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**Developing Communicative Efficiency in Speech -  
The Style of Anna in Tamil**

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Courtesy: [http://www.arignaranna.net/photos\\_13.htm](http://www.arignaranna.net/photos_13.htm)

## **Introduction**

Language is a typically human phenomenon. In moving from the ‘natural being’ of animal existence to the ‘cultural being’ of human existence, language plays a decisive role. Language gives a sense of identity to an individual as well as social group and, in the process, creates multiple identities. The maintenance, merger, clash and change in identities based on and reflected in the language change has prompted linguists, philosophers, psychologists, sociologists, anthropologists and political scientists to study language in its multifarious dimensions. Since economic and societal planning have to, of necessity, take into account the context of planning, there is no wonder that worldwide attention has been drawn towards language planning now.

Language is an asset and primary instrument of human communication, However, language can become a problem and a barrier to communication, sometimes symbolically so, under conditions of ethnic groups, languages, dialects, styles, registers and scripts. These

conditions may lead to one or more of the following situations which necessitate language planning:

- (i) Mutually unintelligible languages, dialects or scripts competing for supremacy of dominance.
- (ii) Mutually intelligible languages, dialects or scripts and their role.
  - (a) Threatening mutual identity,
  - (b) With mutually unfavorable attitudes.
- (iii) Existence of diglossia and triglossia.
- (iv) Existence of languages with dominant/ minority relationship with a national frontier.
- (v) Social variables correlating with language structure and use and creating communication zones.
- (vi) Official action in recognizing official languages, distributing patronages for development of languages which may even have the remote implication of displacing of distributing in reality or symbolically, the existing domains of language use.
- (vii) Language used by politicized elite to retain their elitist privileges by restricting languages use in education, administration and mass media.
- (viii) Creation of creoles, pidgins (lang, hybridization) for use.

### **Need for LP**

There is an urgent need for serious attention to language planning in a multilingual country like India. The following examples are illustrative of situations which demand the attention of educationists and planners to the crucial importance of language in society and especially.

1. Language Teaching – Learning Process.
  2. Educational Linguistics: Educational Technology.
- and
3. Communication Efficiency

### **Language Planning Goals**

1. Eleven Language Planning Goals have been recognized (Nahor, 2003):

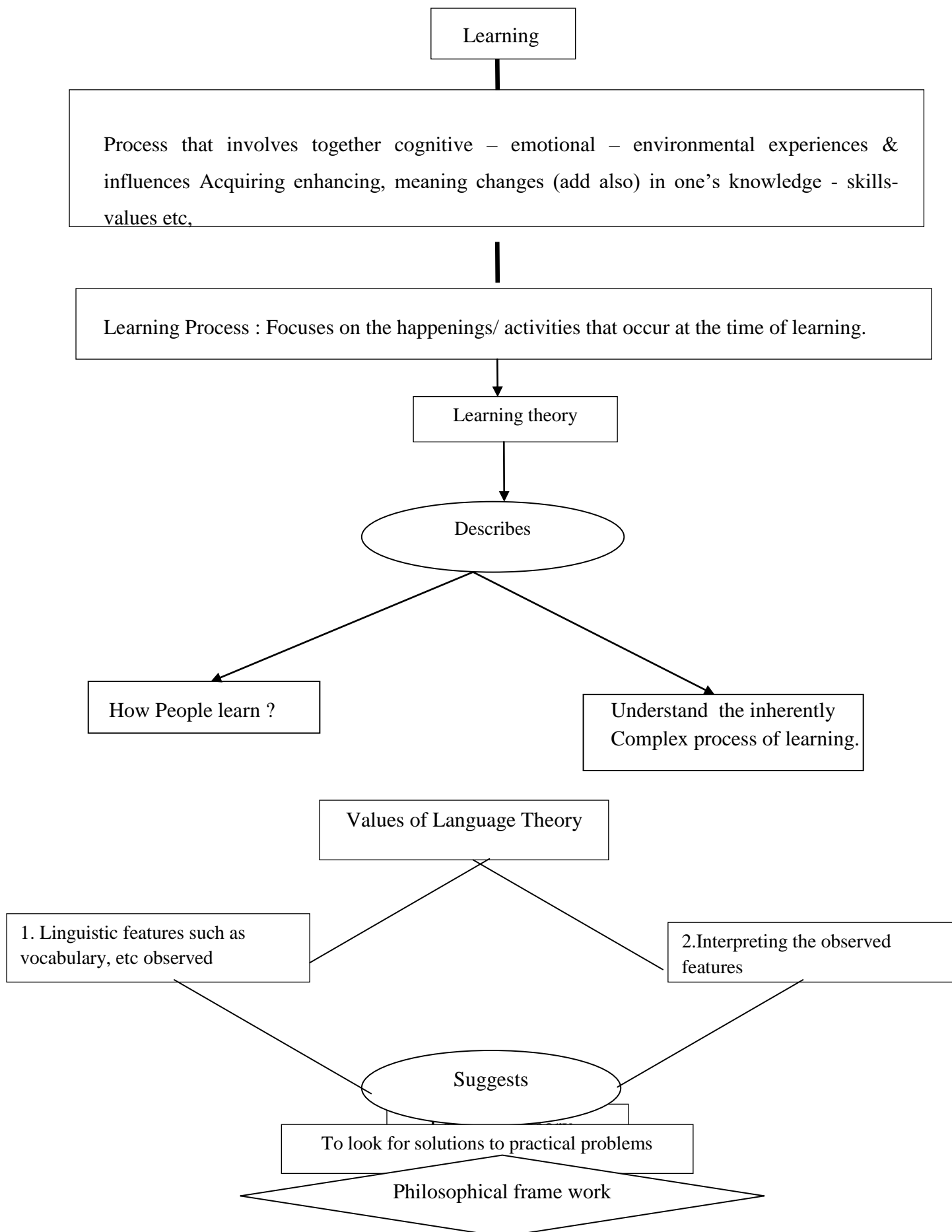
2. Language Purification – Prescription of usage in order to preserve the “linguistic purity” of language, protect language from foreign influences, and guard against language deviation from within.
3. Language Revival – the attempt to turn a language with few or no surviving native speakers back into a normal means of communication.
4. Language Reform – deliberate change in specific aspects of language, like orthography, spelling or grammar, in order to facilitate use and so on.

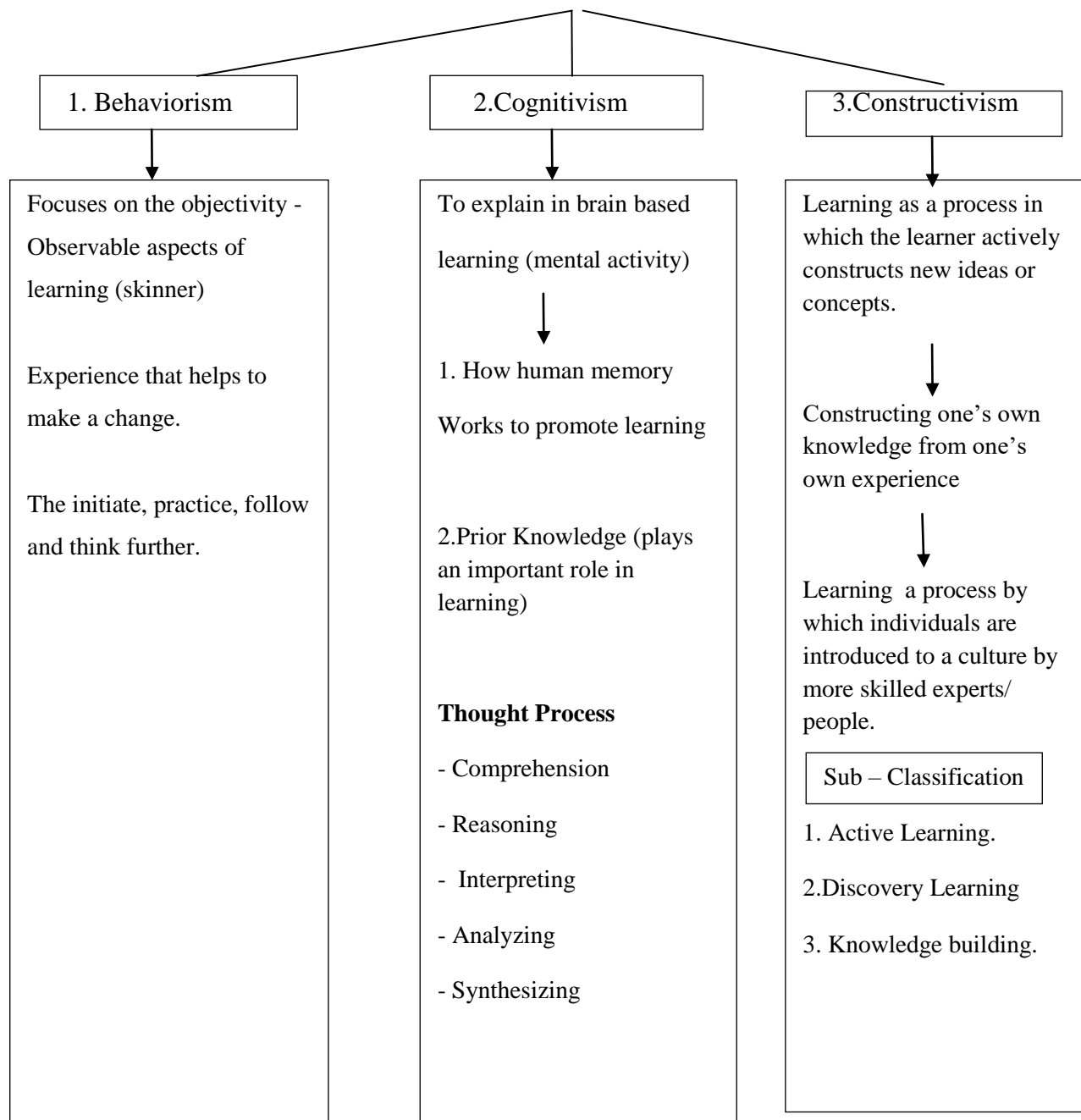
Along with these, language engineering which involves the creation of natural language processing system whose cost and outputs are measurable and predictable as well as establishment of language regulators, such as formal or informal agencies, committees, societies or academics language regulators to design or develop new structures to meet contemporary needs also plays an important note. It is a distinct field connected to natural language processing and computational linguistics. A recent trend of language engineering is the use of Semantic Web technologies for the creation, archival, processing, and retrieval of machine processable language data for different purposes.

Language has two sides (like two sides of a coin), namely, language structure (LS) and Language use (LU) which form a strong base for a well formalized and more adequate sociolinguistic description of a language. This strong base has to be strengthened and reinforced, depending upon the needs of the society and nation concerned. So, like any other planning activities undertaken in a nation, language planning also has to be deliberately attempted in order to achieve the goals such as education, mass communication (media), science and technology, judiciary, culture and so on. So, language planning is a deliberate effort to formalize – develop- modernize the function and structure of a language on the one side and strengthen and improve the acquisition of languages or language varieties within a speech community on the other. It is often associated with government planning, but is also used by a variety of non-government organizations, groups or individual.

The goals of language planning differ depending on the nation or organization, but generally include making planning decision and possibly changes for the benefit of communication. Planning or improving effective communication can also lead to other social changes such as language shift or assimilation, thereby providing another motivation to plan the structure, function and acquisition of languages and use of languages as medium of instruction.

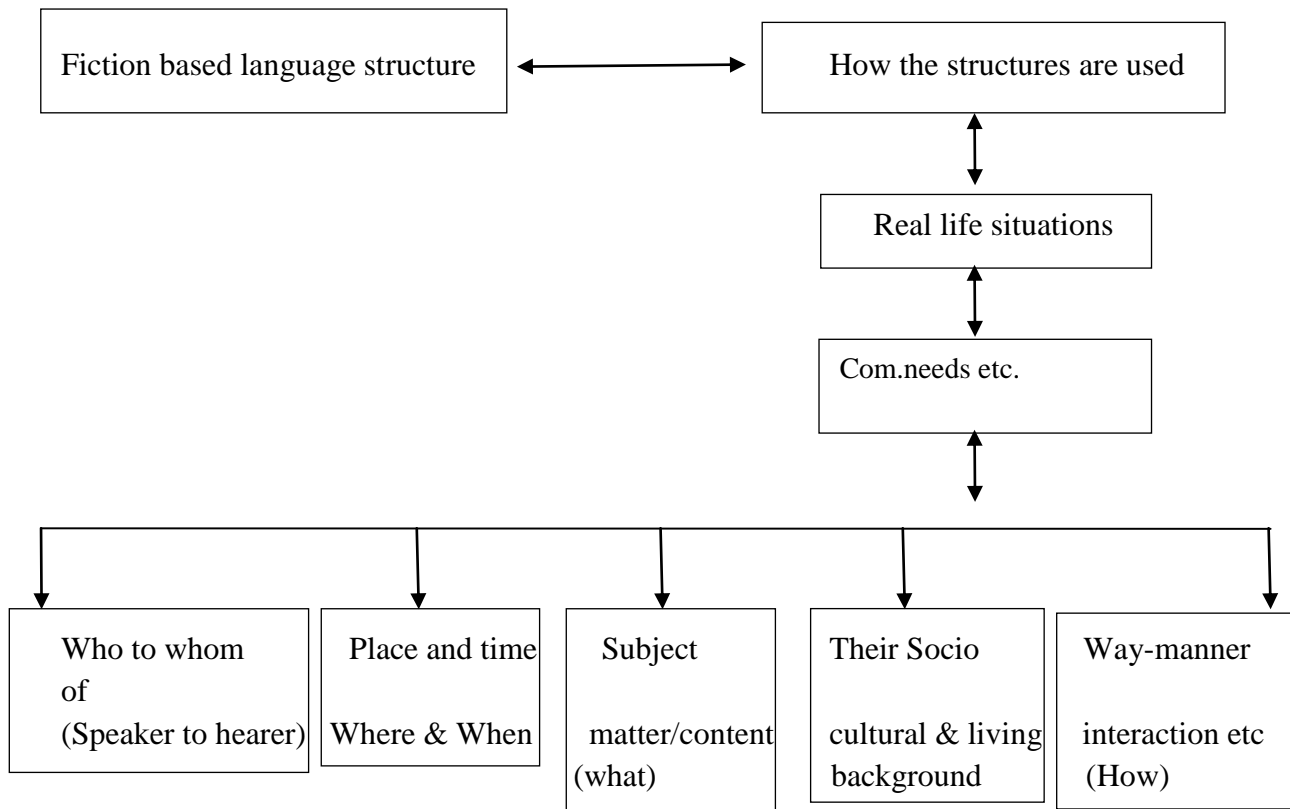
## LEARNING THEORY AND LANGUAGE LEARNING





Learning - A product outcome task - acquisition – from learning  
 - A Process (B, C, H & S)

### COMMUNICATIVE LANGUAGE TEACHING – LEARNING LINKS TOGETHER



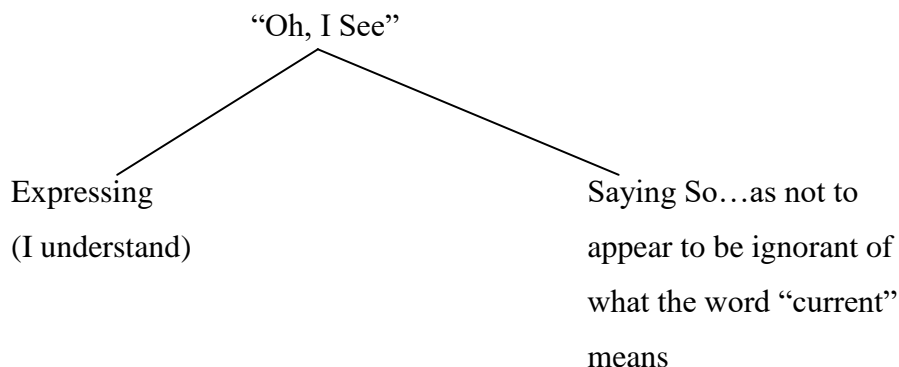
**Socio-Cultural Background**

**Interference** (getting in the way of ) in asking questions

**Practice:** Discourage students from asking questions (direct) to some with higher social status etc.

**Student’s Hesitation:** (in lg.use): reflects a little discomfort

**Student’s Final Comment:** (as reflected in the lg. use)



**Frame Work (for Analysis)**

**Cicourel’s Model :**

Low – level

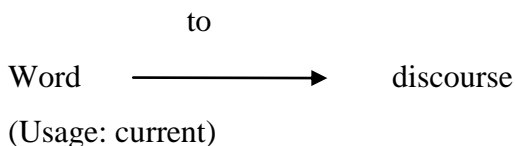
(Basic): Linguistic Elements/ Features + Background Knowledge.  
(context) (Linguistic + Paralinguistic Features)

Expansion – Level Participants – Personal data + their role relationship etc.  
(context)

Higher – Level Those rules / values that come from the structure or  
(context) Organization of the society I socio – cultural knowledge  
granted. that is taken for

Focus on sources of information used by the listener to understand/  
Establish meaning in the context of social interaction.

**Language Structure**



- T : Please tell me, what is the topic of your paper?
- S : em I....my topic is m..... current education should change .....should change.
- T : current, you mean education the way it is now? The way people are educated In Japan Should be Changed?
- S : Yes
- T : so current education
- S : current?
- T : Current .....world is happening now  
Current education should =.... What you mean is .....
- S : oh! I See
- T : be changed the (method of) current education should be changed ok all right?

### Languages Use

(Moris, 1996:56)

Participants : (T) eacher (native speaker of English)  
(S) tudent (Japanese under – graduate student)

(Interactants) : RR

Main Problem: use of the word ‘current’

### COMMUNICATIVE EFFICIENCY AND EFFECTIVITY

The following are some of the important factors which need to be evaluated to find out the efficiency and effectiveness of communication in general and that of oral communication in particular.

1. Differentiating and identifying the population (addressed).
2. Making use of a simplified style (more like casual) for easy access and effectiveness.
3. Narrative style incorporating lexical and phrasal usages (in stead of technical or the so called standard/ standardized features)



4. Avoiding repetition of thoughts and use of too many complex sentences and long discourse forms/ patterns.
5. Making use of real like situational /context oriented features to explain the major issues and problems focused.
6. Maintaining the continuity of thoughts in other words – using appropriate particles wherever necessary to connect (in order to maintain cohesion – coherence wherever needed).
7. Choosing appropriate lexical forms and build the oral discourse centering around the content area chosen.
8. Use of local but at the same time popular usages in order to draw the careful attention of the audience.
9. Giving due care in the choice of usages to express politeness, request, need, caution etc. from the point of new of society and nation.
10. Use of forms to avoid monotony in language structure.
11. Use of simple – local proverbs and anecdotes depending upon the context and population.
12. Raising the technicality of usages based on the population – like elite, professional, urban, semi-urban, and so on.

### **Speeches of Anna (C. N. Annadurai)**

For example, Anna's (C. N. Annadurai) deliberate attempt in the formation of oral discourse is not only context oriented but also cohesion – coherence achievement related. Anna chooses both the internal historical evidences and external evidences to emphasize the social-cultural and national relevance and significance.

Anna's word formation, coinages, comprehensive style of narration indeed pierced into the minds of people who listened to his speech or those who happened to read his writings. Anna coined **Set Phrases** like kaTamai- kaNNiyam- kaTTuppaatu to introduce and emphasize not only the social significance but also the organizational structure in public ventures and activities. One can cite a number of illustrations drawn from his speeches and writings.

- (i) etaiyum taankum itayam
- (ii) tampikku

- (iii) makkaL tiirppee makeecan tiirppu
- (iv) ciirtiruttat tirumaNam
- (v) teLivu – tuNivu – kanivu
- (vi) maRappoom – mannippoom
- (vii) maaRRaan tooTTattu mallikaikkum maNam uNDu
- (viii) enkiruntaalum vaazhka
- (ix) ippaTai tooRkin eppaTai vellum

Expressions like the above are not simply to explain some of the ideas and contexts orubut are rearly meant for creating social awareness , social renaissance and social reform from different angles and dimensions.

### **COHESION – COHERENCE AGREEMENT IN WRITING OR ORAL EXPRESSIONS / DISCOURSE**

Eg. nii oru iLaiñan - patukaakkappaTa veeNTiya paruvam

‘You (sg) are an young man. So, you have to take due care of yourself ‘.

“ itai uNarntu naTantu veRRiyaip peRu”

So, you have to understand, always keep this in mind and achieve success”.

### **Appropriateness and Effectivity in Word Formation**

#### **kunRin meeliTTa viLakku (Lamp)**

1. The hill - on the top – lamp (literally. This includes all those new ventures need to be undertaken (based on the resolutions passed in the second state level conference of the DMK Party held at ThirupparankunDram, Madurai in the year 1962)

Anna’s language structure and language use perfectly fits into the maxim theory of discourse formation (Grice, 1980).

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