

लपतौलिंग्वात MANCHESTER

Report 2012



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Report on Multilingual Media in Rusholme (Manchester)

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1. RATIONALE AND METHODOLOGY

This project aimed to look at the transitory multilingual society bred in Manchester over the last 50 years. With high immigration levels, people from other cultures have endeavoured to build a community for themselves bringing a diverse variety of culture and language to the streets of Manchester that was begging to be investigated. As a group, we chose to look at the awareness and usage of media within the community, focusing on speakers of the Asian languages of Urdu, Punjabi and Hindi, as these are three of the most commonly spoken foreign languages in Manchester. A decision was also made to investigate speakers' of the aforementioned languages linguistic preferences when consuming the forms of media specified.

We found interesting the fact that Urdu and Hindi were mutually intelligible and that Punjabi was spoken in both countries: India and Pakistan. As a consequence, it could be expected that most of the speakers of these languages could be able to switch from one language to the other depending on the situation they find themselves. This phenomenon is described by Wardhough (2006:96) as "situational code-switching". Thus, we considered that finding out how this code-switching could be related with media consumption could be of interest.

Research in the consumption of media of speakers of these languages has already been carried out but from a different perspective. Brown, Couzens et al. (2011) focused on the incidence of factors such as age, birthplace or occupation in the consumption of media in Manchester by speakers of these languages. The aim of our study, however, is to find out the availability of media in Hindi, Urdu and Punjabi in Manchester as well as the level of awareness and consumption among its native speakers.

To do this, a lot of background research was required. Preliminary research was engaged to discover the range of multilingual media available on the high streets of Manchester. Findings suggested that 'low' forms of media, i.e. Newspapers were available in languages more attuned with immigrants, in languages such as Polish and Urdu. In contrast 'high' media forms like cinema adopted a more European approach screening mostly Spanish and French films.

The research clarified the need to look at languages across a wide variety of easily accessible media. With this in mind, and the knowledge of the availability of multilingual media, a decision was made to investigate consumption of television, radio, newspapers and films in the languages specified earlier. This would provide us with a wider scope, due to the variation selected.

In Manchester, the area of Rusholme has a vast amount of foreign language speakers and cultural business outlets. Thus, prompting the choice to a domain specific analysis. However, a domain analysis alone would not take into account the forms of media which are so easily accessible through the means of the internet. Because of this, attitudinal research was also involved, to assess the preferences of the people surveyed, forming a domain analysis and attitudinal research crossover that would hopefully encapsulate all the information needed to formulate decent accurate results.

A number of hypotheses were formulated before the initial study began. There were certain societal expectations that could be easily pre-assessed. The first of these was that there was an expectation to find that the older generation of participants would be more inclined to consume media in their native language, and prefer it so, but have limited awareness towards what would be available, due to the lack of time spent on

the internet. Another prediction would be that second generation speakers, and participants born in the UK but of an Asian background would prefer media in English, yet have a vast awareness of what was available in other languages.

After doing some research, we decided to use questionnaires as we thought it could be the most suitable data-collection technique for the goals we had set. Eva Codó points out that they are “an efficient tool for gathering quantifiable information on bilingual speakers or communities rapidly and systematically” (2008:171). Consequently, it meant that we could garner an extensive amount of information but without taking too much time. This was necessary as we had decided that the best way to collect the information would be to approach people in shops along the main street running through the domain specified. The use of a questionnaire would mean that only a short amount of time was needed and that people would be able to resume their occupational duties shortly afterward.

We opted for “on site” self-administered questionnaires to be filled in by informants in writing and to be returned after completion, which saved us time and also gave us certainty about who was completing them. One of the problems of this system is that it requires certain writing and reading skills in the language used to formulate the questions (Codó 2008:172), which in this case was English. In general, we did not find major difficulties among the participants, although we were there to solve any doubt they could have about the language used in the questions.

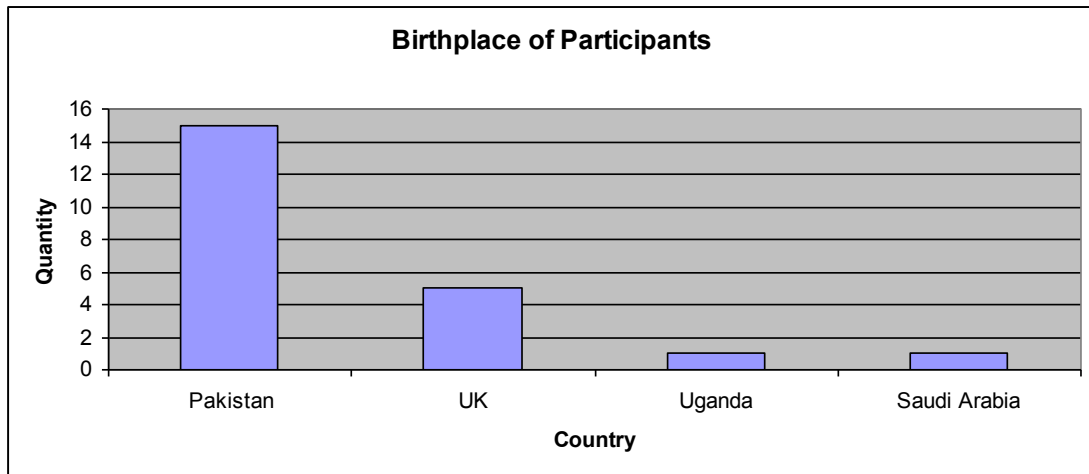
The questionnaire approach proved to be effective overall, with only a few small problems occurring. The first issue that became obvious to us as we carried out research along the Curry Mile, the main street in Rusholme mentioned previously, was

that one side of the street's shops and businesses were mainly Arabic speaking. From the signs outside alone it was possible to gauge this, and it cut down on the number of surveys we assumed we would get. This only hindered our results temporarily, as we focussed more on the Urdu, Punjabi and Hindi speaking business and shops on the opposite side of the road and carried out further research at a later date. We found that generally, participants were willing to fill out the questionnaires, with some giving more information than others. For example, not everyone took the time to state which publications, radio stations, TV channels or films they preferred/had most recently seen, but only ticked the boxes provided.

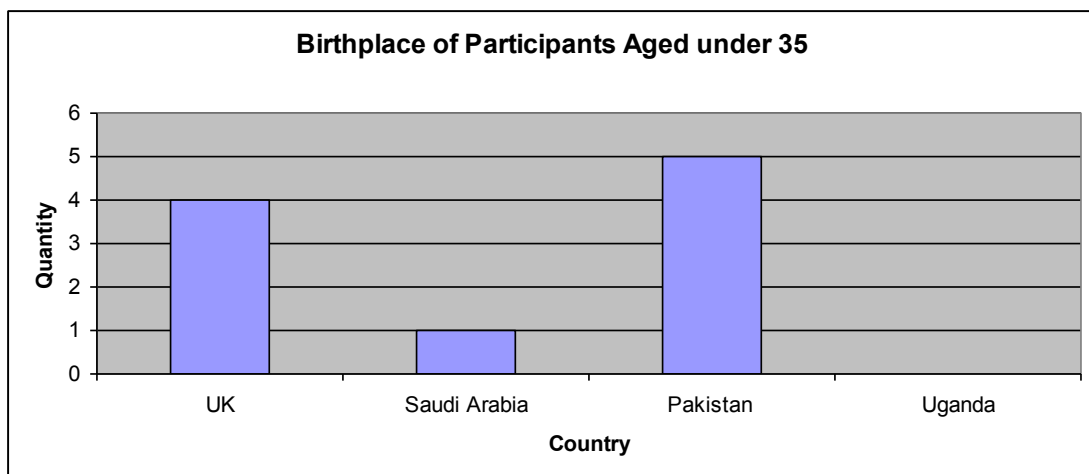
It became clear throughout the research that if a speaker spoke one out of Hindi, Urdu and Punjabi, then they would also speak another, or in some cases all of the chosen languages. Most participants spoke English, but in a few cases there was difficulty in getting the meaning of a few questions across. Therefore we had to take into consideration the issue of a language barrier. This was overcome by spending a little more time paraphrasing and explaining the question in greater detail, and by speaking clearly or showing the typed question. However, on a whole, the short and easily accessible nature of the questionnaires meant that we obtained the results we needed. Time was not really an issue as the questionnaires proved relatively short, and shopkeepers were able to fill it out without getting in the way of serving customers. Overall, with a friendly and approachable manner, the technique proved effective as we ended up obtaining 22 questionnaires, within our original estimate of 20-40 questionnaires. Therefore we were then able to analyse the data obtained in order to answer some questions we had asked in the research plan.

2. FINDINGS

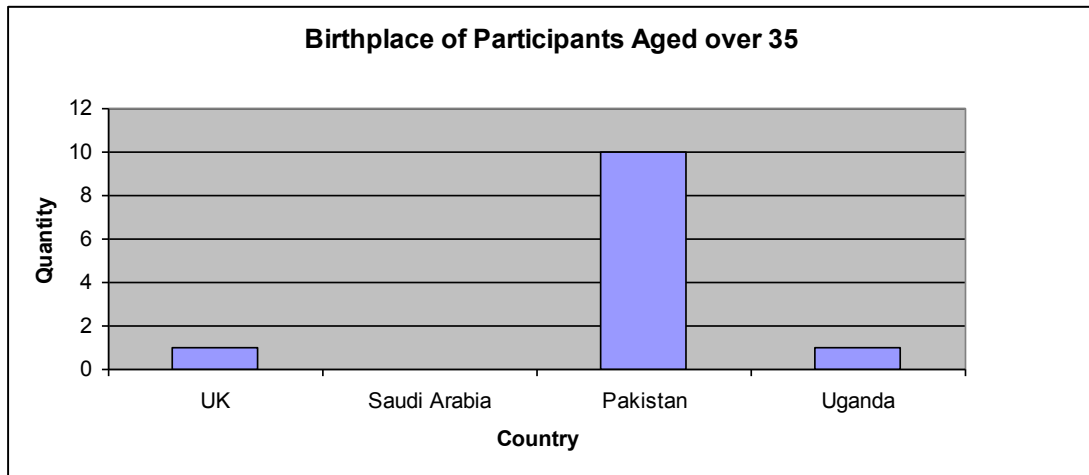
As a result of our fieldwork we collated 22 completed questionnaires, the majority, 68%, of participants were born in Pakistan, which is roughly two-thirds. 22% were born in the UK, whilst only 5% were born in Uganda and Saudi Arabia.



Below there are two graphs which indicate the birthplace of participants based on age group. Out of the 10 under 35s interviewed, 50% were born in Pakistan, whilst 40% were born in the UK, with the remaining 10% born in Saudi Arabia. None were from Uganda.

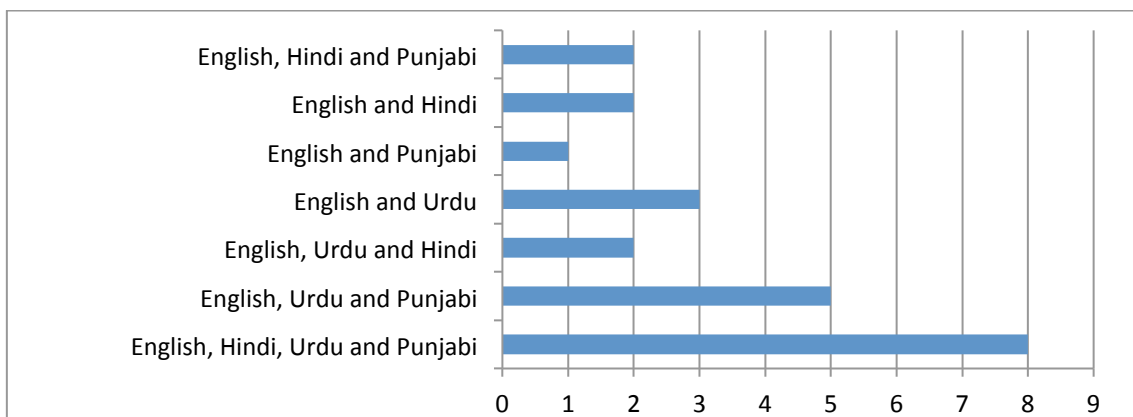


12 over 35s were interviewed, with 84% born in Pakistan, and only 8% born in the UK and 8% born in Uganda. None were from Saudi Arabia.



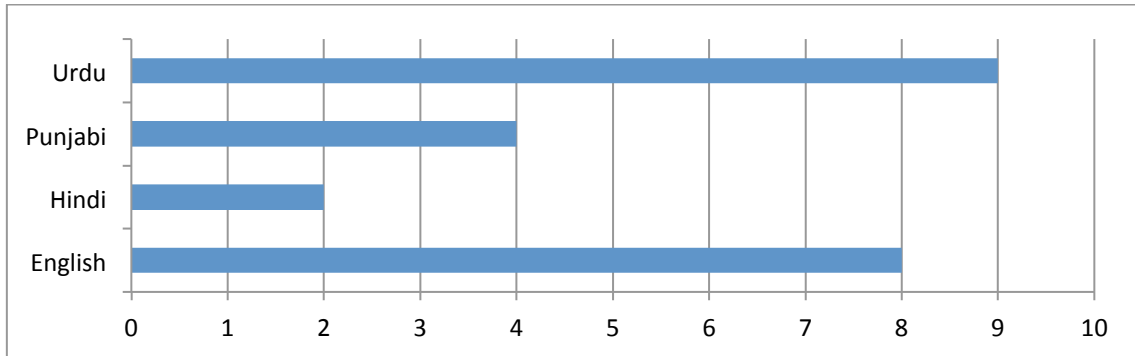
The 24 graphs below indicate the participants' awareness, usage and preference of the 4 forms of media investigated (TV, Radio, Newspaper, Film) in their native language.

The following graph shows the wide variety of languages spoken by the people interviewed. We can see that the majority of speakers spoke all four of the languages the study was concerned with.



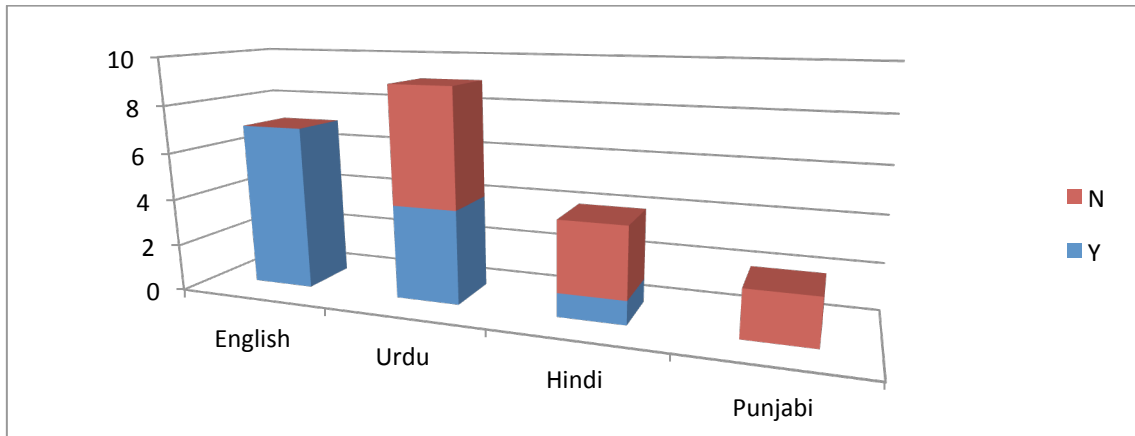
This one indicates the proportion of native language speakers. It is obvious that of the people interviewed, most people spoke Urdu as a first language. This was more common in the older generation. The reason behind the excess of Urdu speakers is

because the sample mainly featured people who were originally born in Pakistan. This is not to say, that Hindi is the least spoken in the language area but just that more Urdu speakers were willing to participate in the investigation.



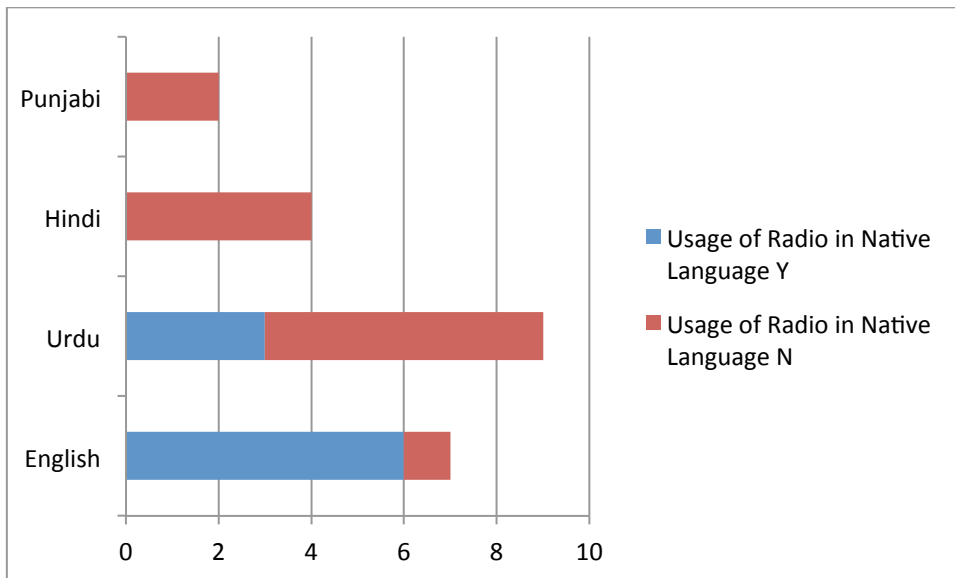
RADIO

Graph to show the awareness of radio in the speakers' native language



From this we can see that all English native speakers were aware of the radio being broadcast in their native language as you would expect. However, we can also see that all of the Punjabi speakers showed no knowledge or radio broadcasts available to them in their language. It is also evident, that there is Urdu language radio available, but not everybody is aware of this.

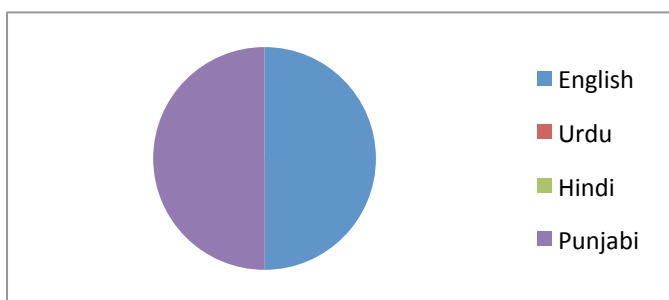
Graph to show native speakers' usage of radio in their own language



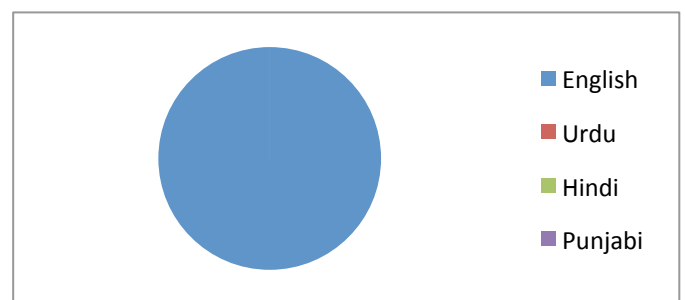
This graph shows that most English speakers use English language radio, but only half of Urdu speakers use Urdu radio. No Punjabi or Hindi speakers listen to the radio in those languages respectively.

Graphs to show native speakers' preference of language radio consumption

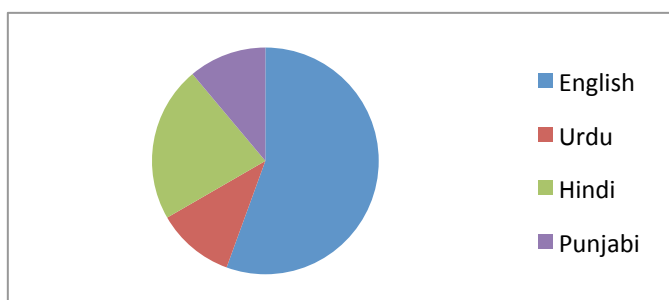
Punjabi Speakers



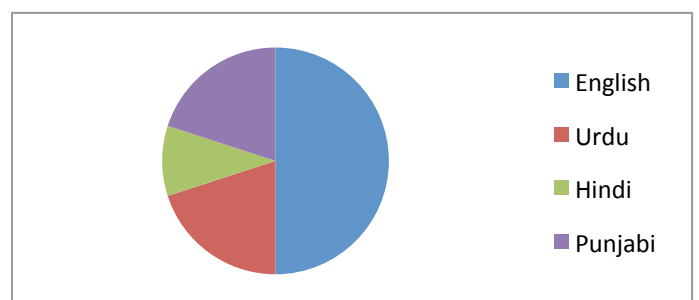
Hindi Speakers



English Speakers



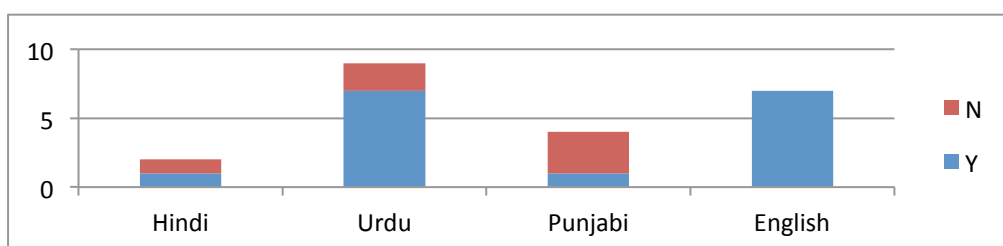
Urdu Speakers



These graphs show the preferred choice in which native language speakers would listen to the radio. These yield interesting results, it can be seen that English is the most dominant preferred language, almost certainly because of how easily accessible it is. Punjabi radio is equally as popular as English with Punjabi speakers. This could be because of the BBC Asian Network radio station that was often cited in the questionnaire as a preferred radio station. Interestingly, we can see that the second most popular radio station with English speakers was Hindi, which can only be described as an anomaly.

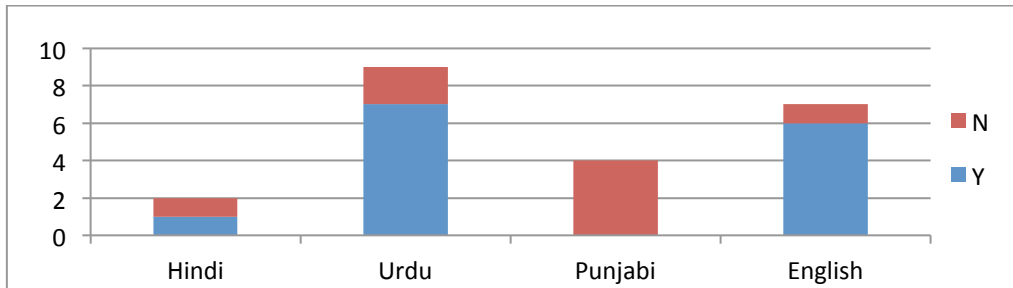
FILM

Awareness of Films available in Native Speakers Language



This graph shows how aware native speakers are of films available in their language in the domain analysed. All English speakers had access to films in English, as you would expect. The majority of Urdu speakers were able to access films in Urdu, usually through online sources or through local video retailers.

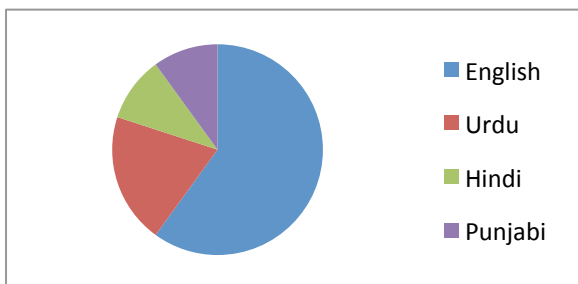
Graph to show the Usage of Films in Native Speakers Language



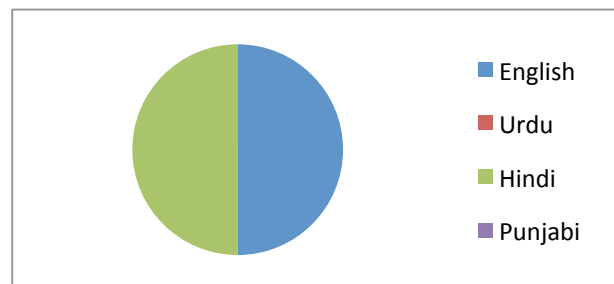
This shows us which languages the participants in the study watched their films in. It is instantly obvious that the Punjabi speakers involved in the study did not actually watch films in Punjabi, this could be due to a lack of awareness, as seen in the previous graph, or lack of availability in the local area. Almost all Urdu and English speakers tend to watch films in their native language.

Graphs to show the preference of language in which film is consumed by different native speakers

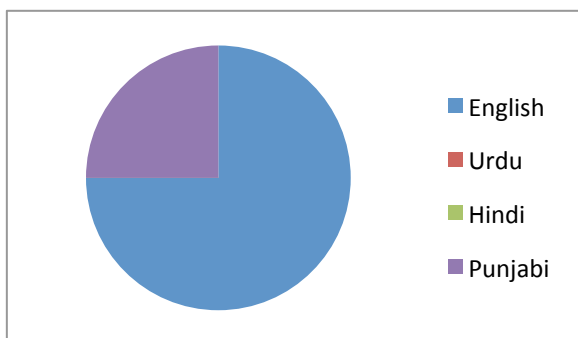
English Speakers



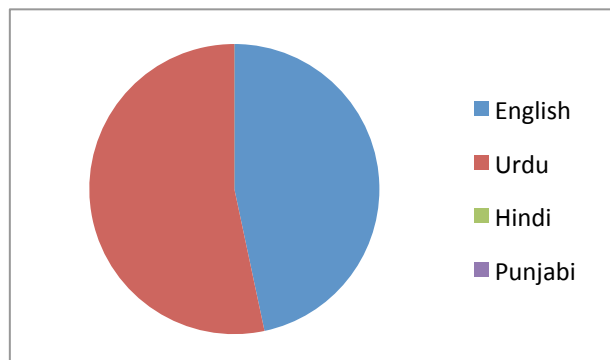
Hindi Speakers



Punjabi Speakers



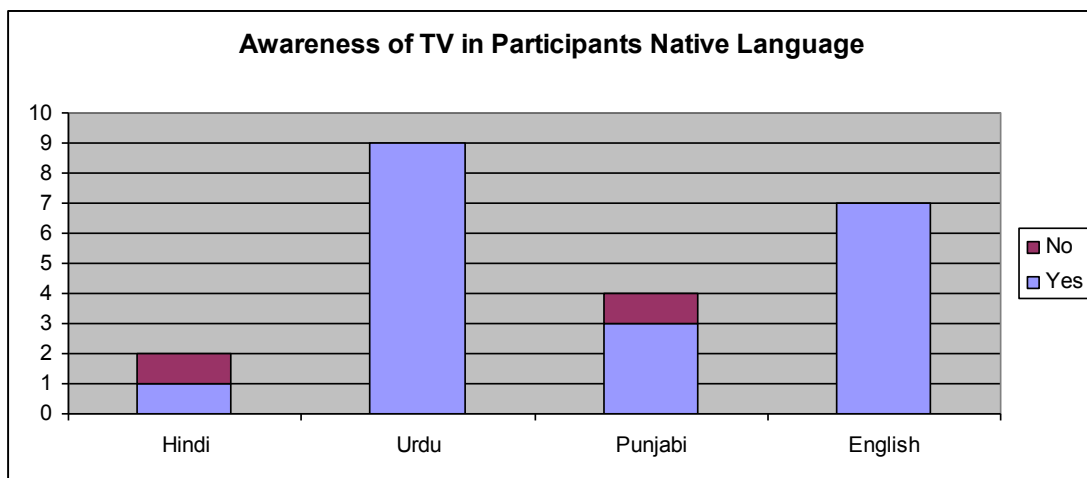
Urdu Speakers



From these graphs it is obvious once again that English is the preferred language when watching films, almost certainly because of availability. This coincides nicely with usage, those who prefer to use film in English, prefer it. However, the majority of Urdu speakers prefer to watch films in Urdu where available. Punjabi was the least popular language, as only one native speaker who took the survey said they preferred to watch films in Punjabi.

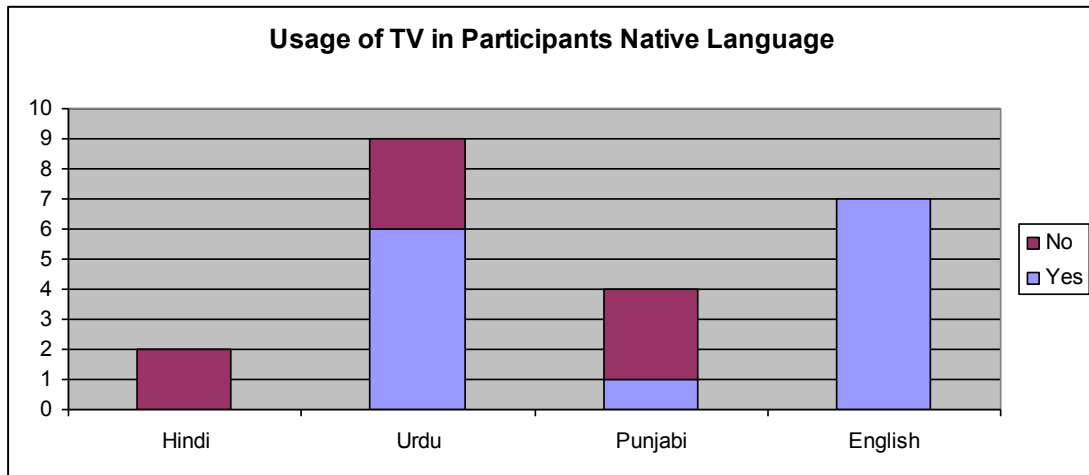
TELEVISION

The graph below shows whether or not participants were aware of TV programmes available to them in their native language.



This shows that all native Urdu and English speakers are aware of TV programmes in their native language. However only half Hindi native speakers were aware of forms of TV in their language, whilst three quarters of Punjabi native speakers were aware of forms of TV in their language.

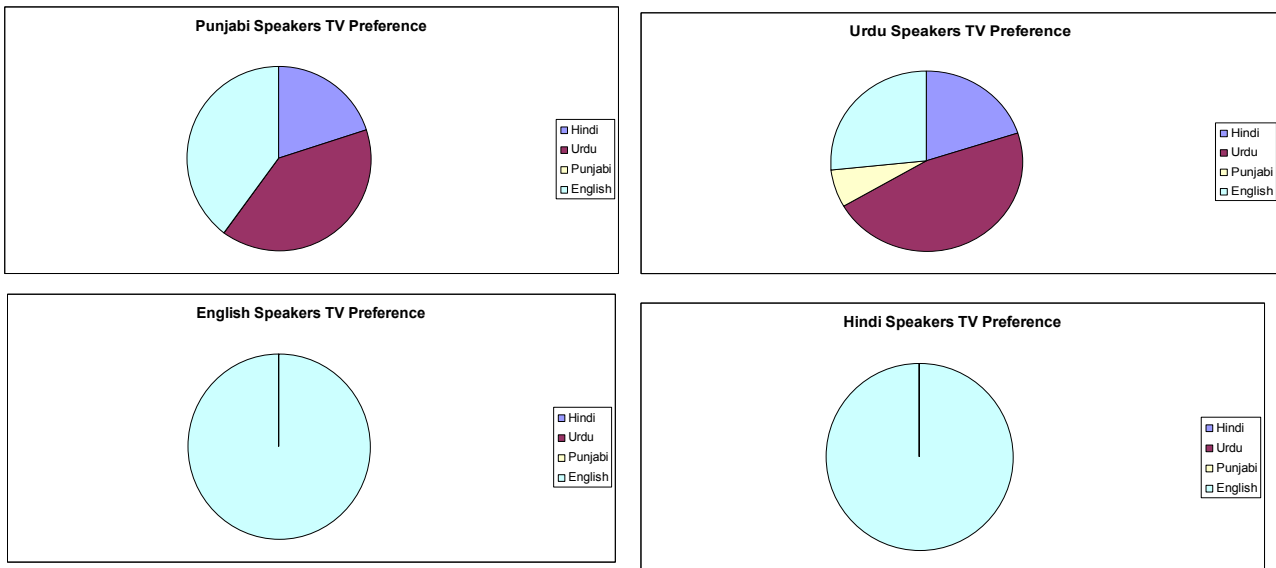
The graph below shows whether or not the respective native speakers watch forms of TV in their language.



The results indicate that none of the Hindi speakers watch TV in their native language, whilst 25% of Punjabi native speakers do not watch TV in their native language. All native English speakers do watch TV in their native language, and 66% of Urdu speakers watch TV in their native language.

The 4 pie charts below show Hindi, Urdu, Punjabi and English native speakers preferred language in which to watch TV. Some participants were unable to choose a single preferred language and therefore selected more than one, however this has been taken into account when the results were tabulated.

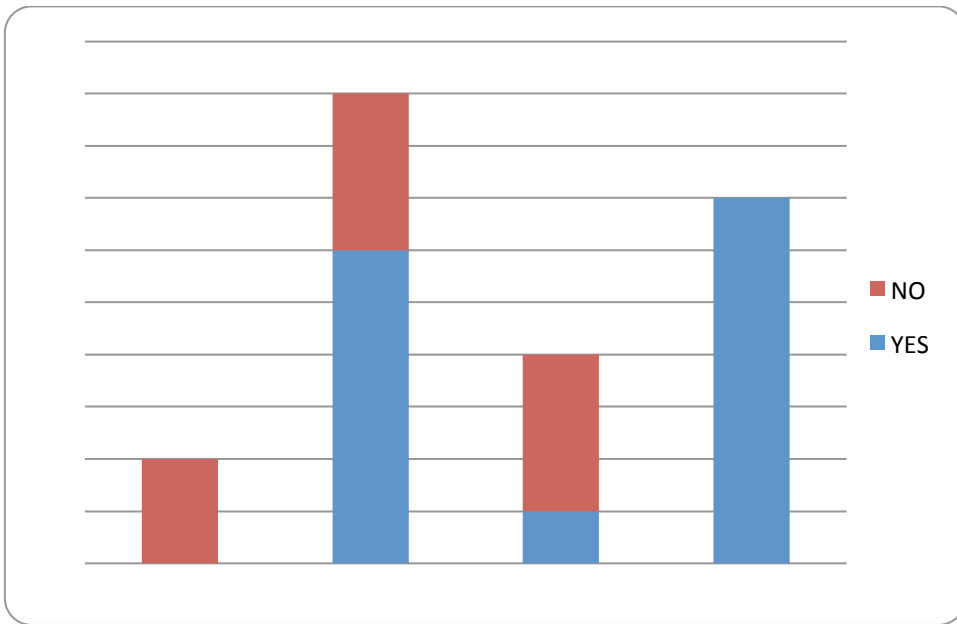
The charts below show Hindi, Urdu, Punjabi, English native speakers preferred language in which to watch TV.



These charts yield interesting results, whilst it is not at all unexpected that native English speakers prefer to watch TV in English, it is interesting that all Hindi speakers prefer to watch TV in English. However given the low awareness results for TV among Hindi speakers, it is understandable that English is the most preferred, given how much more widely available English TV is. The vast choice of English TV and the ease of access to it clearly affects the other results here. As many Punjabi native speakers who prefer to watch TV in their native language, prefer to watch in English, whilst 20% prefer to watch in Hindi. Urdu speakers produced the most diverse results, with almost half preferring to watch TV in their native language. Urdu speakers were the only group to have a preference in each available language, with Punjabi the least preferred, followed by Hindi and then English.

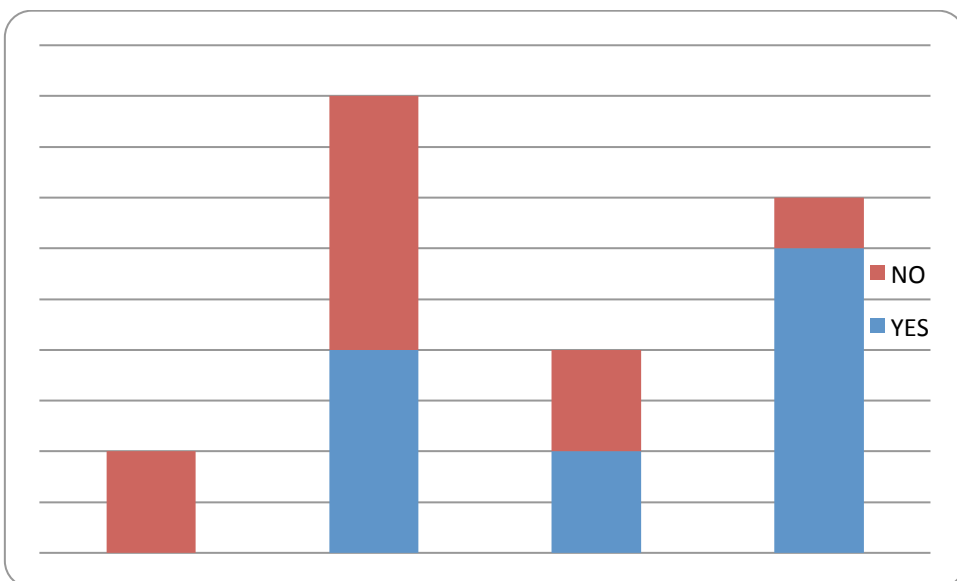
NEWSPAPERS

The graph below shows whether or not participants were aware of newspapers available to them in their native language.



The graph above indicates that no Hindi speakers are aware of newspapers available to them in their native language, whilst obviously all English native speakers were aware of newspapers in their language. Just 25% of Punjabi speakers were aware of newspapers in their language, however in contrast 66% of Urdu speakers were aware of their respective language being available.

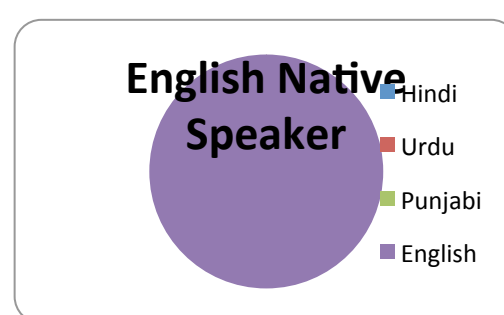
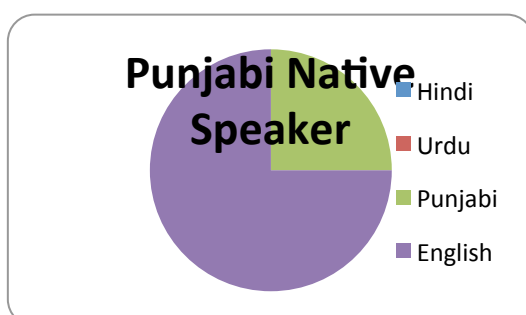
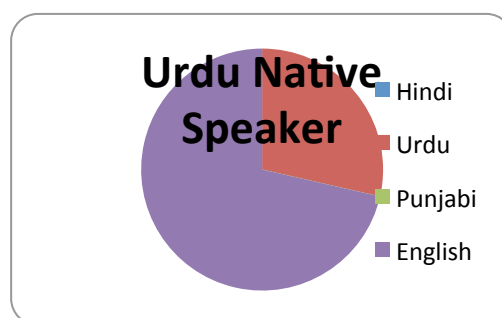
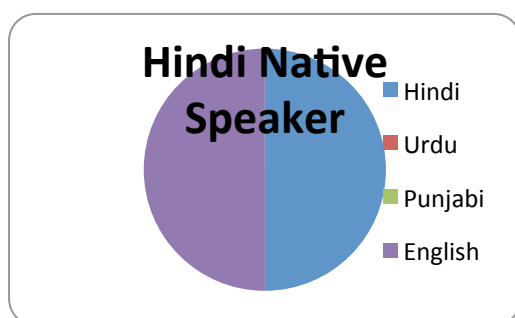
The graph below shows whether or not the respective native speakers read newspapers in their language.



The results point out that, 50% of Urdu speakers read the newspaper in their native language, but 14% of English speakers did not read the newspaper in their native language. This is somewhat surprising given the vast availability of a number of various newspapers across the UK. 44% of Urdu speakers read the newspaper in their native language, and obviously as no Hindi speakers were aware of newspapers available to them in their language, none read Hindi newspapers.

The 4 pie charts below show Hindi, Urdu, Punjabi and English native speakers preferred language in which to read the newspaper. Again some participants were unable to choose a single preferred language and therefore selected more than one, but this has been taken into account when the results were tabulated.

The charts below show Hindi, Urdu, Punjabi, English native speakers preferred language in which to read the newspaper.



The charts present a clear preference amongst all speakers for English newspapers. This can most likely be attributed to the fact that for non-native English speakers, the native language newspapers available to them will not cover news currently going happening in the UK, never mind Rushholme (where we presume that these speakers live). For native English speakers, all preferred to read English newspapers, whilst 25% of Punjabi native speakers preferred to read the newspaper in their native language, whilst a comparatively similar amount of native Urdu speakers prefer to read the newspaper in their native tongue. Hindi has the largest proportion of people who read the newspaper in their own language in comparison to English with 50%. From these results we can see that participants prefer only to read the newspaper in either English or their native tongue, there is no preference to read newspapers in any language besides English or the participant's native language.

3. DISCUSSION

Many of our suggested hypotheses proved to be correct after collating the results. Age did, in fact, seem to alter the media intake of the participants and the languages of the consumed media. As predicted, 32% more of the younger participants were born in the UK with 40% of under 35's having been born in the country in comparison to a 8% for over 35's. This is a dramatic swing and is a result of second generation immigrants being younger than their older counterparts. These younger participants found taking the questionnaires much easier, less intrusive and answered in greater detail – possibly due to understanding the language better than their elder counterparts.

These second generation participants tended to describe themselves as having English as their native tongue, as opposed to the other languages. Their preferences were almost exclusively English, with TV, Film and Newspapers having 100% preference for this group, and radio having the vast majority. The BBC Asian network was sighted as the main foreign language media this group consumed. We originally thought that this generation, with their extensive internet use, would have a vast knowledge of media available in their other used tongues. However, this proved to not be the case on the whole.

Urdu was the language in which its native speakers were most aware of the media available, with roughly 60% claiming the knowing of its availability over the 4 media forms. However, Punjabi and Hindi had even less of a correlation, with less than 25% of their speakers being aware of any availability in Rusholme.

Non native speakers of English were primarily those born in a foreign country, mainly Pakistan. Most of these participants, with a few exceptions, were older than 35 and had settled in the country in the past. We predicted that their media use would be split between English and their native tongue, however, due to the lack of internet use in the older generation on average, the awareness of foreign language media would be less than that of a younger generation. These both proved to be correct. Native speakers of foreign languages had a much wider preference than that of native English speakers, with many of the pie charts above denoting that there was split between which languages they preferred for which medium. This could possibly be a result of lack of understanding of English as second language or merely just habit as they are used to consume a certain media type in their native tongue.

This study proved to be very successful and proved most of the hypothesis we put forward to eventually be correct. However, there were certain anomalies and factors we must consider before using the results as a general idea of Rusholme's multilingualism. Firstly, we took only 22 full questionnaires, a number which could be added to. This would provide a more fair assessment of the area as a number of key groups seemed to be lacking from the study. Only 2 women were interviewed, possibly down to the male orientated business sector in the Asian community. Secondly, no native Indians agreed to be interviewed, therefore making Hindi (a language spoken primarily in India) a hard language to assess as we did not have many speakers, and if we did they spoke it as their third or fourth language.

Overall this study provided some key information and proved that second generation participants that were born in the UK rely on English as their primary media language whereas older immigrants to the country still relied on multilingual media consumption on average.

4. REFERENCES

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[http://mlm.humanities.manchester.ac.uk/reports/Asian%20languages%20and%20med](http://mlm.humanities.manchester.ac.uk/reports/Asian%20languages%20and%20media-print.pdf)

[ia-print.pdf](http://mlm.humanities.manchester.ac.uk/reports/Asian%20languages%20and%20media-print.pdf) [accessed 15/05/2012]

Questionnaire: Multilingual Media Consumption in Rusholme,
Manchester

Age: 18-25 26-35 36-45 46+

Gender: Male Female

Occupation:

Country of Birth:.....

Native Language:.....

Languages Spoken: English Hindi Urdu Punjabi

Other(s)

If "Other", please state below which other languages you can speak:

.....

.....

.....

TV	Hindi	Urdu	Punjabi	English	Other(s)
Are you aware of forms of this media available to you in any of these 4 languages?					
In which language(s) do you watch TV? (please tick where appropriate, if Other please state which languages)					
In which language do you primarily watch TV? (please tick where appropriate, if Other please state which languages)					
Please give an example of a Channel that you watch in the language stated above?					
Radio	Hindi	Urdu	Punjabi	English	Other(s)
Are you aware of forms of this media available to you in any of these 4 languages?					
In which language(s) do you listen to the radio? (please tick where appropriate, if Other please state which languages)					
In which language do you primarily listen to the radio? (please tick where appropriate, if Other please state which languages)					
Please give an example of a Station that you listen to in the language stated above?					
Newspaper	Hindi	Urdu	Punjabi	English	Other(s)
Are you aware of forms of this media available to you in any of these 4 languages?					
In which language(s) do you read the newspaper? (please tick where appropriate, if Other please state which languages)					
In which language do you primarily read the newspaper? (please tick where appropriate, if Other please state which languages)					
Please give an example of a Newspaper that you read in the language stated above?					
Film	Hindi	Urdu	Punjabi	English	Other(s)
Are you aware of forms of this media available to you in any of these 4 languages?					
In which language(s) do you watch films? (please tick where appropriate, if Other please state which languages)					
In which language do you primarily watch films? (please tick where appropriate, if Other please state which languages)					
Please give an example of a Film that you watched in the language stated above?					