Shine Brighter Terminale

FlashFile 16 The English dilemma

Extrait p. 140 – Citation de *CNN*

Singh, 23 (left home to go to university)

"I wanted to get a good job ... English gives you an edge[1]. All the internships I cracked was because I could hold conversations in English. If you know Hindi, then all you can do is stay here and do odd jobs, but not get a good post, because English is a requirement".

Vishnavi (housekeeper in New Delhi)

"I am not able to find a well paying job, because they say I do not know English".

CNN.com, 2025

[1] advantage

Extrait p. 141 – Citation de *Union Home Minister of India*

In this country, those who speak English will soon feel ashamed. The creation of such a society is not far away. I believe that the languages of our country are the jewels of our culture. Without our languages, we cease to be truly Indian. To understand our country, our culture, our history, and our religion, no foreign language can suffice.

Amit Shah, *Union Home Minister of India*, 2025

Extrait p.141 – Article de Mira Patel, *Indian Express*

The emergence of Hinglish

In the 1980s, an advertisement for Vicco Turmeric[2] changed the way India spoke about beauty. In cinema halls and on the screens of Doordarshan[3], a young bride, in traditional attire, applied a golden-yellow cream as a catchy melody announced: "Vicco Turmeric, nahi cosmetic."

The ad marked the beginning of a seismic shift in how brands spoke to Indians. A marriage of Hindi and English—Hinglish—was born. Far from being a manufactured marketing gimmick, this fusion language, Hinglish, grew to reflect the shifting identity of a nation in motion.

Hinglish is not merely a linguistic hybrid, it is a mirror to India's contradictions. Between the colonial and the postcolonial, the modern and the traditional, the urban and the rural. [...]

This hybridisation has influenced the lexicons and structures of both the Indian and English languages. Many English words, such as chutney, khaki, and mantra, have origins in Hindi or Urdu, while Hindi has adopted English words like botal (bottle), kaptaan (captain), and tamatar (tomato). This linguistic phenomenon has become ubiquitous[4], from advertisements to movies to television serials. Even in rural areas, where formal education may be limited, people are familiar with English words they've encountered in songs and ads.

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[2] popular skincare product

[3] Indian TV channel

[4] omnipresent

Mira Patel, *Indian Express*, 2025