RELATING LANGUAGE TO ECONOMY: THE IMPACT OF LANGUAGE ON PRODUCTION AND EMPLOYMENT

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Abstract: This paper attempts to explore the impact of language on production and employment. It marks out the underlying regularities between language and economics. The content of the paper is supported by economic theories such as human capital theory. Meanwhile, it talks about problems and language policy to serve the purpose of this study. It makes an attempt to bridge the link between language and economics by considering the fact that language has its relevance in commercial in product development. Concerning employment, it clears the most the Indians' misconception that English is the sole language that provides an assurance for the employment where as Indian languages, in this case, do not. Data was collected from workers from various production industries. The SPSS software is used to analyze the data.

The results suggest that the use of mother tongue in worksites is a sign of healthy production which leads to the economy boom. That contributes a considerable amount to the Gross National Product (GDP) of India. The insights of this study suggest that the use of Indian languages is directly relevant for Indian economy in Industrial, service and agriculture sectors In India. Therefore, it escalates the importance of the use of the mother tongue at worksites and provides the job assurance for people whose medium of education is mother tongue.

Keywords: Economy, Employment, Human Capital, Language Policy and Socio-Economic Status.

Introduction: Language binds an individual to the society that allows man kind to think and make any decision together which contributes for the growth of a society. The role of language is not only stopped at that level but extended into their work. Language became one of the key determinant factors for the development of a society. Thus, the socio-economic profiling of language studies the use of language(s) in a given socio-economic context at a given time. It is a logical, rational and scientific approach to language and economics in the context of society. It is an approach to indentify the link between language and economy. The aspects of social life are being made subject to subject to the growth of economy and market principles. The narrow notion of the profit maximization, competition and capital accumulation has fanned out from business activity to other areas of human behaviour (Coulmas 2009:8). Thought and interaction are part of human behaviour which is supplied by language. When someone is working it is not the one's physical activity involved but human behaviour as well in which language is the central. Human beings are economic actors. Language became an object of economic deliberation o the part of economic actors and economists. The present paper focuses on uncovering underlying regularities of language and language behaviour in socio- economic context and economic value of language.

Language is not only social but deeply rooted in the society in practice of economic activity (Uma Maheshwar Rao, 2017). This endeavor captures economic value of language in a given social context. And makes us understand the value of language in terms of economic aspects language as treasure. It makes an attempt to answer why some languages sustain better and others are not. This reveals most of the misconception regarding English as more economic value language and shows the vital role of regional or local languages in present context Indian languages are involved more in economy production. This study suggests regional language policy implementation in respective industrial sector, agriculture sector and service sector. The study lifts up regional languages' potentiality and their contribution in economy development.

Economics of Language: Economics of language is the term to indicate the relation between language and economics. It shows the effect of the language on various fields of economic activity. Economics of language was uncovered area until Jacob Marschak discovere. Jacob Marschak is the first one who introduced the term "economics of language" in 1965. Marschak's article was published with that title in Behavioral science. Marschak (1965:136) posed questions such as: "[What are the] communication systems [that are] the best suited to a goal [?] [...] Why are the known languages of the present and the past what they are or were? [...] What determines the probability that a set of traits will remain in existence for a given length of time. The linking of economics and language processes at both the micro and the macro levels is expressed in the mutual acceptance or non-acceptance of different language groups. In considering language and economy: It is necessary to take into account the interaction between language and economy   the results (positive or negative) to individuals in society.

The congenital relationship between language and economy lies in society which remains unheeded (Uma Maheshwar Rao, 2017) states that there is a co-relation between language and economy in the society. We create wealth by language. Creating wealth using language is not only confined to teachers, writers, reporters and actors whose jobs are specifically pertaining to language but others too. He also argued that every work that human does for his sustenance is tied with creation of wealth. Everyone under the sun shares his/her own role in production of economy. Language is a powerful tool for the creation of wealth. Socio-economic effect on language and language effect on society and economy is reciprocal. Indeed, individual economic status in society is tied with language. There is underlying value of language in which language is spoken in that particular society.

The underlying relationship language and economy will be realized when someone poses the question 'why some languages require more than other language'. Because the required language may has more potentiality to yield more economy than other languages. Economy in the widest meaning indirectly and directly influences various language processes – from the maintenance to the loss of language.

As the Economy a part of society, Language and culture are two important ingredients (Uma Maheshwar Rao, 2017). Language contributes to the economic growth of the individual and society hence it is considered that it influences both.

Language Choice for Economy Growth: Languages are both inherited and chosen by individuals and governments (Coulmas, 2005). The choice of language in communication, learning a language and using a language at worksite is attributed to standards of microeconomics that studies the behavior of individuals and firms in making decisions regarding the allocation of scarce resources and the interactions among these individuals and firms. The idea is similar to   other economic decisions of the individual, i.e. in terms of purchasing a product to investment.

In order to find an answer to the question posed by Marschak (1965) why certain languages are better preserved than others we need to understand reasons behind language choice. Then, we will be able consider why some languages are given more importance and regarded as commercial languages and why others are disregarded.

Language as Human Capital: Human capital theory refers to the productive power of labour, as vary from other forms of capital, and serves as a most important instrument to explain income differences. (Becker, 1975; Riedler and Pons-Riedler, 1986; Robinson, 1988). When men work at worksite, they use language to understand the concept or instruction and to communicate with workforce. In other terms, the time he spends and language they use or energy they put and skills use at worksite come under human capital.   Raynauld and Marion (1972) economists put forth an approach to treat language that language as human capital. In this approach, they argued that knowledge that can bring rewards similar to other types of knowledge, such as education. Later it was forwarded by Breton and Mieszkowski (1975) and main emphasis is given to differences skills when differences in socioeconomic status between language groups and ethnic aspects of language, particularly to mother tongue. With respect

to this, language is similar to other skills. Thus, language becomes as a component of human capital. Some researchers (Breton,1978; Valliancourt, 1980; Grenier, 1982) observed that learning a language is a part of investment in human capital.

Marschak, (1965) pointed out that language has value, utility, costs and benefits. As a result, economics of language began to develop independent of the sociology of language started to make considerable progress. Grin, (2003) gave a special emphasis that deliberately acquired language skills can be seen as a source of economic advantage. As continuing to this line of thought, many researchers focused on communicative function and human capital attributes of languages. Concerning human capital and the language role in it, started with hypothesis that language skills affect people's socio-economic status, several empirical studies were done on the relationship between language and earnings in Canada and United States (Vaillancourt, 1980; Boulet, 1980; Grenier, 1982, 1984, 1987; Grenier and Vaillancourt, 1983; McManus *et al.,* 1983). Since the role of the language is optimum in the production of goods and services, it is one of the determinant factors for country's GDP by which a country's development is measured.

The GDP data for different countries comes from the World Bank based on languages from 2003 to 2010. The following statistics reveal the fact that regional language playing a vital role contributing to world GDP than English. The following graph shows that the distribution of use of language in percentage.
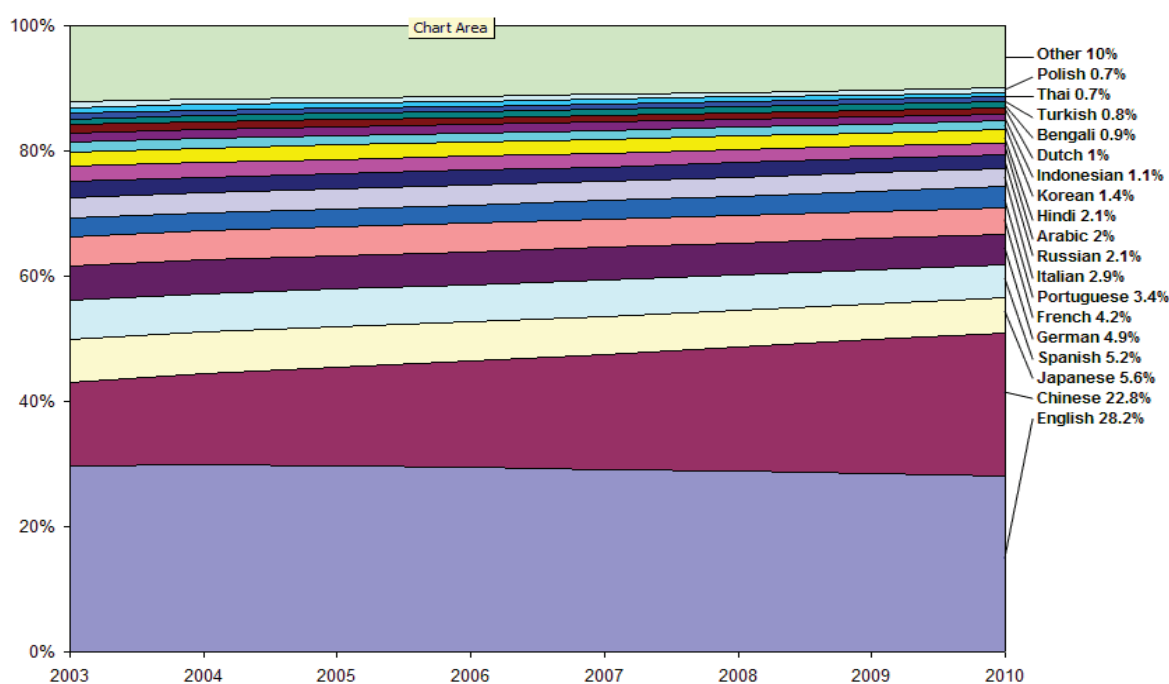
Source: Unicode Technical Note 13 GDP.

The World Bank released GDP data for India which is based on the Fact_book where it has data available, and supplemented with other sources such as Census of India or Ethnologue. This was just based on the population but was not supported by any evidence. The GDP of India is split as follows: Hindi 40.22% Bengali 8.30% Telugu 7.87% Marathi 7.45% Tamil 6.32% Urdu 5.18% Gujarati 4.85% Kannada 3.90%.

As per the government of India census of 2015 says Services sector is the largest sector of India contributing 52.52% to GDP. Industry sector stood next place with 31.37% and Agriculture sector contributing GDP with 16.31%. Other sectors are contributing 16.11%.
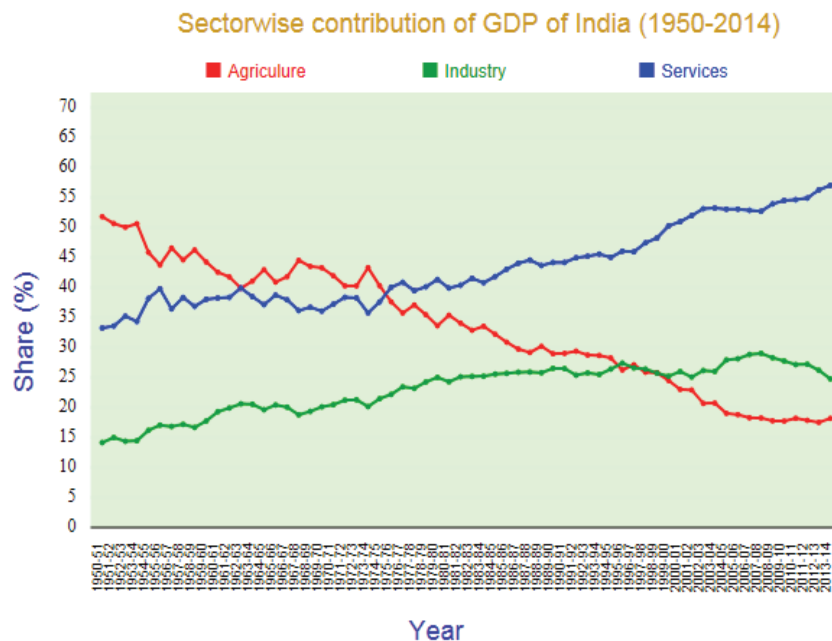
Source: Planning Commission, Government of India

This data was taken firmly based on population of that language that is spoken at that particular region. This study goes into deeper level and enquires diligently whether languages are contributing to the development of GDP, supplying ample evidence.

Indian Languages in Production: Language takes an inherent part in workplace; it controls and manages people involve in production which lead to the economy production. The language role in workplace has to be efficient to one need to understand and produce goods with knowledge. According the study taken up by J.D. Prabhakar (2016) on the use of language at various worksites in Telangana especially in Hyderabad and surrounding districts, Indian languages play an optimum role in production. The data is collected from various manufacturing industries such as Transformers manufacturing industry, Drugs industry, Building systems, Beedi making industry and Agriculture. For this data there are 1300 informant were concerned. These industries are located in Hyderabad and Medak district in Telangana state. These are the places that offering employment for local people as well as neighboring states. In each industry all employees are categorized into three groups.

The three groups are Higher Level, Middle Level and Lower Level.
- The Higher Level employees are categorized based on the income that they are gaining and role that they are playing. The Higher Level employing the job roles are Manager, Assistant General Manger Assistant Manager, Human Resource etc… who are postgraduates.
- The Middle Level employees are also categorized based on same grounds. The role of Middle Level people are Engineer, Supervisors, Accountant, Executive and some productive workers. They play a vital role in production of goods, so they are considered as productive class people. The number of middle level people is more than the Higher Level employees. They are undergraduates and diploma.
- The Lower Level employees are the people who earn less money in industry. These people do not have desired educational qualifications so that they were considered as Lower Level employees. The lower level people are unskilled labour. Their roles in industry are helpers, housekeeping, gardeners and other related jobs to production. They are much in number than any other else. These people involve much into production. These employees studied their intermediate and 10th standard.

From all the five given industries, we chose 1300 employees as our informants of the study. Each industrial employee was interviewed with a set of questions from the questionnaire with regard to the language used in the work sites. Everybody participated actively and enthusiastically and answered with sort of easiness. The data was developed on the use of language in industry besides their personal language profile. In this present study we have considered only languages that are being used in the

work sites. The information consists of their personal details, i.e. the metadata that includes informants' name, age, and sex. However, this metadata is not taken into consideration as they have no particular effect on the result of this study. From the three industries, 95% data are taken from males as the role of females in these industries. The participation of females is very less because the work involves hard physical labour in selected industries

To carry out any work in the worksite, there is a great need for communication. To execute a plan in order to make a product in particular industry one must use language(s) to others who can execute the idea. So, it is very clear that without proper communication no work could be done. When the communication is taken into consideration in industries it is either in written communication or in vocal communication. The written communication is very formal when it compared to vocal communication among employees. The written communication is confined only to official letters and permission for taking leave etc. Hence, it is not involving much into production.

When it comes to vocal communication, its role in production is quite notable. It is used among all employees including higher officials. There are a significant number of bilinguals and multilingual in industries, so it is evident that employees switch the language to other languages when the listener is non-native.

It is also noted that most of them use their mother tongue when they speak to other employees. As it is mentioned, all employees in industries are categorized into three groups. The use of language also changes from group to group. The results from the considered data show very clearly that the higher level group of employees uses English to communicate to their co-employees and subordinates. The reason would be that they are highly educated and they have had good exposure to English. This communication is considered as formal communication. It was also shown that a considerable number of employees communicate in their mother tongue. By this we can say that as a matter of fact, for ease and need of communication they switch into Telugu and their respective mother tongues. When any super ordinate from higher level wants to speak to their subordinates, he/she uses English. The communication of the higher level employee's does not contribute much for production. They pass the commands and instruction to production class people. The production class employees belong to the middle level and the lower level and use native languages as their medium of communication. They do not have higher education and exposure towards English. However, when they involve in production goods majority of them communicate in Telugu. The data suggests that the sixty percent of the communication carried out in the work sites chosen, is in Telugu. If we include Agriculture and Beedi factory the Telugu percentage goes around 86% which I did not include here. Anyhow it indicates that one must use their mother tongue in order to understand the given task and to accomplish it. It would be good if the mother tongue could be used to form a concept and think freely in order to achieve the goal. Mother tongue allows the employees to communicate without any barrier.

Languages Distribution from All Industries With Percentage:

Language	Language to Super ordinate	Language to Subordinate	Language to Partner	Total	Percentage
Telugu	962	1018	1090	3070	60.30%
English	295	276	233	804	15.79%
Hindi	318	307	374	999	19.62%
Tamil	3	3	19	25	0.49%
Urdu	29	27	31	87	1.70%
Marathi	0	0	4	4	1.07%
Kannada	5	5	69	79	1.55%
Odia	0	0	10	10	0.19%
Lambadi	0	0	8	8	0.15%
Gujarati	0	0	1	1	0.01%
Nepali	0	0	4	4	0.07%

Distribution of Languages in Percentage
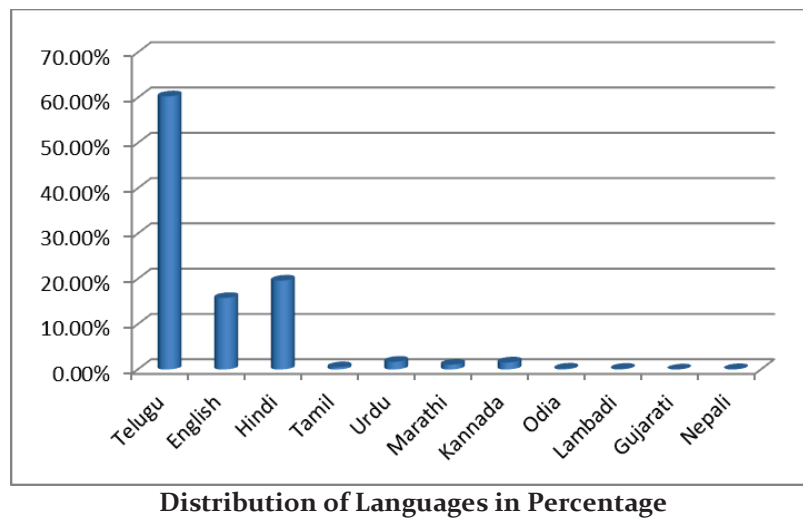
Note: The use of Telugu which is more than 95% in agriculture sector is not included here. If it includes, the final contribution of Indian languages will be exceeded 86% for the contribution of Indian economy.

Use of Telugu and Indian languages in worksites in India can help to build a healthy economy. It seems that the employees conceive the Promotion of English in the place of Telugu and other Indian languages as a barrier for the free expression of their thoughts and creativity. They find it difficult to understand a given task and form a concept to accomplish a task. This will show a negative effect on the final outcome of the industry. So, the results of the present study support the hypotheses that Indian languages show a significant contribution to the development of Indian GDP.

The present study also suggests what language have to be there as a medium of instruction in worksites. The suggestion is if Indian Languages especially the mother tongue is used, it definitely helps the employees to understand the instructions freely without any problem and perform well in worksite. This result wipes away the most misconceived conception that English is the sole language to ensure the employment.

The present study also suggests the necessity of mother tongue as medium of education in India since Indian languages play the key role in the function of worksites and the development of GDP of India. As a result, education in mother tongue enhances India's industrial development. Mother tongue education is directly proportional to the industrial development of India.

Conclusion: The medium of communication in worksites vary from one layer of workers to other layer workers. The higher level workers, who are small in number and do not involve much in production, are only confined to English, but the production class employees communicate in Telugu with 60% and other Indian languages with considerable amount. The result not only wipes out the misconception of the Indians who thinks that English is the sole language that provides employment and contributing development of Indian GDP but also fortifies that other Indian languages provide job opportunities across the country in a promising manner.   Therefore, it is to be concluded that Telugu and other Indian languages contribute more to the development of Indian GDP than English. By this study, we can suggest that it is necessary to change the medium of instruction into Telugu in worksites and the medium of education in Indian languages for the development of industrial growth of India.

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