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**Report
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Language use in shops on the Curry Mile in Manchester

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We have decided to concentrate our study on 'The Curry Mile' in Rusholme (Manchester) because it is a multicultural and linguistically assorted area highly helpful for an exhaustive multilingual research. Its diversity of businesses permitted us to examine thoroughly how Arabic Asian language speakers managed to integrate in the UK. The title of the research project of which this report is about is Language use in shops on the Curry Mile in Manchester. So basically the target of this research is to find out whether customers on the Curry Mile speak more their native language than English. The main hypothesis is that Asian women know and will speak lesser English than Asian men in a public surrounding.

Our results will be based on questionnaires which we distributed in travel agencies, jewelry shops, clothing boutiques, etc and on several actual language observations. First, we distributed questionnaires to employees and employers, and recorded the information provided by them. Some of the stores did not seem very interested in the project, so we decided to present our target and be more flexible, asking for more appropriate times to come around and assuring that the survey was completely anonymous. We did this to at least lessen the chance of affected results and to have more participants. On the contrary, many other stores kept the questionnaires and filled them in with no objection and in a very kind disposition. Even more than what we all expected.

After collecting and analyzing our data, we were ready to start the period of observation. At first, we figured we would need four whole days to observe in total 40 people, but when we asked for permission to observe approximately ten people and their use of languages per store, we found roughly one hour would be more than enough for each one of us. This was basically because the owners advised us this. We would not go all together, because the establishments' owners were afraid that we would frighten away possible customers if we were a huge crowd. For the same reason, our notes were taken on very small pieces of paper and as surreptitiously as possible (this practice was approved and grated by most of the owners). We even assured to pretend to be costumers during each observation to make the least trouble and to give the best atmosphere to the customers. Some of the proprietors of the shops also suggested specific days in the week and definite daytimes for better observations (basically for the busiest hours, to get as many customers and to be finished maybe even earlier than agreed on). So we made appointments to come back in the best moments of each shop regarding concurrence, kind of customers welcomed and how busy the employer and employees were. These, were sunny days around five in the afternoon

since this as we were told by the owners would be the busiest hour where the most window shoppers would drop in.

Eventually, we observed four different stores, chosen not at random but deliberately to have a wide variety of sources: concerning gender, age, interests, wealth, home country, role in family, as remarkable inputs to take into account.

Finally, we thanked the clerks and especially the owners of the stores where we made the interacting investigation.

Observations

Observation 1 (Clothing store)

During the observation of the clothing store, I have been noticed that the customers were mainly women. They were usually accompanied by friends, parents or children. When the permission of observing the store was asked to the owner, he gave from his experience, the tendency that was our hypothesis. Indeed, he was thinking that his customers will choose the easier way and speak in their own language.

Some striking points were observed such as the facts that for weddings, the bride was accompanied by at least one of her parents if not both. They were speaking in both English and Native languages and were switching languages, using their Native language especially when they were talking about fabrics, which seem to be more technical and need an appropriate vocabulary.

An unexpected point was women coming with their friends and children, with whom they were speaking only in English but with an accent, they were also dressed in more what looks like an English way of dressing. These women were mostly young, in their twenties and thirties. Some women were only speaking in Native language, usually they were older.

I also noticed the presence of two British couples buying typical sarees for women and kurtas for men. It shows that British people tend to be opened to wear those Indian clothes, even if it should have been for an Indian wedding.

By observing this store, it has been seen the integration of the Asian community but also the acceptance and wish of British people to open themselves to new cultures.

Observation 2 (Clothing store)

The first thing that needs to be mentioned for the purpose of this paper is that the store in which I observed and took questionnaires in does not want any sort of mentioning in any text. Although we told the owner that the survey was for University purposes only, he did not want any sort of mentioning anywhere. This was basically because he thought if it was mentioned somewhere, we would have to ask customers for permission to observe them because if somewhere it comes out that someone observed someone in his store future customers might be scared to go there because there is a possibility for them to get observed. For the owner it is just a precaution he wanted to take and we agreed on it. So for the purpose of this paper, we will name the store Indian Fabrics and Clothing (since it sells exactly this).

It is also very important to mention that the owner explained he would only speak in English with his customers; he literally refused to talk in any native language. I did not get to talk to the other employee but from the observation I know that he did not talk to the customers in any native language. Both the owner and the employee influenced the survey by just speaking English; however, this did not make the survey useless since the customers did not know this.

The most amazing observation I made was the one of an older woman, definitely over 60. She addressed the clerk in Native which was not to amazing however he replied in English and she kept speaking in Native. During this weird conversation she repeated several English words he said and I strongly had the feeling she did not understand them, since her facial expression and gestures pointed to this. So she kind of made the clerk speak in Native since she insisted on speaking it.

A second very enriching observation was on two women in their mid thirties. These two women were not dressed in Native clothing but rather in regular English jeans and t-shirt. They seemed to be friends and were with their very small children in the store. The interesting part was that they both spoke to the clerk and themselves in perfect British English with absolutely no accent. However when talking to their little children they spoke in Native. This proves the bilinguality of people living in the area of Manchester.

Observation 3 (Hairdresser for men)

I personally found people in this area were very helpful, and willing to show their native roots. Eventually, I came across some who intended to keep their doctrines just by addressing shop tenders in their native languages without attempting to say a word of English. More to the point, some just refused to use it when they were replied to, in it. Nevertheless, many other non-English speakers showed a big effort towards the use of the official language, even though they kept using it at home, in 'familiar' environments, and teaching it to their children.

I learned that they are not just present in our neighborhoods, and of course in the privacy of families belonging to one of many minority communities in the city and its surroundings, but in our schools, in official information of local authorities, and, especially in businesses.

There is a short story, both amusing as interesting about a real incident with one of the observed persons. The anecdote involved three of the workers of the hairdresser, me (observant) and the customer. He was an actual Arabic man, dressed in his typical native attire, roughly in his fifties. He must have been a regular customer, because as he came in, he started and kept talking in Arabic. But then he turned around, and saw me reading a magazine (behind it I would have my notes paper hidden) and realized that I could not understand a word. He smiled, and immediately switched into English until he left. That was very kind.

Observation 4 (Shisha Bar)

I expected the work with the questionnaires to be very interesting work. Luckily, it was and I think the chance of being able to speak and listening to people from other cultures is really useful. I used to think that people would often prefer talking in their native language, but it was a surprise to me that most people preferred English (the main reason was that they said that English is more used). I went to a Shisha Bar and I was paying attention to Arabic people that came in. Most of the young men looked British and all of them spoke in perfect English. Probably, most of them were born in the UK or came when they were children. Older men, on the other hand were more Arabic looking with typical clothing and a lot of them

spoke in their native languages. I think young men who are more British are not good for the preservation of the Arabic culture in the UK, because if only older people preserve the culture, maybe when they die, the Arabic culture will die with them, and the country will lose its diversity. It was also interesting for me to observe Arabic people watching football and talking English amongst themselves but when there was any chance of a goal or they got angry because their team was not doing what they wanted, they immediately switched off to their own native languages.

Analysis of Results

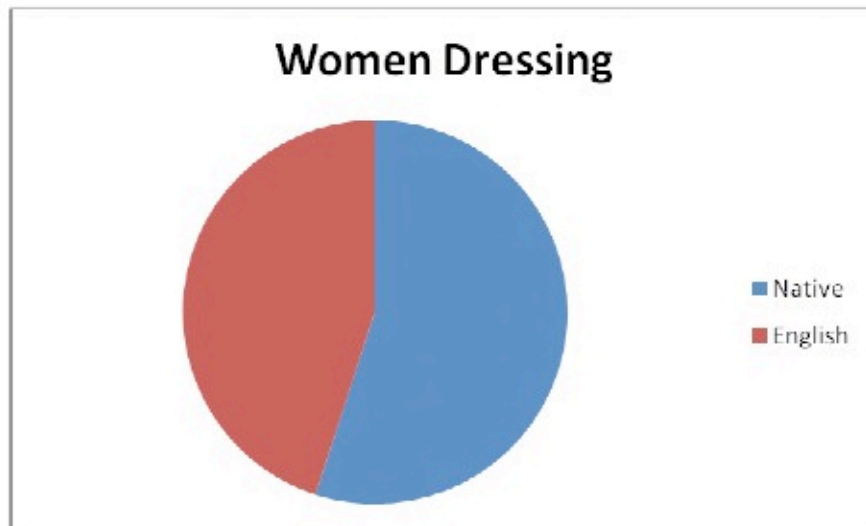
Women Customers:

Our research on the Curry Mile was based on questionnaires filled by the clerks of the shops to see what languages they are able to speak. Nevertheless, the most interesting part was the observation of 20 customers both male and female, interacting into clothing stores for female and hairdresser and a shisha bar for male.

The female customers were observed into two different clothing stores. For an age average of 38.2 , this sample group was representing mostly all customers, as it can be seen in the following table.

Age	20 - 30	31 - 40	41- 50	51- 60	61 - +
Number of customers	5	8	4	1	2

In our observation, some characteristics were observed on the customers such as the way they were dressed. In fact, studying the shops in the Curry Mile area which is multi-cultural and diverse, was important to see if they were dressing in Native clothes or in a more British way.

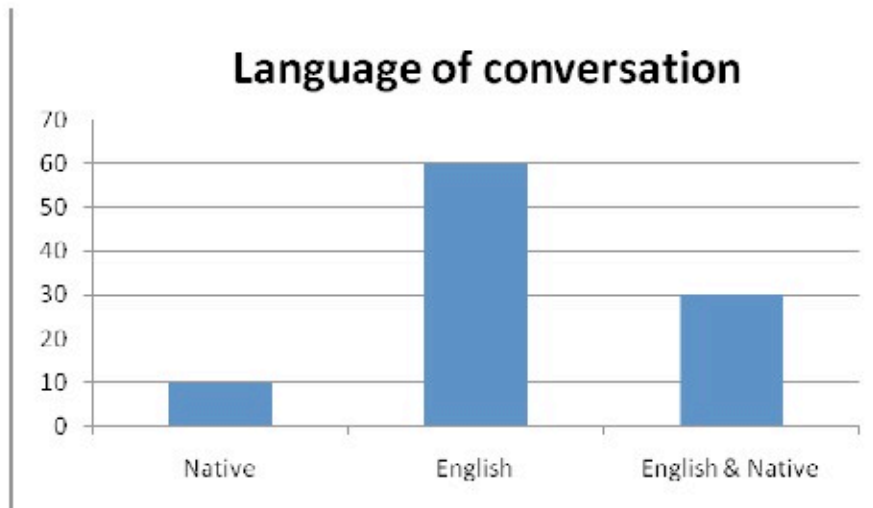


As it can be clearly seen, a large majority of 55% of the female customers observed were dressed in Native clothes, mainly sarees. This shows that even if these women are living in the UK, they still keep parts of their culture, here the clothing part. But is their native language also a constituent of the culture they want to keep? And more important are they using this language into shops targeting their culture?

Concerning the language study made of the customers, three features will be considered: the first words exchanged with the clerks, the language used in their conversation and in what language they ended the conversation.

The first words exchanged between the female customers and the clerks were mainly in English with 80%. Indeed, only 4 customers out of 20 used their native language to start the conversation with the clerk. Within these 4 customers, an age average of 51.5 has been found, which means that female customers over 50, have a tendency to start talking in their native language.

As it can be seen in the following graphic, the language used in the conversation is also mainly English with 60% of the female customers' speakers. Moreover, it has been noticed that 30% (6 out of 20 customers) used both languages to speak to the clerk. Within these 6 customers, only one has been under 30. An interesting fact is that 2 women spoke only in their Native language and their age average is of 60.5.



Concerning the language spoken at the end of the conversation, a high majority of 75% of the customers used English. Indeed, only 5 out of 20 female customers decided to choose their native language at the end. Within these 5 customers, all of them were over 45, with an age average of 55.

Regarding this observation made on female customers into clothing stores, 2 women only talked in their native language from the beginning to the end of the conversation. These two women were clearly over 55, which mean that young women tend to speak more in English than their elders. The native languages spoken during the observation are Asian languages: Urdu, Punjabi, Gujarati, Hindi and Bengali. These languages have been deduced from the clerks' answers to our questionnaires, as the languages they can speak.

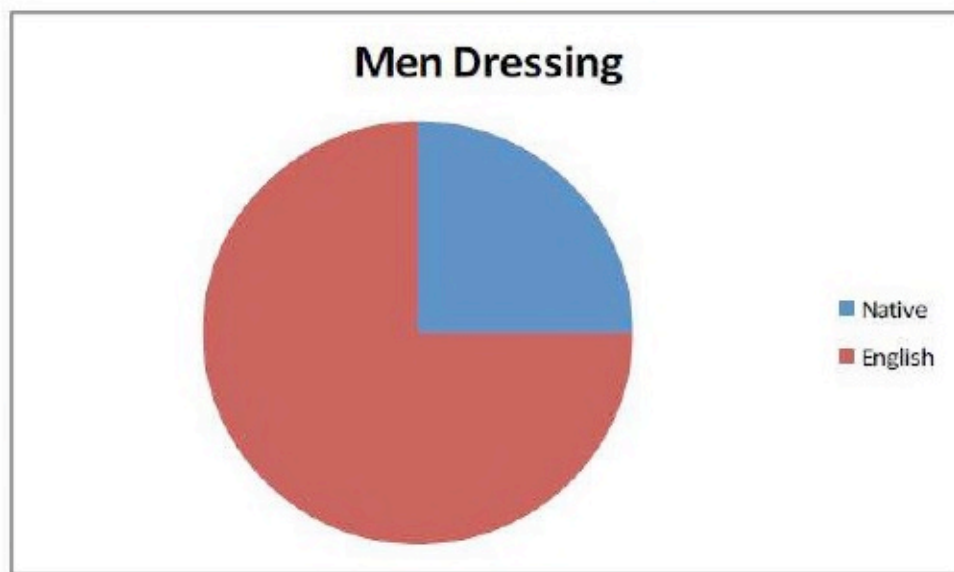
It must be noted that all the figures concerning the age of the customers are estimated, we did not ask the customers their age to not scare them and interfere with their conversation with the clerks. It could have distorted our results and consequently our analysis.

Men Customers:

In this part of the project, it will be analyzed how male customers interact with clerks. For this purpose, 20 males were observed in two different kinds of establishments, a hairdresser and a shisha bar. The average age for men was 34.7, trying to include a widespread range to be able to demonstrate the main differences between younger and older people. The following table shows the number of customers for each range of age.

Age	0- 20	21 - 30	31- 40	41- 50	51 - +
Number of customers	3	7	5	4	1

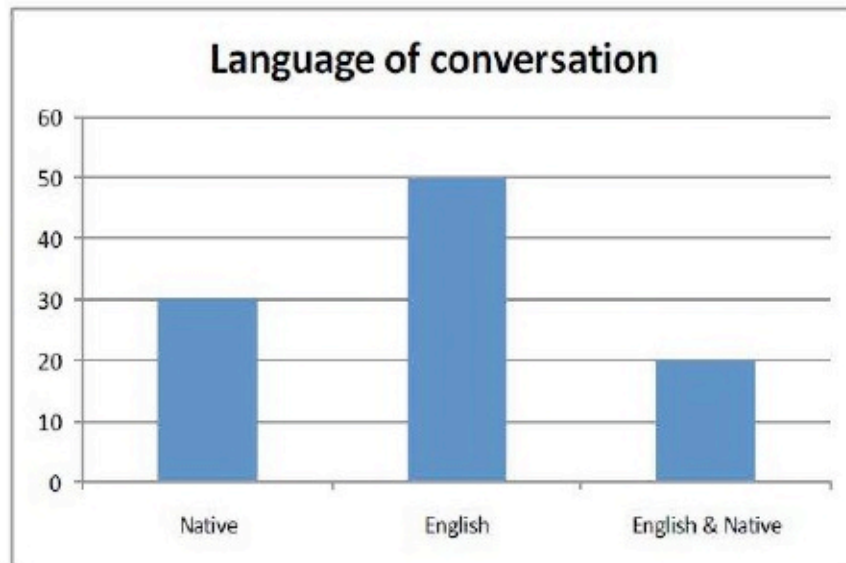
Taking into consideration the clothes that males wore, it would be important to point out that most of them wore British instead of traditional clothes. However, there were still some men who preferred to wear the predominated clothes of their native countries. Most of them were older males.



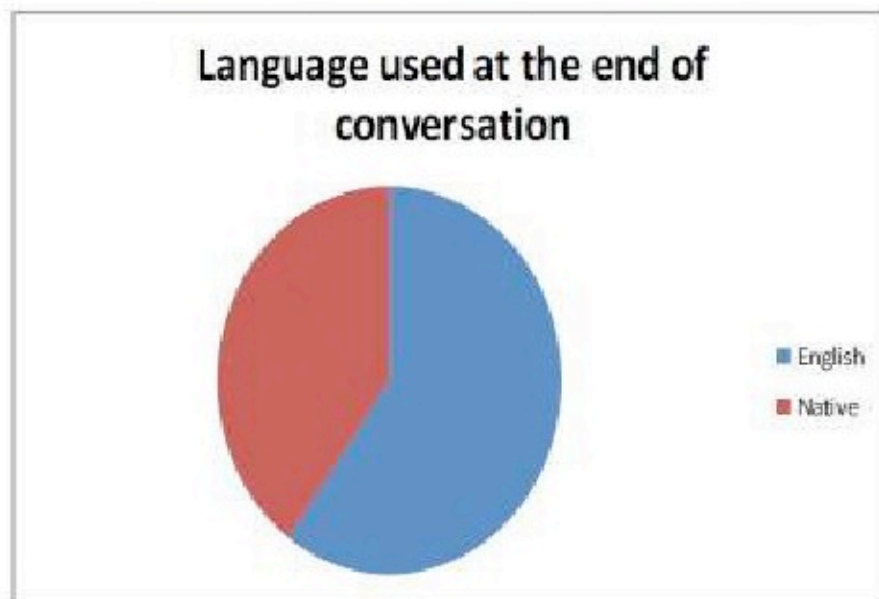
This graph shows that just 25% of the male costumers wore their native clothes. Compared with the females, we can point out that males seem to be more involved in British culture.

Now, it is time to analyze the languages used by male customers when they spoke to the clerks by the points we mentioned previously.

There is no significant difference in the language use at the beginning of each conversation. About 9 male costumers spoke English and 11 spoke Native in the beginning of each conversation. However, 7 of the men who started talking in Native, quickly changed to English or mixed both during the rest of conversation. So, only 5 of 20 men spoke their own language during the whole conversation and the average age was 47.6. This leads to the conclusion that there might be a tendency for English to replace Native languages in the future. The next graph will help to clarify this point.



Nevertheless, at the end of each conversation the use of native languages is increased again and 8 of the 20 males used it, which is represented by the 40%.



In those 20 males, there was one who was different to the rest. He started talking in English and then he changed to Native until the end of conversation. He had a heavy accent, so he probably tried to speak in English but when he was not able to do it correctly, he switched.

So, with the observation of males in a shisha bar and a hairdresser, it is clear that English is more used during the conversation, but the differences in the beginning and at the end are not too big.

Discussion

Some things need to be mentioned before the final result of this survey can be discussed. The first thing is that language attitude greatly influenced this survey. We observed service counter interactions only, so the attitude of the owner and his employees is of great importance since it influenced the outcome of this survey. To remind, the point of this survey was to observe employees and customers talk. Thus if the employee has a strong/specific attitude towards a language, he would influence the conversation. The owner of the Indian Fabrics and Clothing store for example had a very positive attitude towards English. He said he refuses to talk to customers in Native and if they did he would say he does not understand them in a humorous way. Therefore whenever he was addressed in Native he replied in English, ignoring the fact that he was talked to in Native. One reason for this behavior could be that his nationality is British. Although he speaks with an accent this fact suggests that he was either born in Britain or moved there and took the British citizenship. This shows that he has a British identity; he wants to belong to Britain. A second reason could be that English is the official and national language in Britain and thus living in that country means to be able to speak the language. However, most owners, including the one mentioned above, think it is highly important to not only to be able to speak English but also to actually do speak it in everyday life. Most clerks stated in their questionnaires that English in their view is highly important.

We already knew that in recent years, the UK has experienced unparalleled numbers of migrants from many countries, as well as many continents. We expected to find groups of migrants who planned to return to their home countries and who had a strong desire to hold on to their native identity. That is why we decided to investigate the area of the Curry Mile. And from personal experience our hypothesis was that women with an emigrational background would speak more in their native language than men would in a public place. However what we actually found out was that this was not the case, most women used rather good English to communicate in public; even if the stores were obviously targeted to their culture and thus the possibility for the employees to be able to speak the languages was very high. This led us to conclude that the people we observed were mainly 2nd, 3rd or even 4th generation immigrants born in the UK and growing up with English. We even proved that most people we observed were in fact bilinguals of English and some native language due to the fact that they code switched rather frequently and perfectly.

It was also very interesting to see that most participants of the questionnaires thought that they had a legal right to speak their language. Thus language policy seems to be covert however allowing all minorities to speak their languages in the UK. This was important for the survey since we thought if people believed to not have the right to speak their native language they would be discouraged to speak it in a public surrounding even if the stores atmosphere suggested and supported their native language use. If this would have been the case we would have had great problems with the survey since it was public service counter interactions only.

Even though we did not observe many older people we did however notice a tendency for older speakers to speak more in their native language. This suggests that they are closer to the first generation immigrants and thus more in contact with their native language than English and thus prefer to speak in it.

So in total our survey showed that there were more people in generally speaking English in public and not their native language and that women surprisingly did speak more English than a native language.

Appendix

Appendix 1: Questionnaire for the clerks

QUESTIONNAIRE:

(whenever there are circles please tick one)

1. How old are you? _____
2. What gender are you? male female
3. What is your nationality? _____
4. How many languages do you speak? _____
5. Which ones? _____
6. What is your native language? _____
7. Is English your 2nd language? _____
8. How did you learn English?
 - Before coming to the UK
 - In an English school
 - In an school in your home country
 - Through relatives
 - Other _____
9. Do you prefer one language over the other? _____
10. Why?
 - Easier
 - Family speaks it
 - Friends speak it
 - School
 - More used to it
 - Other _____
11. How good is your English?

1 2 3 4 5 6 7
very goodokterrible
12. How often do you speak English? (approximately)

1 2 3 4 5 6 7
Always sometimes never
13. What language do you speak at home? _____
14. Do you think it is important to be able to speak, read and write in English? Yes No
15. How important?

1 2 3 4 5 6 7
Very little unnecessary
16. Do you have a legal right to speak and practice your language in the UK? Yes No
17. Does the UK support your use of your native language? Yes No
18. If yes, how? _____

Appendix 2: Results of the questionnaires

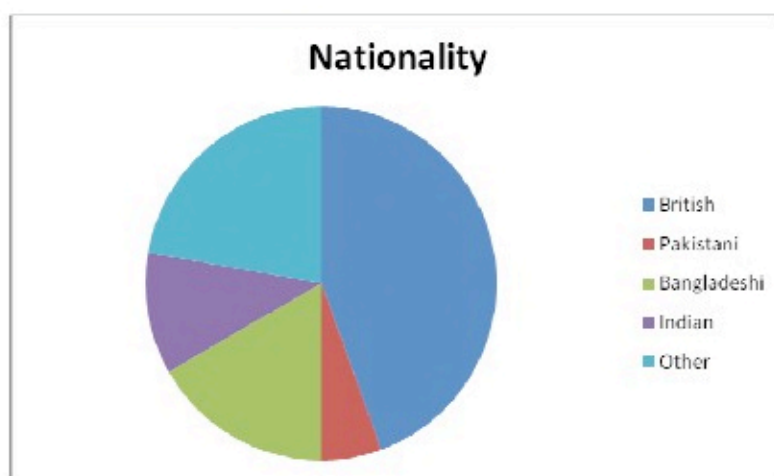
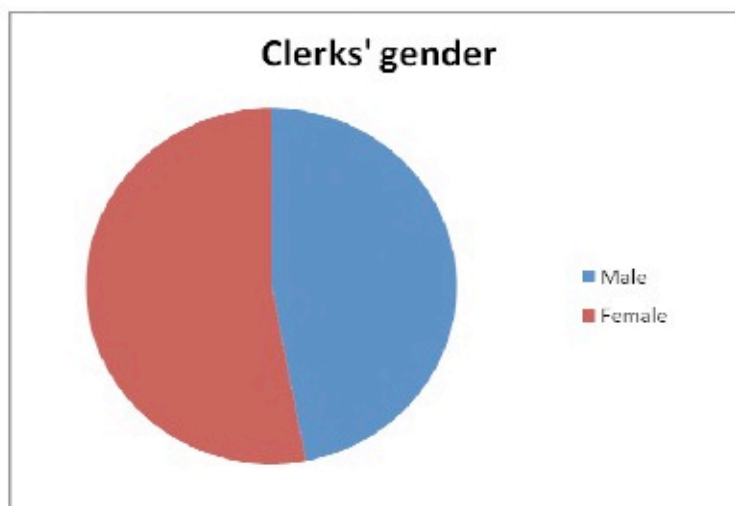
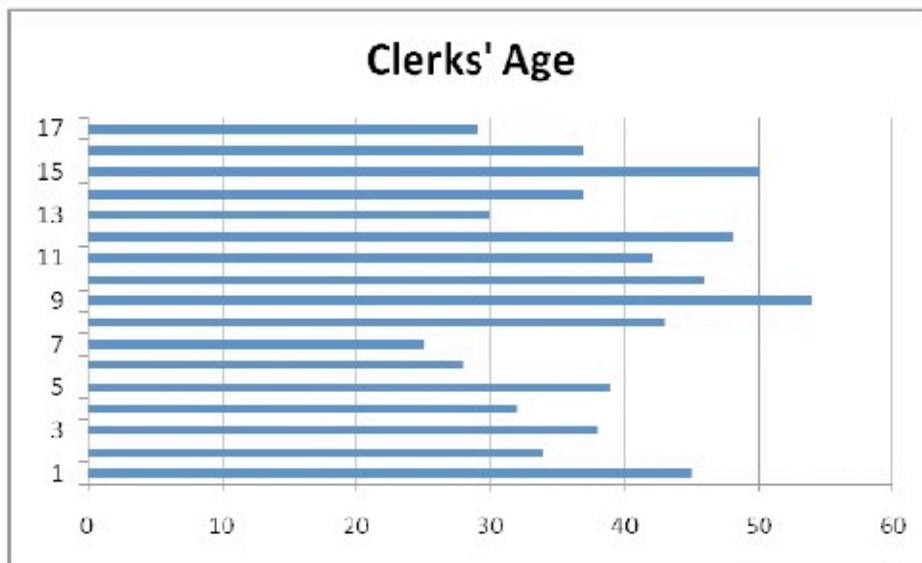
Questionnaire \ Question	1	2	3	4	5	6
1	45	Male	British	1	English	Punjabi
2	34	Female	British	2	Urdu, Punjabi	English
3	38	Female	Pakistani	2	Urdu, English	Urdu
4	32	Female	Bangladesh	2	Bengali, English	Bengali
5	39	Female	Bangladesh	3	Bangali, English	Bengali
6	28	Female	Bangladesh, Portuguese	5	Bengali, Portuguese, Hindi, Urdu, English	Bengali
7	25	Female	Indian	3	Punjabi, Hindi, English	Punjabi
8	43	Female	Indian	3	Punjabi, Hindi, English	Punjabi
9	54	Male	Australian	4	English, Hindi, Swahili, German	Swahili
10	46	Female	British	3	Gujarati, Hindi, English	Gujarati
11	42	Female	British	4	Gujarati, Hindi, Urdu, English	Gujarati
12	48	Male	British	4	English, Arabic, Hindi, Urdu	Arabic
13	30	Male	Argelian	3	Arabic, French, English	Arabic
14	37	Male	Argelian	3	Arabic, French, English	Arabic
15	50	Male	British	5	English, Bengali, Urdu, Hindi, Arabic	Bengali
16	37	Male	British	3	English, Somali, Arabic	Somali
17	29	Male	British	2	English, Arabic	Arabic

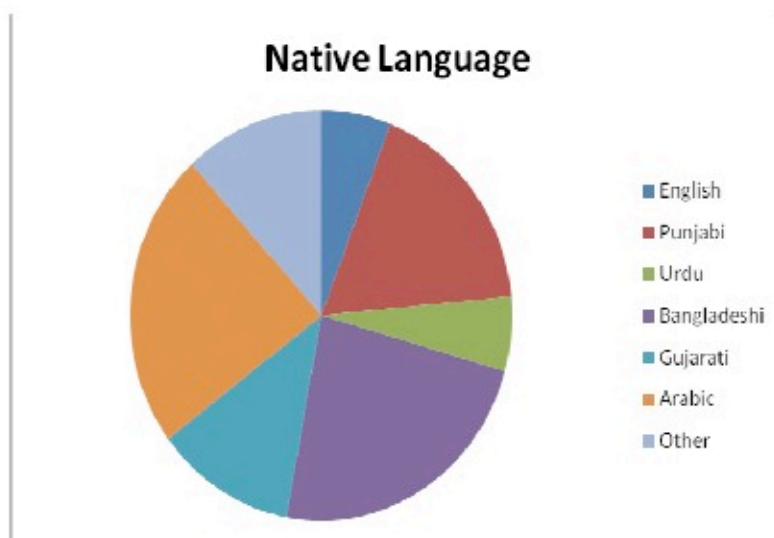
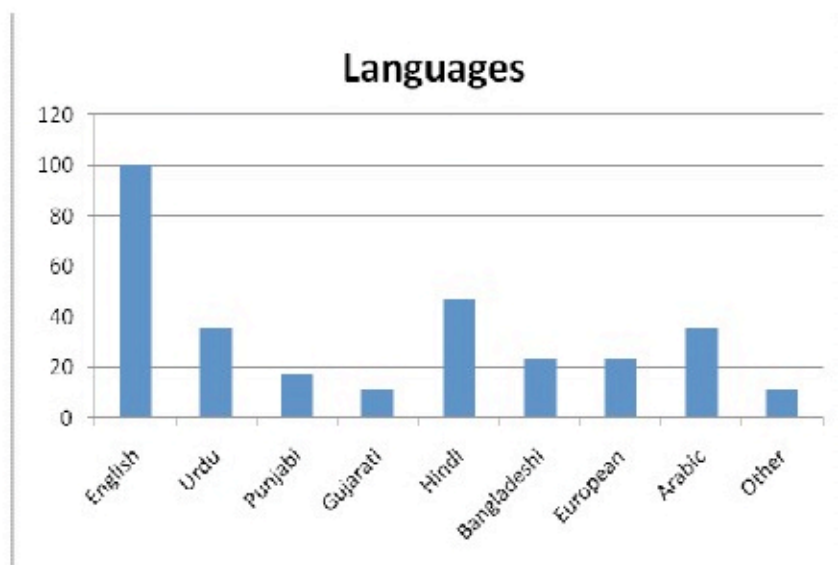
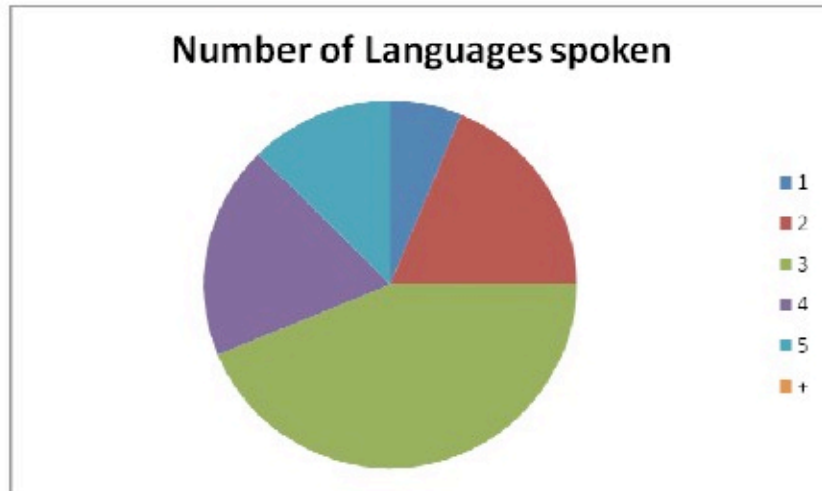
Questionnaire \ Question	7	8 before coming to UK	English school	Country school	relatives	other	9	10 easier
1	Yes	0	0	0	0	1	not really	1
2	Yes	0	0	0	0	1	either	1
3	Yes	0	0	1	0	0	English	0
4	Yes	0	0	1	0	0	Bengali	1
5	Yes	0	0	0	0	0	Yes	1
6	Yes	1	1	0	0	0	Bengali	1
7	Yes	1	0	0	0	0	Yes	1
8	Yes	1	0	0	0	0	Yes	0
9	Yes	1	0	0	1	0	No	0
10	Yes	0	0	0	1	0	Yes	0
11	Yes	1	0	0	0	0	Yes	1
12	Yes,	1	0	0	0	0	Arab	0
13	No(French)	0	0	1	0	0	Arab	1
14	No(French)	0	1	0	0	0	Arab	0
15	Yes	0	0	1	0	0	Yes	0
16	Yes	1	0	0	0	0	Somali	0
17	Yes	0	0	1	0	0	Arabic	0

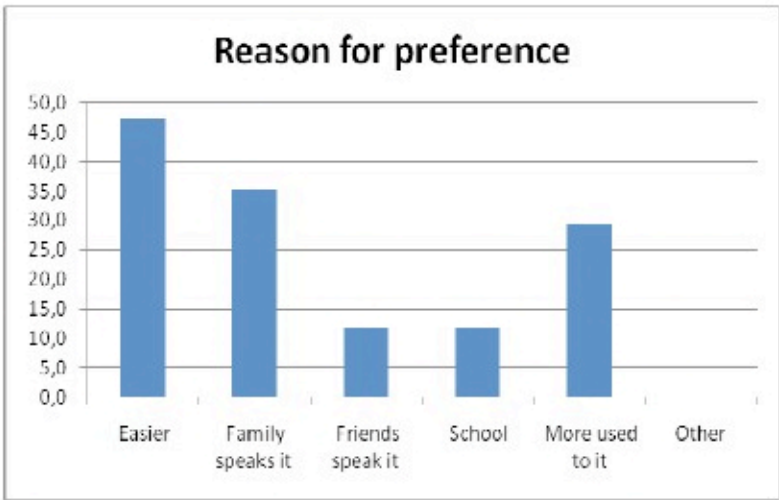
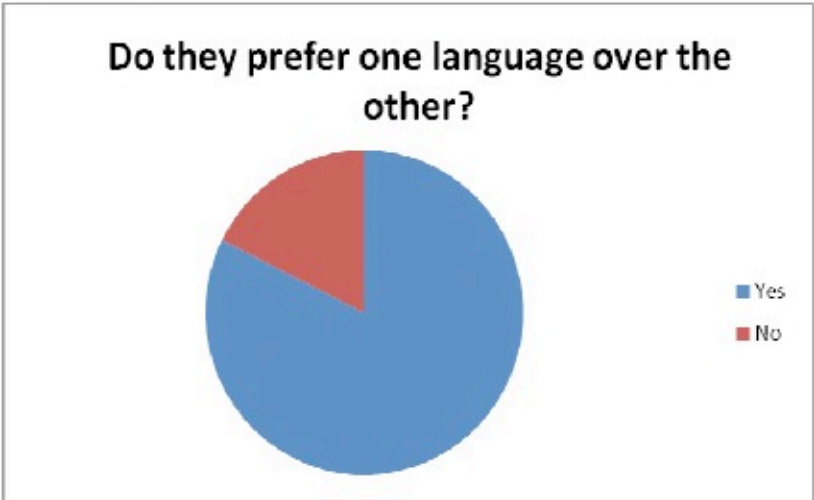
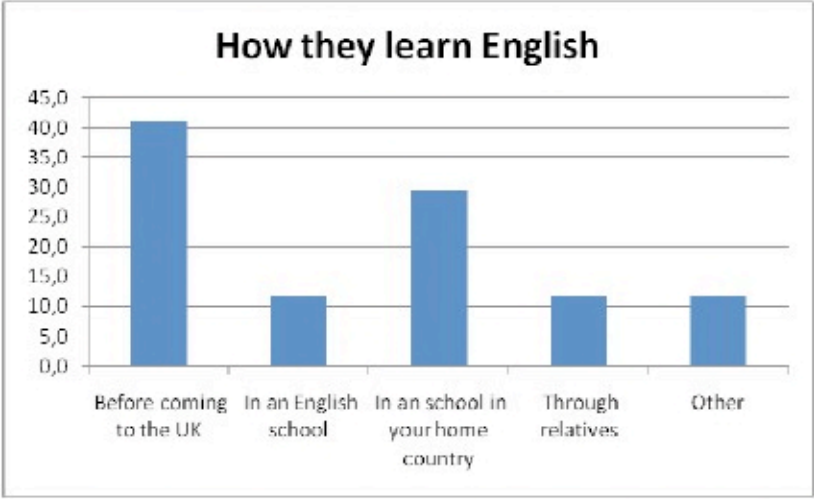
Question Questionnaire	family speaks	friends speaks	school	more used to it	other	11	12
1	1	0	1	0	0	1 very good	1 Always
2	1	0	1	0	0	1 very good	1 Always
3	0	0	0	1	0	4 ok	4 sometimes
4	0	0	0	0	0	6	4 sometimes
5	0	0	0	0	0	4 ok	4 sometimes
6	1	1	0	1	0	4 ok	2
7	0	0	0	0	0	1 very good	1 always
8	0	0	0	1	0	4 ok	4 sometimes
9	0	0	0	0	0	7 terrible	5
10	0	1	0	0	0	7 terrible	4 sometimes
11	0	0	0	0	0	1 very good	1 Always
12	1	0	0	0	0	Very good	Always
13	0	0	0	0	0	Ok	always
14	0	0	0	1	0	Ok	always
15	0	0	0	1	0	4 ok	1 Always
16	1	0	0	0	0	1 very good	1 Always
17	1	0	0	0	0	4 ok	1 Always

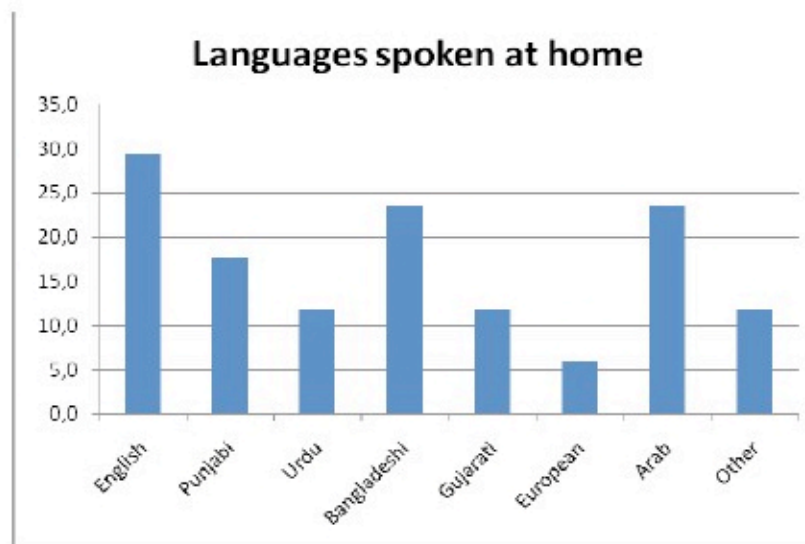
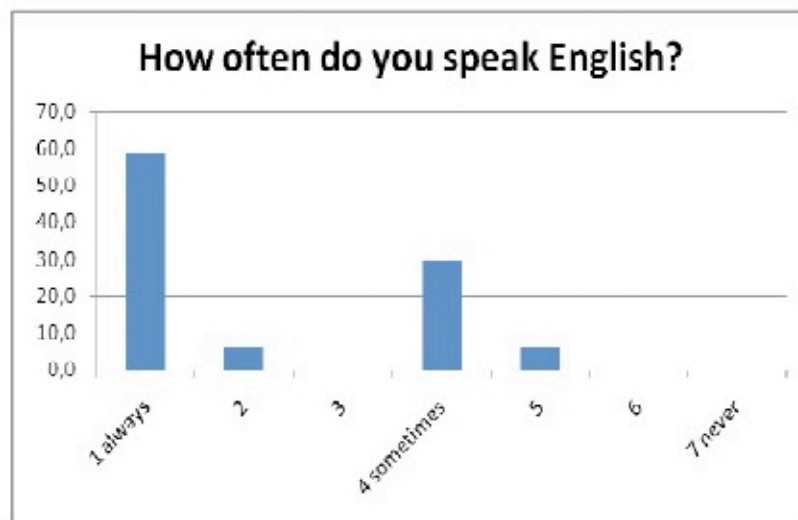
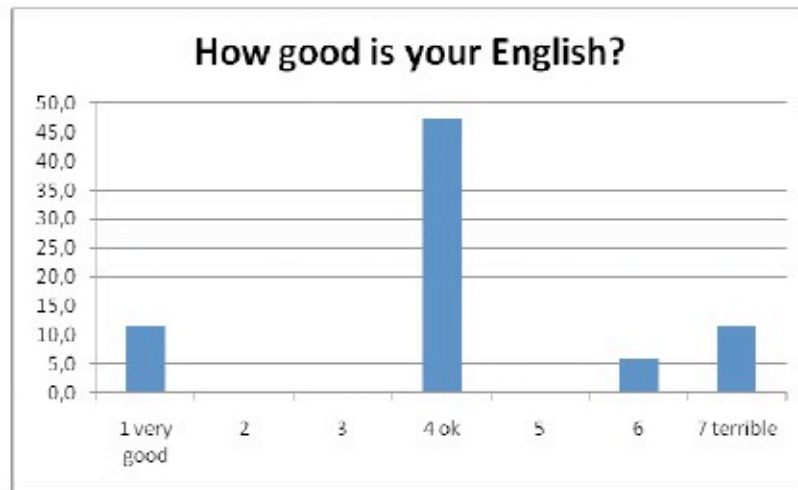
Question Questionnaire	13	14	15	16	17	18	Store
1	English	Yes	1 very important	No	No	0	Clothing
2	Punjabi, Urdu	Yes	1 very important	No	No	0	Clothing
3	Urdu	Yes	1 very important	Yes	No	0	Clothing
4	Bengali	Yes	4 little	Yes	No	0	Clothing
5	Bengali	Yes	1 very important	Yes	No	0	Clothing
6	Bengali, English, Portuguese	Yes	1 very important	Yes	No	0	Clothing
7	Punjabi, English	Yes	1 very important	Yes	Yes	NIL	Clothing
8	Punjabi	Yes	1 very important	Yes	No	NIL	Clothing
9	Swahili	No	7 unnecessary	no	Yes	NIL	Clothing
10	Gujarati	Yes	4 little	Yes	No	NIL	Clothing
11	Gujarati	Yes	1 very important	Yes	No	NIL	Clothing
12	Arab	Yes	Very	Yes	Yes	School for children	Travel Agency
13	Arab	Yes	Very	Yes	No		Hairdresser
14	Arab, French	Yes	Very	Yes	No		Hairdresser
15	English, Bengali	Yes	1 very important	Yes	Yes	Council of Manchester ,	Travel Agency
16	English	Yes	1 very important	Yes	No	0	Mobile/electronic Store
17	Arab	Yes	1 very important	Yes	Yes	School for children	Hairdresser

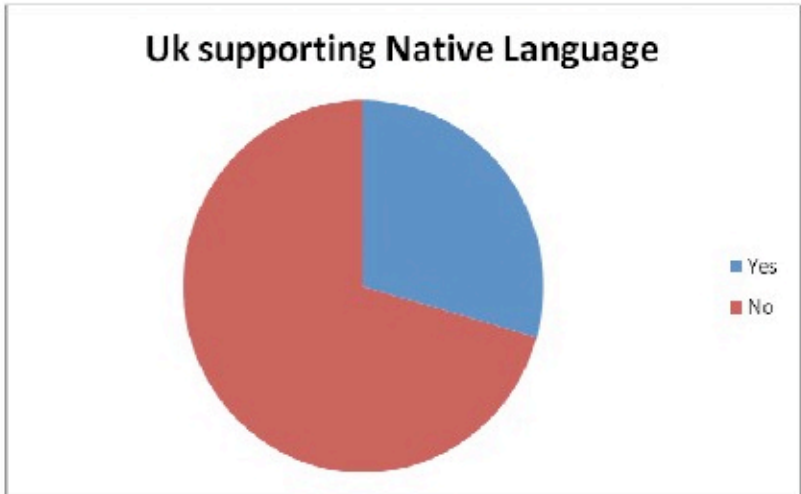
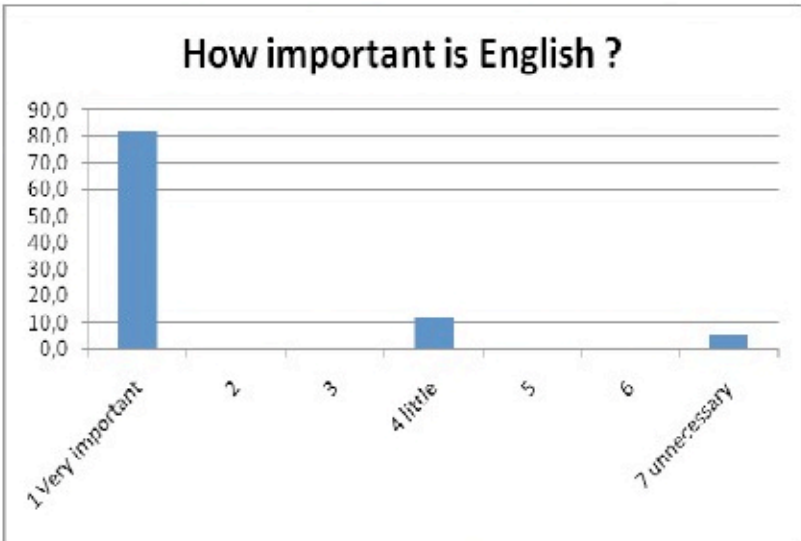
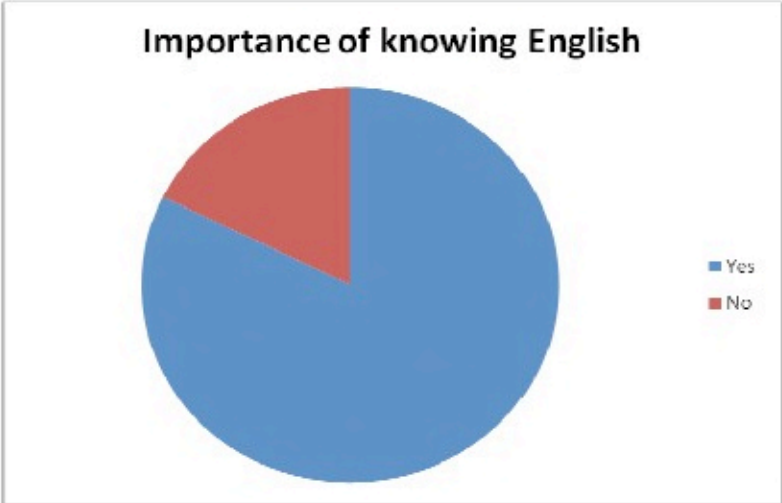
Appendix 3: Graphics of the questionnaires' results

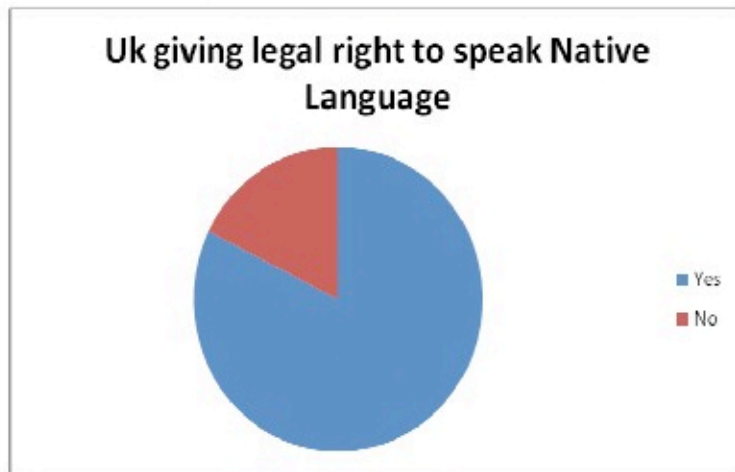




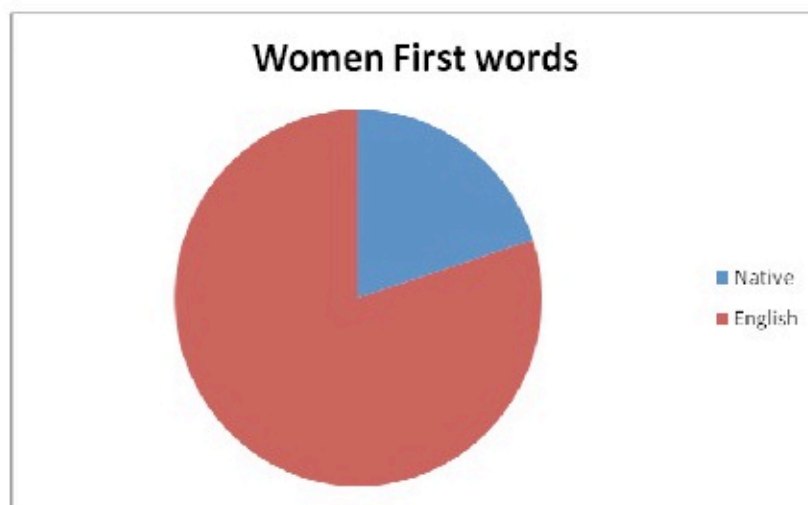
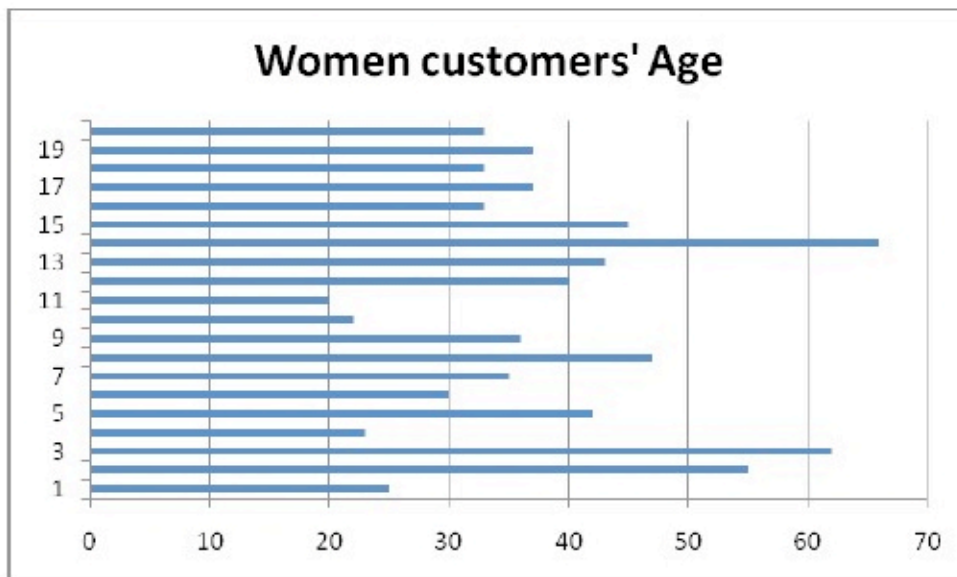


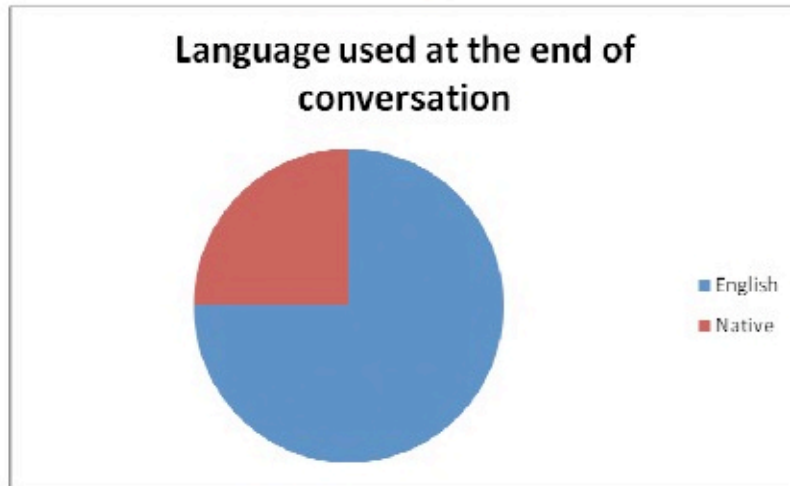






Appendix 4 : Women customers' observation through graphics





Appendix 5: Men customers' observation through graphics

