



Research Paper

Globalization of Assamese Language in printing media specially in newspaper: An analytical observation.

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ABSTRACT: In the period of Twentieth Century, the terms printing mass media such as newspaper and magazines, through which connecting people among the world. because newspaper should play a victim role of society by sending many information like language, literature, culture, economically and politically. However with the printing time and development of this area. There has been a true meadows increase in the language of assumes printing media impact by globalization and act their own new look. On these present paper, we tries to make out the positive and negative impact of globalization in Assamese language in printing media.

KEYWORD- Printing, Media, Globalization, Observation, Period, Assamese Newspaper, Megazine etc.

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I. INTRODUCTION:

In concurrent period, the term printing was media such as newspaper and magazine, through which connected the people among the world. Newspaper play an important role by sending information all about language, literature, culture, Economic and politically. In the present time development of human civilization and science and technology, the news paper and magazine get there new environment and evaluated there objectives. Similarly, the impact of globalization change the language of assumes newspaper and magazine. This paper tries to make out the two types of impact(positive and negative) On 21th century's Assamese newspaper specially mention on 'Akhomiya Pratidin'.

objective :

1. to make out the changes of assumes language on newspaper specially akhomiya pratidin.
to make out the impact of globalization on assumes newspaper and advertisement. Methodology: The study is passed on analytial. so the analytical and exploratory method should be used. the secondary source of data obtained from many books and articles.

Scope of study: The area of the study is very large and deep. so that, the scope of study limited only to Assamese newspaper 'Akhomiya Pratidin' and 'Deink Janambhumi' are followed to fulfill the objective.

Main topic: The history of Assamese newspaper is very old. On 19 the century (1846)

'Orunodoi' is the first magazine or newspaper is published, which was the first Assamese newspaper. The first editor of the newspaper in Dr. Nathan Brown. This newspaper play a victim role and evaluated a democratic environment, language, literature and culture. Now a day's development of human civilization and Globalization, newspapers get there new look. The popular newspaper on 21th century's are-

'Deink Janambhumi' (Utpal Baruah- 1972), 'Akhomia Khabar'(Sankar Laskar-2000),

'Niyamia Barta', (Homan Borguhain-2011), 'Akhomia Pratidin' (Nitya Baruah-1995), 'Gana Adikhar', (Editor- Jakir Hussain), 'Edinor Sanbad', (Editor- Mukul Kalita), 'Amar Akhom', (Editor: Prasnta Rajguru) etc.

Impact of Globalization on newspaper 'Akhomiya Pratidin' :

On Printing media, The journalist proper a news very carefully and presently articulator for attractive the reader. So that they should be observe the use of language properly and Grammatically.

'Akhomiya Pratidin' was published by 'Hadin Pratidin' on twenty February 1995. Now a days this is one of the popular Assamese newspaper. The first editor 'Akhomiya Pratidin' was 'Ajit Kumar Bhuya' and the present editor 'Nitya Borah'.

1. **Use of incomplete sentences:** Incomplete sentence are use in the formative sense in the title. This should one of the characteristics of news paper on 21century. Example

(I). 'Homage Panchayat Nirbason' (A. P-2017 December)

(ii). 'Bimudrakaran: G.S.T. SORKAROR DOTIO OPOGHAT. (A.P-2017 8 November)

2. **Use Un-inflectional affix sentence :** In Assmase Language the sencece were attractive by use the inflectional affix. But the features could not be shown on the newspaper of twenty century example

' Tamilnadut cartonist(?) Grapter (A.P-2017,6Nov.)

3. **Much using English word:** The words use in newspaper cleared impact of Globalization. There is many English words using this newspaper on the Headline. Ex.

(i) Madhyamid TEIK pratyabban jonai highcourt.T Gusor. (A.P.- 7December2017) (ii) Supreme Court R Raior Pasotoi Hajalar Mantobya. (A.P.- 14May 2017)

Some example of using English word on this newspaper are- Development, Council, Government Signal, Aggrement, Contract etc.

Sometimes the using of English words in Assamese Newspaper replaced the Assamese Synonims exampel- 'Jatiu gel' The 'Gel' is a Bangla Word, But Assamese Synonims is 'jatitu gaol', 'Gel' is lower Assam.

4. **Modernization in Sentence:** On 21th century, the sentence structure of Assames Newspaper is grading up modernization. Improvement of Success and technology and globalization impact the sentence 21 replaced the structure. The juditional structure of Assamese Language. Example-

'Gulisalonar homayat ohohai Dorkhak Asil ARAHAY' (A.P.- 14december-2017)

II. CONCLUSION

At the present time, Assamese Language is not secure because the many words from different language those who replace their own synonyms, it's a new challenge on Assamese Literature. But similarly, it's developed the Assamese Language in the time of science and technology to improve to less their own identity, frequently as originally.

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