Literature

University of Management and Technology, Lahore.

ABSTRACT

The purpose of this study was to investigate the phonological impact of the Hindi language cartoons on the speech of Urdu/English bilingual children between 5 to 10 years. The data was collected from 84 male and female participants located in Lahore. They were shown 28 images covering most common sounds (e.g. ‘پ’ /p^h/, ‘خ’ /x/, ‘غ’ /ɣ/ and ‘ز’ /z/ in the cartoons such as: *Doraemon*, *Motu Patlu* and *Abdul Bari*. The participants’ responses were recorded and transcribed along with English translation. Chi-square Pearson was applied to investigate the relationship between age and the use of linguistics variants. The study shows that there is significant difference between age and the use of linguistic variants. The participants who were between 5 to 6 years of age were relatively more receptive to Hindi variants. However, those who were between 7 to 10 years of age had a clear tendency for regressing towards the Urdu language. The study thus reveals that the younger the participants, the more evident is the phonological impact of the Hindi language on their speech. The study suggests an exposure to cartoons in the Urdu language at early age may be helpful to improve culturally loaded vocabulary of children.

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DEDICATION

To Allah Almighty and Hazrat Muhammad PBUH

My divine parents Prof. Muhammad Irshad & Rashda Irshad

Asif, my husband

My amazing children Aizah & Adeen

And my angels Ahmed & Asim

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CHAPTER ONE

INTRODUCTION

1.1 Chapter overview:

This chapter unfolds the layout of the study, delineating its background and the purpose. The first section explains how extensive cartoon watching seems to influence children in many ways including their language. It further moves on to set the objectives of the study leading to the formation of the research question. The second to the last section describes the significance of the current research. The chapter ends with the outline of the study.

1.2 Background of the study:

Meri sahaili! Gussa (گصہ) kyon hoti ho, Chinta mut kro...agar tumhara gubara (گیارہ) phatt gya hai to apnay pita say ja kr kay kaho. Fir wo tumhain naya le dain gay. Abto khush (کھوش) hojao.