

**MINOR RESEARCH PROJECT**

**“A STUDY OF CHANGING TRENDS IN ENGLISH LANGUAGE WITH  
REFERENCE TO E-MAIL, SMS AND E- COMMUNICATION IN MUMBAI CITY”**

**NAME OF THE RESEARCHER**

**MR. NITIN B. ACHARYA**

**NAME OF THE COLLEGE**

**G. E. SOCIETY'S**

**SHRI BHAUSAHEB VARTAK ARTS, COMMERCE & SCIENCE COLLEGE**

**GOKHLE MAHAVIDYALAYA MARG MHB COLONY**

**GORAI ROAD BORIVALI WEST MUMBAI-91**

## ACKNOWLEDGEMENTS

First of all, I thank my principal Mrs. S. V. Sant for her insistence and inspiration to do this research project. She gave me this opportunity to think, plan and conduct surveys of the under graduates post graduate faculty members of the different colleges and companies.

I would like to thank our librarian Shri Shubhash Uchale, who has supported me a lot in respect of books and library assistance.

I am also thankful to Dr. Navnita T. Meghani, K.G.Mittal College, Malad for her immense support in tabular analysis and SSP system.

I take here the opportunity to thank all my 200 respondents who have cooperated me in conduct of the survey and responded all the queries.

Last but not least, I wish to thank University Grant Commission for approving my minor project and grants sanctioned to my project to undertake this study, relatively less known but useful to the students and teachers of the University.

Thanking you,

Mr. Nitin Acharya

## Chapter- 1

### 1.1 Introduction:

The spread of information and communication technologies in the last few decades has had a significant impact on work, leisure, culture and social interaction. We live in an uncertain world whose rapid rhythm of change is further complicated by globalisation and the widening digital gap between developed countries.

The recent trends in communication technology and rise in cell phone and Internet users reaching to 19 crores nearly 20 percent of the total population spread all over the country writing and applying 4000 dialects in 27 national languages. In the changing scenario, every hook and corner of the street there are presence of “Cyber cafe”, Mobile accessories and communication service centre which fulfil the needs of countryman to town people.

The promotion of linguistics diversity, and multilingualism in the emerging landscape of and through media information and communication. Technology, information communication and technology, is a guiding principle for research and technology development and e-contact and e-content plus programmes: Languages, media and new technologies are themes that have been investigated in several different context all over world. It is time to examine in both depth and wide scope how language learning is adopting and benefitting from the use of mobile handset devices and ICT for social and entertainment purposes over the last few years as technologies converse the boundaries between the contact and interactive media for new opportunities.

E-communication services are undertaken here to indicate a comparative study and rise of Anglican English language and Indian version of English language currently in use. The study proposes the variables and variations observe at present and it's future implications in the Oxford English text in view of the study of science and technology, the ascend of new connotations and coining of new vocabulary for the students and teachers of the coming generation.

The study undertakes the changes occurred in the colonial English which are evaporating rapidly in the today's conversation on phone through textual messages by using either colloquial languages, slang or version of regional languages.

## **1.2 OBJECTIVES OF THE STUDY**

- To study recent trends in E-mail, SMS and e-communication
- To learn the changes in formal and informal transactions
- TO evaluate the impact on students, business people and society in general
- To find out the coining and the rise of new hinglish language
- To assess the development under going in e-communication industry
- To undertake the study of English pronunciation, textual usage and impact on other Indian Languages
- To observe the psychological aspects for using colloquial languages in English text messages
- To evaluate new trends in e-communication technology

## **1.3 RECENT DEVELOPEMENT:**

In the electronic communication rapid developments have taken place in the

Form of communication techniques and technological support. People used frequently the following forms of communication:

- A. Chatting
- B. B. Blog
- C. Podcasting
- D. Discussion Board and forum
- E. Text messaging

These recent developments facilitate the general public, Students, Industry and commercial units like Banks, Airlines, and Advertising agency to transmit business and attract attention of their customers for increasing and developing their business with the help of smart spoken or written English.

#### **1.4SCOPE OF THE STUDY:**

The study is based on Mumbai city with specific contentions of understanding the recent trends in mixing the regional text,style psyche in formal English. It helps theacademician,researchers,business people and even government. The usage of E-communication has unbound the area, age and other space constraints.

#### **1.5RESEARCH DESIGN AND METODOLOGY:**

The researcher intends to use analytical method for conducting the research. Primary data will be collected through a structured and pre tested questionnaire. Secondary data will be based on the study materials such as *Newspapers, magazines, Journals Books, Websitesetc.*

The study is a sample survey based on metro city of Mumbai and the users of E-communication will be selectedat random around 300 users. The sampling unit will be literate who are aware of English language .The certified random sampling technique will befollowed for selecting the samples. The data collected will be tabulated,analysed and interpreted with the help of statistical tools such as averages, standard units, correlation,etc.

Hypothesis will be tested with the help of statistical techniques, conclusions will be drawn on the basis of analysis and informationof data .The pilot surveys will also be made to collect the information in changing trends in communication.

#### **1.6HYPOTHESIS:**

- The recent changing trends text messages have no direct impact on English language
- The excessive use of regional languages in English has adversely affected English language
- Transcription of regional words in to English has adversely affected English language

## CHAPTER-2

### **Review of Literature**

Electronic communications are any information that is transmitted electronically. This includes e-mail, e-mail attachments, web-pages, phone calls, fax, broadcasters, electronically transmitted files, information submitted on line etc.

Naomi Baron in her book, 'Alphabet to E-mail. How written English evolved and where it's going' She compares spoken word and written word of language, then goes on to show how the text as an object evolved from scroll to codex to printed book, and the effect that this had on both the process of production and consumption of the text. She raises a question about reply of E-mail as compare to reply of phone? But this relates to etiquette not writing. There is very little on the most revolutionary writing tool the word processor.

Wheeler Tom in his book 'Electronic communications for technicians' refers the interactive aspects of the communication system. It engages audiences in active to way communication. That requires a new way of thinking about using traditional lexis into mix up with regional alphabets of native language.

## **CHAPTER - 3**

### **SMS ( Short Message Service ) OR TEXT MESSAGING**

#### **Introduction:**

Text messaging or Texting refers to the exchange of brief written messages between fixed line phone or mobile phone and fixed or portable devices over a network while the original term was derived from Radio telegraphy. It includes messages containing image, video and sound content. The sender of the text message is known as a tester, and receiver of the message is known as receiver, while service itself has different colloquialisms depending on the region.

#### **Operation:**

Text messages can be used to interact with automated systems, such as ordering products and services for mobile phones or participating in contests. In short, text messaging by phone or mobile should include all 26 letters of the alphabet and 10 numerals i.e. alphanumeric messages to be sent by tester or received by the textee.

#### **Utility:**

Text messaging is most often used between private mobile users as a substitute for voice calls in situations where voice communication is impossible. It is cheap and text messaging has become so popular that advertising agencies and advertisers are now jumping into the text message business. Services that provide bulk text message sending are also becoming a popular way for clubs, associations and advertisers to quickly reach a group of opt-in subscribers.

#### **Commercial Uses:**

**A) Short Codes:**

Short codes are special telephone numbers, shorter than full telephonenumber, that can be used to address SMS and MMS messages from mobile phones or fixed phone. There are two types of short codes: dialling and messaging.

**B) Text Messaging Gateway Providers:**

SMS gateway providers facilitate the SMS traffic between businesses and mobile subscribers, being mainly responsible for carrying mission critical messages, SMS for enterprises, content delivery and entertainment services involving SMS; ex. TV voting considering SMS messaging performance and cost as well as the level of text messaging services.

**C) Premium Content:**

SMS is widely used for delivering digital content such as news alerts, financial information, logos, and ringtones. Such messages are also known as premium rated short messages. These subscribers are charged extra for receiving this premium content and amount is typically divided between the mobile network operator and value added service provider. Either through a revenue share .or a fixed transport fee services like 82 ASK and Any question Answered have used SMS model to enable rapid response to mobile consumers questions, using on call terms of experts and researchers.

**D) Growth and Development:**

SMS concept was developed France German GSM cooperation in 1984 Fridhelm Hillebrand and Bernard G. Hillebart. The innovation in SMS is short. The GSM is optimised for telephony, since this was identified as its main application. The key idea for Sims was to use this telephony-optimised system and to transport messages on the signalling paths needed to control the telephonic traffic during the time when no signalling traffic existed.

The mobile application Part (MaP) of the 557 protocol include support for the transport of short messages through the core network from its inception. Today nearly 4.1 Trillion text messages are sent. SMS has become a massive commercial industry worth over 81 billion dollars globally as on 2006 data.

Many mobile and satellite transceiver units support the sending and receiving of SMS using an extended version of the Hayes command set, a specific command language originally developed for Hayes smart modem 300 band modem in 1971.

**SMS Spoofing:**

The GSM industry has identified number of potential fraud attacking on mobile operators that can be delivered via abuse of SMS messaging services. The most serious of laurels is SMS Spoofing .It occurs when a fraudster manipulates address information in order to impersonate a user that has roamed onto a foreign network and is submitting messages to the home network.

## **CHAPTER - 4**

### **Electronic Mail**

#### **Introduction- Meaning and usage:**

E-mail is a method of exchanging digital messages from an author to one or more recipients. Modern Email operates the internet or other computer networks. Some early email systems required that the author and the recipient both be online at the same time, a la instant messaging. Today's email systems are used on a store and forward model. E-mail servers accept, forward, deliver and store messages.

An Email message consists of three components, the message envelope, the message header, the message body. The message header contains control information, including minimally an originator's email address and one or more recipients address.

#### **Message Format:**

The internet e-mail message format is defined in RFC5322 with multimedia content attachments being defined in RFC2045 through RFC2049 called multipurpose internet mail extensions or MIME. Internet, email messages consists of two major sections.

#### **Header:**

Structured into fields such as from TO, CC, subject, Date and other information about the mail.

#### **Body:**

The basic content, as unstructured text, sometimes contain a signature block at the end this exactly the same as body of a regular letter. The header is separated from the body by a blank line.

#### **Message header:**

Each message header has exactly one header, which is structured into fields. Each field has a name and a value RFC5322 specifies the precise syntax. The message header should include at least the following fields

(A)**Message ID:** Also an automatically generated field, used to prevent multiple delivery and for reference in REPLY TO.

(B)**IN REPLY TO:** Message ID of the message that this is a reply to use to link related message together. This field only applies for messages.

**PLAIN TEXT and HTML:**

Most modern graphic email clients allow the use of either plain text or HTML for the message body of the option of the user. HTML email messages often include an automatically generated plain text copy as well for compatibility reasons.

## **CHAPTER - 5**

### **E-COMMUNICATION**

Electronic communication or digital communication which is known as 'Cyberpathy' and 'Technokinesis' is the ability to intercept and interpret electronic, digital and radio transmissions with one's mind.

#### **ECN-Electronic communication Network**

It is the term used in financial circles for a type of computer system that facilitates trading of financial products outside of stock exchanges. ECNs increase competition among trading firms by lowering transaction costs giving clients full access to their order books and offering order matching outside of traditional exchange hours. ECNs are sometimes also referred to as Alternative Trading Networks.

#### **TYPES OF E-COMMUNICATION**

- ❖ **CHATTING**
- ❖ **BLOGS**
- ❖ **PODCASTING**
- ❖ **DISCUSSION BOARD**

#### **CHATTING: Meaning and Definition :**

It's an online talk between two communicators through online verbal exchanges. Normally this talk is the exchange of typed in messages requiring one site as the repository for the messages and a group of users who take part from anywhere on the internet. Chats can be on-going or scheduled for a particular time and duration. Most chats are focussed on a particular topic of interest and some involve guest experts or famous people who 'TALK' to anyone joining the chat. A chat can also be conducted

using sound and sound or sound and video assuming you have the band with access and the appropriate programming.

### **TYPES OF CHAT:**

**BLOG:** A Blog (a blend of the term web log) is a type of website. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events or other material such as graphics or video. Entries are commonly displayed in reverse chronological order. Blog can also be used as a verb, meaning to maintain or add content to a blog. Most Blogs are interactive allowing visitors to leave comments and even message each other via widgets. On the Blogs and it is this interactivity that distinguishes them from other state websites. Most blogs are primarily textual, attblog, photoblog, videoblogging, mp3blog, and audiopodcasting. Microblogging is another type of blogging.

### **TYPES OF BLOG:**

- (A) **Personal:** The personal blog, anon-going or commentary by an individual, is the traditional, most common blog.
- (B) **Corporate and Organisational blogs:** A blog can be private mostly but it is useful for developing culture in corporation or for marketing, branding or public relations purposes are called corporate blogs.
- (C) **By Gener:** Some blogs focus on a particular subject, such as political blogs, travel blogs, house blogs, fashion blogs, project blogs, education blogs, niche blogs, classical music blogs, quizzing blogs and legal blogs.

### **PODCASTING:**

A podcast is a series of digital media files that are released episodically and often downloaded through web syndication. The word podcast due to rising popularity of iPod and innovation of web feeds. Special client application software known as a podcaster that can access this web feed, check it for updates and download any new files

in the series. Files are stored locally on the user's computer or other device ready. For offline use, giving simple and convenient access to episode content. A research group of university of Texas at Austin in the USA are proposing a source post definition of a podcast. A podcast is a digital or video file that is episodic, downloadable, programme driven, mainly with a host and a programme; and convenient, usually via an automated feed with computer software.

**(D) Discussion Boards and forums:**

- (E) An Internet forum or message board is an online discussion site where people can hold conversations in the form of posted messages. A posted message might need to be approved by a moderator before it becomes visible in that way it differs from chatting.
- (F) Forums have a specific set of jargons associated with them. e.g. A single conversation is called a 'thread'. A forum is hierarchical or tree like in structure, forum-subforum, topic- thread –reply.
- (G) Depending upon the forum set up a user can keep his identity anonymous, or can register with the forum.

**MODERATED FORUMS:**

A moderated forum refers to an online pre-approved by a moderator before being posted for the group. Even people prefer moderated forum to an un-moderated forum, as the moderator can not only keep out spam, but posts that are inappropriate, rude or offensive, or that wander off topic.

The Internet has always been known for its un-moderated uncensored landscapes. No one "Owns" the Internet and no policing service is responsible for controlling it.

Instead it is built for mostly on voluntary cooperation both at the network level, and at the level of social interaction. To this end most social forums on the internet have set of rules or protocols members are requested to follow.

#### **UN-MODERATED FORUMS:**

Un-moderated news groups from the majority UseNetuse group and necessary submitted by readers for un-moderated groups are immediately propagated for every to see. Minimal editorial content filtering vs propagation speed from one crux of use net community. One little cited defence of propagation is cancelling a propagated message, but few usenetusers use this command and in fact some news readers don't offer cancellation commands in part because article storage expires in relatively short order.

**( PART – I ) EVALUATION OF QUESTIONNAIRE  
( UNDER GRADUATE GROUP )**

**TABLE NO. 1**

**AGE OF THE RESPONDENTS**

**Q. 1 - ii) Age**

<b>Age Frequency</b>	<b>No.</b>	<b>Percentage</b>
<b>18-25</b>	<b>50</b>	<b>50%</b>
<b>Total</b>	<b>100</b>	<b>100%</b>

- All the respondent belong to 18-25 age group.

**TABLE NO.2**

**QUALIFICATION OF THE RESPONDENTS**

**Q. 1 - iii) Education**

<b>Age Frequency</b>	<b>No.</b>	<b>Percentage</b>
<b>XII and above</b>	<b>50</b>	<b>50%</b>
<b>Graduation</b>		
<b>Post-Graduation</b>		
<b>Total</b>	<b>50</b>	<b>100%</b>

- All the respondent are under graduates.

**TABLE NO. 3**

**MOTHER TONGUE OF THE RESPONDENTS**

**Q. 1 - vi) Mother Tongue**

<b>Mother Tongue</b>	<b>No.</b>	<b>Percentage</b>
<b>Marathi</b>	<b>44</b>	<b>88%</b>
<b>Hindi</b>	<b>04</b>	<b>8%</b>
<b>Gujarati</b>	<b>02</b>	<b>4%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

- 88% Respondents speak Marathi as their Mother Tongue where as 8% speak Hindi and 4% speak Gujarati as their Mother Tongue.

**TABLE NO. 4**

**OTHER LANGUAGES KNOWN BY THE RESPONDENTS**

**Q. 1 - v) Other Language known**

Language Known	No.	Percentage
Marathi	50	33%
Hindi	45	30%
Gujarati	50	33%
Total	150	100%

- 33% Respondents speak English and Hindi where as 30% speak Marathi and 4% express in Gujarati Language.

**TABLE NO. 5**

**OTHER LANGUAGES KNOWN BY THE RESPONDENTS**

**Q. 2 - i) The Age at which you started using Mobile ?**

Age Frequency	No.	Percentage
15-18	50	100%
19-22	--	--
23-25	--	--
25+	--	--
Total	50	100%

- All the Respondents have started using Mobile at the age group of between 18-25. It means 100% usage of familiarity with Mobile operations and functions.

**TABLE NO. 6**

**USE OF SMS PER DAY BY THE RESPONDENTS**

**Q. 3 - How often do SMS in a day?**

Frequency of SMS	No.	Percentage
3-5	10	20%
6-10	--	--
11-15	--	--
15+	40	80%
Total	50	100%

- **80%** Respondents have expressed that they send SMS more than 15 times in a day where as **20%** accepted that they send less than 3 to 5 times per day.

**TABLE NO. 7**

**LANGUAGE OF THE RESPONDENTS FOR SENDING SMS**

**Q. 4 – Which language do you use sending SMS ?**

<b>Language Used</b>	<b>No.</b>	<b>Percentage</b>
<b>Regional</b>	<b>50</b>	<b>20%</b>
<b>English</b>	<b>50</b>	<b>20%</b>
<b>Mix</b>	<b>50</b>	<b>20%</b>
<b>With abbreviation</b>	<b>50</b>	<b>20%</b>
<b>With alphabets / Number</b>	<b>50</b>	<b>20%</b>
<b>Total</b>	<b>250</b>	<b>100%</b>

- **20%** expressed in Regional Language / **20%** Mix Language both English and Regional languages / **20%** used abbreviations and **20%** Mix Both Alphabet and Numbers.

**TABLE NO - 8**

**COMPUTER LITERACY LEVEL OF THE RESPONDENTS**

**Q. 5 Are you a Computer literate.**

<b>Computer learned</b>	<b>No.</b>	<b>Percentage</b>
<b>Yes</b>	<b>50</b>	<b>100%</b>
<b>No</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**100%** Respondents are Computer Literate and expressed their awareness about E-mail and SMS operations.

**TABLE NO - 9**  
**FREQUENCY OF SENDING E-MAIL**

**Q. 5. a) How often you send E-mail ?**

<b>Duration / Timing</b>	<b>Under graduates No.</b>	<b>Percentage</b>
<b>Daily</b>	<b>45</b>	<b>90%</b>
<b>Weekly- Twice</b>	<b>--</b>	<b>--</b>
<b>Weekly- Once</b>	<b>05</b>	<b>10%</b>
<b>Occasionally</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**90% Respondents have accepted of sending E-mail daily where as 10 Respondents have agreed to send weekly one – E-mail.**

**TABLE NO - 10**  
**USE OF ENGLISH ALPHABET / OTHER ALPHABETS**

**Q. 5 b) Use English alphabet / other alphabet ?**

<b>Language Used</b>	<b>Under graduates No.</b>	<b>Percentage</b>
<b>English alphabet</b>	<b>45</b>	<b>90%</b>
<b>Other alphabet</b>	<b>05</b>	<b>10%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**90% Respondents have agreed that they prefer to send E-mail in English Language where as 10% Respondents have accepted in sending E-mail in Regional Language.**

**TABLE NO - 11**  
**USE OF ABBREVIATED WORDS**

**Q. 5 c) Use of abbreviated words ?**

<b>Word used</b>	<b>Under graduates No.</b>	<b>Percentage</b>
<b>Abbreviated Words</b>	<b>45</b>	<b>90%</b>
<b>Other Words</b>	<b>05</b>	<b>10%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**90% Respondents have agreed that they send E-mail with abbreviated words and 10% Resoondent have agreed that they prefer to send E-mail in Other Language.**

**TABLE NO - 12  
REPLACEMENT OF ENGLISH WITH REGIONAL LANGUAGE**

**Q. 5d) Replacement of English with Regional language ?**

<b>Responses</b>	<b>Under graduates No.</b>	<b>Percentage</b>
<b>Sometimes</b>	<b>--</b>	<b>--</b>
<b>Offen</b>	<b>--</b>	<b>--</b>
<b>Very offen</b>	<b>50</b>	<b>100 %</b>
<b>Daily</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100 %</b>

**100% Respondents have agreed that they prefer to do very often replacement of works in sending E-mail.**

**TABLE NO - 13  
PROBLEMS FACED BY THE RESPONDENTS IN SENDING SMS, E-MAIL**

**Q. 6 ) What kind of difficulties do you face in sending SMS / E-mail ?**

<b>Difficulties do you face in sending SMS / E-mail</b>	<b>Under graduates No.</b>	<b>Percentage</b>
<b>a) Do not understand the words</b>	<b>--</b>	<b>--</b>
<b>b) Do not understand the Regional words with E-mail</b>	<b>50</b>	<b>100 %</b>
<b>c) Do not understand the Word / Other things</b>	<b>--</b>	<b>--</b>
<b>d) Confusion with the language</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100 %</b>

**100% Respondents have agreed that they do not understand use of Regional word with SMS AND E-mail operations.**

**TABLE NO - 14**

**DO YOU LIKE TO READ SMS, E-MAIL AND E-COMMUNICATION**

**Q. 7 a ) What kind of difficulties do you face in sending SMS / E-mail ?**

Like to read Commercial SMS / E-mail / E-Communicaion	Under graduates No.		Percentage
	Yes	No	
Commercial SMS / E-mail / E-Communicaion	50		100%
<b>Total</b>	<b>50</b>		<b>100%</b>

**100% Respondents have expressed reading of commercial SMS, E-Mail and E-Communication.**

**TABLE NO - 15**

**LANGUAGE REGIONAL OR ENGLISH**

**Q. 7 b) How would you like to receive SMS / E-mail / E-Communication in Regional language / English ?**

Regional Language / English	Under graduates No.	Percentage
English	50	100%
Regional Language	--	--
<b>Total</b>	<b>50</b>	<b>100%</b>

**100% Respondents have agreed that they liked to communicate in English Language rather than other Regional Language.**

**TABLE NO - 16**  
**INFLUENCE BY ENGLISH LANGUAGE**

**Q. 7 c) Influence by English Language ?**

<b>Language Influence</b>	<b>Under graduates No.</b>	<b>Percentage</b>
<b>English</b>	<b>05</b>	<b>10%</b>
<b>Regional Language</b>	<b>45</b>	<b>90%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**10% Respondents have accepted influence by English Language, where as 90% Respondents have expressed their opinion in favour of Regional Language.**

**TABLE NO - 17**  
**EXPERIENCE OF RESPONDENTS WITH SMS, E-MAIL**

**Q. 8 ) What is your overall experience with SMS / E-MAIL/ E-Communication?**

**a) With can do - Response**

<b>Response</b>	<b>Under graduates No.</b>	<b>Percentage</b>
<b>a) Drafting in English text</b>	<b>05</b>	<b>10%</b>
<b>b) Drafting in Regional Language</b>	<b>--</b>	<b>--</b>
<b>c) Combination of Regional and English text</b>	<b>45</b>	<b>90%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**90% Respondents have expressed use of combinations of regional with English Language positively 10% Respondents have expressed drafting only in English Language.**

**TABLE NO - 18**  
**EXPERIENCE OF RESPONDENTS WITH SMS, E-MAIL**

**Q. 8 ) What is your overall experience with SMS / E-MAIL/ E-Communication?**

**b) With cannot do - Response**

<b>Response</b>	<b>No.</b>	<b>Percentage</b>
<b>a) Drafting in English text</b>	<b>45</b>	<b>90%</b>
<b>b) Drafting in Regional</b>	<b>--</b>	<b>--</b>

<b>Language</b>		
<b>c) Combination of Regional and English text</b>	<b>05</b>	<b>10%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**90% Respondents have accepted that they cannot draft English text in sending SMS or E-mail where as 10% of the Respondents have accepted combination of English with Regional Language.**

**TABLE NO - 19  
RESPONSE REGARDING E-SERVICE**

- Q. 9 ) What is your opinion about E-Communication service?**  
a) Positive / Negative.

<b>Response</b>	<b>No.</b>	<b>Percentage</b>
<b>Positive</b>	<b>25</b>	<b>50%</b>
<b>Negative</b>	<b>25</b>	<b>50%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**50% Respondents have expressed Positive attitude where as 50% expressed in Negative tone.**

**TABLE NO - 20  
RESPONSE REGARDING E-SERVICE**

- Q. 9 ) What is your opinion about E-Communication service?**  
b) Satisfactory / Not-Satisfactory

<b>Response</b>	<b>No.</b>	<b>Percentage</b>
<b>Satisfactory</b>	<b>25</b>	<b>50%</b>
<b>Not-Satisfactory</b>	<b>25</b>	<b>50%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**50% Respondents have expressed Satisfactory attitude where as 50% expressed in Not-Satisfactory.**

**TABLE NO - 21  
REQUIREMENT FOR IMPROVEMENT**

**Q. 9 ) What is your opinion about E-Communication service?  
c) Need to improve.**

<b>Response</b>	<b>No.</b>	<b>Percentage</b>
<b>Need improvement</b>	<b>5</b>	<b>71%</b>
<b>Not-need</b>	<b>2</b>	<b>29%</b>
<b>Total</b>	<b>7</b>	<b>100%</b>

**71% Respondents have expressed their opinion that E-Service need improvement and only 29% feel No improvement required.**

**TABLE NO - 21  
RATING OF TEXT IN AD-CAMPIGN**

**Q. 10 ) How do you rate the TEXT in AD-Campaign?  
a) Regional Language.**

<b>Scale of Rating</b>	<b>No.</b>	<b>Percentage</b>
<b>Appreciate</b>	<b>20</b>	<b>40%</b>
<b>Not Appreciate</b>	<b>30</b>	<b>60%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**40% Respondents have appreciated the text content and use of Language where as 60% Respondent have disagreement with use of Regional Language in Ad-Campaign.**

**TABLE NO - 22  
USE OF MIX LANGUAGE**

**Q. 10 ) b) Mix Language.**

<b>Scale of Rating</b>	<b>No.</b>	<b>Percentage</b>
<b>Appreciate</b>	<b>40</b>	<b>80%</b>
<b>Not Appreciate</b>	<b>10</b>	<b>20%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**80% Respondents have appreciated the Mix Language concept of Advertising and 20% Respondents do not appreciated the Mix Language idea.**

**TABLE NO - 23  
ONLY USE OF ENGLISH LANGUAGE**

**Q. 10 ) c) Only English Language.**

<b>Scale of Rating</b>	<b>No.</b>	<b>Percentage</b>
<b>Appreciate</b>	<b>50</b>	<b>100 %</b>
<b>Not Appreciate</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100 %</b>

**100% Respondent have appreciate English.**

**TABLE NO - 24  
ENGLISH / REGIONAL LANGUAGE**

**Q. 10 ) d) English language / Regional Language.**

<b>Scale of Rating</b>	<b>No.</b>	<b>Percentage</b>
<b>Appreciate</b>	<b>40</b>	<b>80 %</b>
<b>Not Appreciate</b>	<b>10</b>	<b>20 %</b>
<b>Total</b>	<b>50</b>	<b>100 %</b>

**80% Respondent have appreciate Only English language, where as 20% are not appreciated.**

**Q. 11 ) Suggestions if any –**

- Require improvements**
- Detail information needed**

**( PART –II ) EVALUATION OF QUESTIONNAIRE  
( POST-GRADUATE GROUP )**

**TABLE NO. 1**

**AGE OF THE RESPONDENTS**

**Q. 1 - ii) Age**

<b>Age Frequency</b>	<b>No.</b>	<b>Percentage</b>
<b>31-45</b>	<b>50</b>	<b>50%</b>
<b>Total</b>	<b>100</b>	<b>100%</b>

- All the respondent belong to 31-45 age group.

**TABLE NO. 2**

**QUALIFICATION OF THE RESPONDENTS**

**Q. 1 - iii ) Education**

<b>Age Frequency</b>	<b>No.</b>	<b>Percentage</b>
<b>XII and above</b>	<b>--</b>	<b>--</b>
<b>Graduation</b>	<b>--</b>	<b>--</b>
<b>Post-Graduation</b>	<b>50</b>	<b>50%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

- All the respondent are Post-graduates.

**TABLE NO. 3**

**MOTHER TONGUE OF THE RESPONDENTS**

**Q. 1 - vi ) Mother Tongue**

<b>Mother Tongue</b>	<b>No.</b>	<b>Percentage</b>
<b>Marathi</b>	<b>20</b>	<b>40%</b>
<b>Hindi</b>	<b>10</b>	<b>20%</b>
<b>Gujarati</b>	<b>20</b>	<b>40%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

- 40% of the Respondents are expressing in Marathi Language where as 20% have expressed in Hindi Language and 40% respondents belong to Gujarati Language.

**TABLE NO. 4**

**OTHER LANGUAGES KNOWN BY THE RESPONDENTS**

**Q. 1 - v) Other Language known**

<b>Language Known</b>	<b>No.</b>	<b>Percentage</b>
<b>Marathi</b>	<b>50</b>	<b>33%</b>
<b>Hindi</b>	<b>35</b>	<b>24%</b>
<b>Gujarati</b>	<b>50</b>	<b>33%</b>
	<b>15</b>	<b>10%</b>
<b>Total</b>	<b>150</b>	<b>100%</b>

- **33% Respondents have preferred English Language in comparison to other languages. 24% Respondents have expressed satisfaction in Marathi Language, 33% Respondents chose Hindi for their expression of Language and 10% only have selected Gujarati as their Language choice.**

**TABLE NO. 5**

**OTHER LANGUAGES KNOWN BY THE RESPONDENTS**

**Q. 2 - i) The Age at which you started using Mobile ?**

<b>Age Frequency</b>	<b>No.</b>	<b>Percentage</b>
<b>15-18</b>	<b>--</b>	<b>--</b>
<b>19-22</b>	<b>50</b>	<b>100%</b>
<b>23-25</b>	<b>--</b>	<b>--</b>
<b>25+</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

- **The average age of using mobile is found 19-25. It means 100% Respondents of the survey.**

**TABLE NO. 6**

**USE OF SMS PER DAY BY THE RESPONDENTS**

**Q. 3 - How often do SMS in a day ?**

<b>Frequency of SMS</b>	<b>No.</b>	<b>Percentage</b>
<b>3-5</b>	<b>45</b>	<b>90%</b>
<b>6-10</b>	<b>05</b>	<b>10%</b>
<b>11-15</b>	<b>--</b>	<b>--</b>
<b>15+</b>	<b>50</b>	<b>100%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

- **90% Respondents have accepted of sending 3-5 times SMS in a day where as 10% Respondents have accepted of sending SMS 6-10 times.**

**TABLE NO. 7**

**LANGUAGE OF THE RESPONDENTS FOR SENDING SMS**

**Q. 4 – Which language do you use sending SMS ?**

<b>Language Used</b>	<b>No.</b>	<b>Percentage</b>
a) Regional	--	--
b) English	50	20%
c)Hindi	50	20%
d) Mix	50	20%
e) With abbreviation	50	20%
f)With alphabets / Number	50	20%
<b>Total</b>	<b>250</b>	<b>100%</b>

- Equally all Respondents expressed 20% for Regional Language, Mix Language, English and Hindi Languages as well as with abbreviation and with alphabets/ number.

**TABLE NO - 8**

**COMPUTER LITERACY LEVEL OF THE RESPONDENTS**

**Q. 5 Are you a Computer literate?**

<b>Computer learned</b>	<b>No.</b>	<b>Percentage</b>
Yes	50	100%
No	--	--
<b>Total</b>	<b>50</b>	<b>100%</b>

100% Respondents are Computer Literate and expressed their awareness about E-mail and SMS operations.

**TABLE NO - 9**

**FREQUENCY OF SENDING E-MAIL**

**Q. 5 a) How often you send E-mail ?**

<b>Duration / Timing</b>	<b>No.</b>	<b>Percentage</b>
Daily	45	90%
Weekly- Twice	--	--
Weekly- Once	05	10%
Occasionally	--	--
<b>Total</b>	<b>50</b>	<b>100%</b>

90% Respondents have accepted of sending E-mail daily where as 10% Respondents have agreed to send weekly one – E-mail.

**TABLE NO - 10**  
**USE OF ENGLISH ALPHABET / OTHER ALPHABETS**

**Q. 5 b) Use English alphabet / other alphabet ?**

Language Used	No.	Percentage
English alphabet	45	90%
Other alphabet	05	10%
<b>Total</b>	<b>50</b>	<b>100%</b>

90% Respondents have agreed that they prefer to send E-mail in English Language where as 10% Respondents have accepted in sending E-mail in Regional Language.

**TABLE NO - 11**  
**USE OF ABBREVIATED WORDS**

**Q. 5 c) Use of abbreviated words ?**

Word used	Under graduates No.	Percentage
Abbreviated Words	45	90%
Other Words	05	10%
<b>Total</b>	<b>50</b>	<b>100%</b>

90% Respondents have agreed that they send E-mail with abbreviated words and 10% Respondent have agreed that they prefer to send E-mail in Other Language.

**TABLE NO - 12**  
**REPLACEMENT OF ENGLISH WITH REGIONAL LANGUAGE**

**Q. 5 d) Replacement of English with Regional language ?**

Responses	Under graduates No.	Percentage
Sometimes	--	--
Often	--	--
Very often	50	100%
Daily	--	--
<b>Total</b>	<b>50</b>	<b>100%</b>

100% Respondents have agreed that they prefer to do very often replacement of works in sending E-mail.

**TABLE NO - 13**  
**PROBLEMS FACED BY THE RESPONDENTS IN SENDING SMS, E-MAIL**

**Q. 6 ) What kind of difficulties do you face in sending SMS / E-mail ?**

<b>Difficulties do you face in sending SMS / E-mail</b>	<b>Under graduates No.</b>	<b>Percentage</b>
<b>a. Do not understand the words</b>	<b>--</b>	<b>--</b>
<b>b. Do not understand the Regional words with E-mail</b>	<b>50</b>	<b>100%</b>
<b>c. Do not understand the Word / Other things</b>	<b>--</b>	<b>--</b>
<b>d. Confusion with the language</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**100% Respondents have agreed that they do not understand use of Regional word with SMS AND E-mail operations.**

**TABLE NO - 14**  
**READING OF COMMERCIAL SMS, E-MAIL AND E-COMMUNICATION**  
**Q. 7. a )Do you like Commercial SMS / E-mail / E-Communication?**

<b>Like to read Commercial SMS / E-mail / E-Communication</b>	<b>Under graduates No.</b>		<b>Percentage</b>
	<b>Yes</b>	<b>No</b>	
<b>Commercial SMS / E-mail / E-Communication</b>	<b>50</b>		<b>100%</b>
<b>Total</b>	<b>50</b>		<b>100%</b>

**100% Respondents have expressed reading of commercial SMS, E-Mail and E-Communication.**

**TABLE NO - 15  
LANGUAGE REGIONAL OR ENGLISH**

**Q. 7. b) How would you like to receive SMS / E-mail / E-Communication in Regional language / English ?**

<b>Regional Language / English</b>	<b>Under graduates No.</b>	<b>Percentage</b>
<b>English</b>	<b>50</b>	<b>100 %</b>
<b>Regional Language</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100 %</b>

**100% Respondents have agreed that they liked to communicate in English Language rather than other Regional Language.**

**TABLE NO - 16  
INFLUENCE BY ENGLISH LANGUAGE**

**Q.7 c) Influence by English Language ?**

<b>Language Influence</b>	<b>Under graduates No.</b>	<b>Percentage</b>
<b>English</b>	<b>50</b>	<b>100 %</b>
<b>Regional Language</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100 %</b>

**100% Respondents have accepted influence by English Language.**

**TABLE NO - 17  
EXPERIENCE OF RESPONDENTS WITH SMS, E-MAIL**

**Q. 8 ) What is your overall experience with SMS / E-MAIL/ E-Communication?**

**a) With can do - Response**

<b>Response</b>	<b>No.</b>	<b>Percentage</b>
<b>a. Drafting in English text</b>	<b>50</b>	<b>100 %</b>
<b>b. Drafting in Regional Language</b>	<b>--</b>	<b>--</b>
<b>c. Combination of Regional and English text</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100 %</b>

100% Respondents have accepted in drafting Text positively, it means they can respond in English Text more conformably.

**TABLE NO - 18  
RESPONSE REGARDING E-SERVICE**

- Q. 9 ) What is your opinion about E-Communication service?  
a) Positive / Negative.**

<b>Response</b>	<b>No.</b>	<b>Percentage</b>
<b>Positive</b>	<b>50</b>	<b>100%</b>
<b>Negative</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

100% Respondents have expressed Positive attitude.

**TABLE NO - 19  
RESPONSE REGARDING E-SERVICE**

- Q. 9 ) What is your opinion about E-Communication service?  
b) Satisfactory / Not-Satisfactory**

<b>Response</b>	<b>No.</b>	<b>Percentage</b>
<b>Satisfactory</b>	<b>--</b>	<b>--</b>
<b>Not-Satisfactory</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>--</b>	<b>--</b>

**TABLE NO - 20  
REQUIREMENT FOR IMPROVEMENT**

- Q. 9 ) What is your opinion about E-Communication service?  
c) Need to improve.**

<b>Response</b>	<b>No.</b>	<b>Percentage</b>
<b>Need improvement</b>	<b>--</b>	<b>--</b>
<b>Not-need</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>--</b>	<b>--</b>

**TABLE NO - 21  
RATING OF TEXT IN AD-CAMPIGN**

**Q. 10 ) How do you rate the TEXT in AD-Campaign?**

**a) Regional Language.**

<b>Scale of Rating</b>	<b>No.</b>	<b>Percentage</b>
<b>Appreciate</b>	<b>50</b>	<b>100 %</b>
<b>Not Appreciate</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>100 %</b>

**100% Respondents have appreciated use of Regional Language in Ad-Campaign and service product.**

**TABLE NO - 22  
USE OF MIX LANGUAGE**

**Q. 10 ) b) Mix Language.**

<b>Scale of Rating</b>	<b>No.</b>	<b>Percentage</b>
<b>Appreciate</b>	<b>10</b>	<b>20 %</b>
<b>Not Appreciate</b>	<b>40</b>	<b>80 %</b>
<b>Total</b>	<b>50</b>	<b>100 %</b>

**20% Respondents have appreciated the Mix Language concept of Advertising and 80% Respondents do not appreciated the Mix Language idea.**

**TABLE NO - 23  
ONLY USE OF ENGLISH LANGUAGE**

**Q. 10 ) c) Only English Language.**

<b>Scale of Rating</b>	<b>No.</b>	<b>Percentage</b>
<b>Appreciate</b>	<b>20</b>	<b>40 %</b>
<b>Not Appreciate</b>	<b>30</b>	<b>60 %</b>
<b>Total</b>	<b>50</b>	<b>100 %</b>

**40% Respondent have appreciate English Language, where as 60% Respondents not appreciated English Language.**

**TABLE NO - 24**  
**ENGLISH / REGIONAL LANGUAGE**

**Q. 10 ) d) English language / Regional Language.**

<b>Scale of Rating</b>	<b>No.</b>	<b>Percentage</b>
<b>Appreciate</b>	<b>30</b>	<b>60%</b>
<b>Not Appreciate</b>	<b>20</b>	<b>40%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>

**60% Respondent have appreciate Only English language, where as 40% are not appreciated.**

**Q. 11 ) Suggestions if any –**

- **Require improvements**
- **Detail information needed**

**( PART – III ) EVALUATION OF QUESTIONNAIRE  
( COMBINE BOTH GRADUATE & POST GRADUATE)**

**TABLE NO. 1**

**AGE GROUP OF RESPONDENTS**

**Q. 1 - ii) Age**

<b>Age Frequency</b>	<b>No.</b>	<b>Percentage</b>
<b>18-25</b>	<b>50</b>	<b>50%</b>
<b>31-45</b>	<b>50</b>	<b>50%</b>
<b>Total</b>	<b>100</b>	<b>100%</b>

- Both the groups have similar 50 % in their respective group but they have individually 100%

**TABLE NO. 2**

**QAULIFICATION OF THE RESPONDENTS**

**iii) Education**

<b>Qualification</b>	<b>No.</b>	<b>Percentage</b>
<b>XII and above</b>	<b>--</b>	<b>--</b>
<b>Graduation</b>	<b>50</b>	<b>50%</b>
<b>Post Graduation</b>	<b>50</b>	<b>50%</b>
<b>ToTal</b>	<b>100</b>	<b>100%</b>

- 50 % respondents are graduates and 50 % respondents are Post graduates.

**TABLE NO - 3**

**MOTHER TOUNGE OF THE RSPONDENTS**

**iv) Mother Tongue**

<b>Qualification</b>	<b>Under graduates No.</b>	<b>Post graduates No.</b>	<b>Percentage</b>
<b>Marathi</b>	<b>44</b>	<b>20</b>	<b>64%</b>
<b>Hindi</b>	<b>04</b>	<b>10</b>	<b>14%</b>
<b>Gujarati</b>	<b>02</b>	<b>20</b>	<b>22%</b>
<b>Total</b>	<b>50</b>	<b>50</b>	<b>100%</b>

- **64%** Respondents have accepted that they speak Marathi as their Mother Tongue and **14%** have agreed speaking Hindi as their Mother Tongue, whereas **22 %** have expressed that they speak Gujarati as their Mother Tongue.

**TABLE NO - 4  
OTHER LANGUAGE KNOWN**

v) Other language known

Language Known	Under graduates No.	Post graduates No.	Percentage
English	50	50	33%
Marathi	45	35	27%
Hindi	50	50	33%
Gujarati	05	15	07%
<b>Total</b>	<b>150</b>	<b>150</b>	<b>100 %</b>

- **33%** Respondents have agreed using English Language, Whereas **27%** are aware of Marathi Language,, **33%** of the respondents are familiar with Hindi Language and **7%** are using Gujarati Language.

**TABLE NO -5  
AGE OF RESPONDENTS FOR USE OF MOBILE**

Q. 2 i) The Age at which you started using Mobile?

Age Frequency	Under graduates No.	Post graduates No.	Percentage
15 - 18	50	--	50%
19 - 26	--	50	50%
26 - 25	--	--	--
25+	--	--	--
<b>Total</b>	<b>50</b>	<b>50</b>	<b>100 %</b>

- **50%** Respondents of 18-25 Age group have accepted using Mobile & **50%** in the Age group of 19-25 have agreed to using Mobile.

**TABLE NO - 6**

**HOW OFTEN RESPONDENTS SEND SMS IN A DAY**

**Q. 3 How often do you SMS in a day?**

<b>Frequency</b>	<b>Under graduates No.</b>	<b>Post graduates No.</b>	<b>Percentage</b>
<b>3 - 5</b>	<b>10</b>	<b>45</b>	<b>55%</b>
<b>6 - 10</b>	<b>--</b>	<b>05</b>	<b>5%</b>
<b>11 - 15</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>15+</b>	<b>40</b>	<b>--</b>	<b>40%</b>
<b>Total</b>	<b>50</b>	<b>50</b>	<b>100%</b>

- **55%** Respondents have agreed sending 3-5 times in a day where as **5%** of the Respondents have accepted sending 6-10 times and **40%** of the Respondents have accepted that they send more than 15 times a day.

**TABLE NO - 7**

**LANGUAGE OF USE**

**Q. 4 Which language do you use for sending SMS?**

<b>Language Used</b>	<b>Under graduates No.</b>	<b>Post graduates No.</b>	<b>Percentage</b>
<b>a. Regional</b>	<b>50</b>	<b>--</b>	<b>10%</b>
<b>b. English</b>	<b>50</b>	<b>50</b>	<b>20%</b>
<b>c. Hindi</b>	<b>50</b>	<b>50</b>	<b>20%</b>
<b>d. Mix</b>	<b>50</b>	<b>50</b>	<b>20%</b>
<b>e. With abbreviation</b>	<b>50</b>	<b>50</b>	<b>20%</b>
<b>f. With alphabet / Number</b>	<b>--</b>	<b>50</b>	<b>10%</b>
<b>Total</b>	<b>250</b>	<b>250</b>	<b>100%</b>

**10%** Respondents have agreed using **Regional Language**, **20%** Respondents have expressed awareness about **English**, **20%** Respondents have agreed using **Hindi Language**, **20%** Prefer to use **Mix Language**, **20%** Respondents are using

abbreviated words, 10% of the respondents have agreed using Alphabets with number.

**TABLE NO - 8**  
**COMPUTER LITERACY LEVEL OF THE RESPONDENTS**

**Q. 5 Are you a Computer literate?**

Computer learned	Under graduates No.	Post graduates No.	Percentage
Yes	50	50	100%
No	--	--	--
Total	50	50	100%

**100% Respondents are Computer friendly.**

**TABLE NO - 9**  
**FREQUENCY OF SENDING E-MAIL**

**Q. 5 a) How often you send E-mail ?**

Duration / Timing	Under graduates No.	Post graduates No.	Percentage
Daily	03	45	82%
Weekly- Twice	05	--	09%
Weekly- Once	--	05	09%
Occasionally	--	--	--
Total	08	50	100%

**82% of the Respondents have agreed that they send SMS daily, 9% have expressed that they preferred to send weekly-Thrice, where as 9% have accepted that they send SMS weekly- once.**

**TABLE NO - 10**  
**USE OF ALPHABET / OTHER ALPHABETS**

**Q. 5 b) Use English alphabet / other alphabet ?**

Language Used	Under graduates No.	Post graduates No.	Percentage
English alphabet	45	45	90%
Other alphabet	05	05	10%
Total	50	50	100%

**90% Respondents have agreed use of English Alphabet and 10% respondents are using Other Alphabets.**

**TABLE NO - 11  
USE OF ABBREVIATED WORDS**

**Q. 5 c) Use of abbreviated words ?**

<b>Word used</b>	<b>Under graduates No.</b>	<b>Post graduates No.</b>	<b>Percentage</b>
<b>Abbreviated Words</b>	<b>45</b>	<b>45</b>	<b>90%</b>
<b>Other Words</b>	<b>05</b>	<b>05</b>	<b>10%</b>
<b>Total</b>	<b>50</b>	<b>50</b>	<b>100%</b>

**90% Respondents have agreed to use of Abbreviated words and 10% have not use of Abbreviated words.**

**TABLE NO - 12  
REPLACEMENT OF ENGLISH WITH REGIONAL LANGUAGE**

**Q. 5 d) Replacement of English with Regional language?**

<b>Responses</b>	<b>Under graduates No.</b>	<b>Post graduates No.</b>	<b>Percentage</b>
<b>Sometimes</b>	<b>25</b>	<b>--</b>	<b>25%</b>
<b>Offen</b>	<b>25</b>	<b>--</b>	<b>25%</b>
<b>Very offen</b>	<b>--</b>	<b>50</b>	<b>50%</b>
<b>Daily</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>Total</b>	<b>50</b>	<b>50</b>	<b>100%</b>

**25% have agreed replacement of English with other language, 25% have agreed replacement often, 50% have expressed very often making replacement in their SMS.**

**TABLE NO - 13**

**PROBLEMS FACED BY THE RESPONDENTS IN SENDING SMS, E-MAIL**

**Q. 6) What kind of difficulties do you face in sending SMS / E-mail ?**

<b>Difficulties do you face in sending SMS / E-mail</b>	<b>Under graduates No.</b>	<b>Post graduates No.</b>	<b>Percentage</b>
<b>a. Do not understand the words</b>	<b>30</b>	<b>--</b>	<b>23%</b>
<b>b. Do not understand the Regional words with E-mail</b>	<b>30</b>	<b>50</b>	<b>62%</b>
<b>c. Do not understand the Word / Other things</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>d. Confusion with the language</b>	<b>20</b>	<b>--</b>	<b>15%</b>
<b>Total</b>	<b>80</b>	<b>50</b>	<b>100%</b>

**TABLE NO - 14**

**DO YOU LIKE TO READ SMS, E-MAIL AND E-COMMUNICATION**

**Q. 7. a ) What kind of difficulties do you face in sending SMS / E-mail ?**

<b>Like to read Commercial SMS / E-mail / E-Communicaion</b>	<b>Under graduates No.</b>		<b>Post graduates No.</b>		<b>Percentage</b>
	<b>Yes</b>	<b>No</b>	<b>Yes</b>	<b>No</b>	
<b>Commercial SMS / E-mail / E-Communicaion</b>	<b>50</b>	<b>--</b>	<b>50</b>	<b>--</b>	<b>100%</b>
<b>Total</b>	<b>50</b>		<b>50</b>		<b>100%</b>

**100% Respondents have expressed reading of commercial SMS, E-Mail and E-Communication.**

**TABLE NO - 15**

**LANGUAGE REGIONAL OR ENGLISH**

**Q. 7.b)How would you like to receive SMS / E-mail / E-Communication in Regional language / English ?**

Regional Language / English	Under graduates No.	Post graduates No.	Percentage
English	40	50	90%
Regional Language	10	--	10%
Total	50	50	100%

90% have expressed to receive SMS E-mail and E-Communication in English, where are 10% have agreed to receive in Regional Language.

**TABLE NO - 16**  
**INFLUENCE BY ENGLISH LANGUAGE**

**Q. 7. c) Influence by English Language ?**

Language Influence	Under graduates No.	Post graduates No.	Percentage
English	05	50	55%
Regional Language	45	--	45%
Total	50	50	100%

55% Respondents have agreed the influence by English Language, where as 45% have agreed the influence Regional Language.

**TABLE NO - 17**  
**EXPERIENCE OF RESPONDENTS WITH SMS, E-MAIL**

**Q. 8 ) What is your overall experience with SMS / E-MAIL/ E-Communication?**

**a) With can do - Response**

Response	Under graduates No.	Post graduates No.	Percentage
a. Drafting in English text	50	50	100%
b. Drafting in Regional Language	--	--	--
c. Combination of Regional and English text	--	--	45%
Total	50	50	100%

100% Respondents have agreed drafting English Text.

**TABLE NO - 18**  
**OPINION OF THE RESPONDENTS ABOUT E-CP,,IMOCATOPM**

**Q. 9 ) What is your opinion about E-Communication service?**

**a) Positive / Negative**

Response	Under graduates No.	Post graduates No.	Percentage
Positive	25	50	75%
Negative	25	--	25%
Total	50	50	100%

75% Respondents have agreed Positively and 25% have expressed negatively.

**TABLE NO - 19**  
**RESPONSE OF THE RESPONDENTS**

**Q. 9 ) What is your opinion about E-Communication service?**

**b) Satisfactory / Non-satisfactory.**

Response	Under graduates No.	Post graduates No.	Percentage
Satisfactory	25	--	75%
Non-satisfactory	25	--	25%
Total	50	--	100%

50% have agreed Satisfaction and 50% have expressed Dissatisfaction.

**TABLE NO - 20**  
**REQUIREMENT FOR IMPROVEMENT**

**Q. 9 ) What is your opinion about E-Communication service?**

**c) Need to improve.**

Response	Under graduatesNo.	Post graduates No.	Percentage
Need improvement	5	--	71%
Not-need	2	--	29%
Total	7	--	100%

71% expressed need for improvement where as 29% have disagreed for improvement

**TABLE NO - 21  
RATING OF TEXT IN AD-CAMPIGN**

**Q. 10 ) How do you rate the TEXT in AD-Campaign?  
a) Regional Language.**

Scale of Rating	Under graduatesNo.	Post graduates No.	Percentage
Appreciate	20	50	70%
Not Appreciate	30	--	30%
Total	50	50	100%

**70% have Appreciated use of Regional Language, where as 30% have not appreciated the usage in Ad-Campaign.**

**TABLE NO - 22  
USE OF MIX LANGUAGE**

**Q. 10 ) b) Regional Language.**

Scale of Rating	Under graduatesNo.	Post graduates No.	Percentage
Appreciate	40	10	50%
Not Appreciate	10	40	50%
Total	50	50	100%

**50% have agreed and Appreciate Mix Language and 50% have not appreciated.**

**TABLE NO - 23  
ONLY USE OF ENGLISH LANGUAGE**

**Q. 10 ) c) Only English Language.**

Scale of Rating	Under graduatesNo.	Post graduates No.	Percentage
Appreciate	50	20	70%
Not Appreciate	--	30	30%
Total	50	50	100%

**70% have appreciate Only English, where as 30% are not appreciated.**

**TABLE NO - 24**  
**ENGLISH / REGIONAL LANGUAGE**

**Q. 10 ) d) English language / Regional Language.**

<b>Scale of Rating</b>	<b>Under graduatesNo.</b>	<b>Post graduates No.</b>	<b>Percentage</b>
<b>Appreciate</b>	<b>40</b>	<b>30</b>	<b>70%</b>
<b>Not Appreciate</b>	<b>10</b>	<b>20</b>	<b>30%</b>
<b>Total</b>	<b>50</b>	<b>50</b>	<b>100%</b>

**70% have appreciate Only English language, where as 30% are not appreciated.**

**Q. 11 ) Suggestions if any –**

- Require improvements**
- Detail information needed**

## **ANALYSIS OF DATA**

My objective of the present research is to find out the effect of changing trends in English language with increasing trends of mixing regional languages in English text is SMS and Email .Even in E-communication service use similar pattern.

The data derived through the Questionnaire of two groups of undergraduate level 18-25 age groups and postgraduate group of 31-45 clearly indicate the probability of mix language in English text. The total number of respondents in both the, age group are equal.It means 50 in each group and they were given the same questionnaire.

The above tables show the difference to the question related to mother tongue the respondents belong to and use it in doing SMS, E-mail 44 respondents of the 18-25 age group speak Marathi as their mother tongue 4 respondents of 18-25 group speak Hindi.10 respondents from 31-45 group speak Hindi.2 respondents of 18-25 age group speak Gujarati and 20 respondents of 31- 45 age group speak Gujarati. All the respondents of both the age groups have accepted of knowing Hindi Language.

## **MAJOR FINDINGS**

### **1) Other languages known by the respondents**

100% respondents of both the groups are aware of English language, whereas 45 of the respondents of 18-25 age group speak Marathi. 04 respondents of 18-25 group speak Hindi and the total percentage of Hindi speaking group is 14%. 2 Respondents of 18-25 age group speak Gujarati and 20 respondents of 18-25 age group speak Gujarati and 20 respondents of 31-45 age group speak Gujarati language and the total percentage is 22%.All the respondents of both the age groups have accepted of knowing Hindi it means 33%.

**2) Age at respondents started using mobile**

All 50 respondents of 18-25 age groups have accepted that they have started using mobile in the age of 15-18 whereas the elderly 31-45 age group have started using mobile at 19-26.

**3) Use of SMS per day by the respondents**

10 Respondents of 18-25 age group have inform about 3-5 times a day and 45 respondents of 31-45 age group have accepted about 3-5 times similar to younger group .05 respondents of 31-45 are observed sending 6-10 times a day it means 05%. 40 respondents of 18-25 age group have habit of sending SMS more than 15 times per day.

**4) Language of SMS**

All 50 respondents of the 18-25 age group had expressed that they use regional language where as 20% have expressed awareness about English language. 20% respondents have also agreed to use of Hindi language. 20% prefer to use mix languages. 20% respondents are found using abbreviated words. 10% of the respondents have agreed using alphabet with numbers.

**5) Computer level literacy of the respondents:**

It is observed during the survey that all respondents are computer literate.

**6) Frequency of sending e-mail:**

82% respondents have agreed that they used to send e-mail daily. 9% respondents inform that they send email thrice a week, 9% agreed of sending weekly once email to their relatives or friends.

**7) Use of alphabets /Other alphabets**

90% of both the groups have agreed to use English alphabet for SMS or Email,

Where as, only 10% have confessed of using other alphabets.

**8) Use of abbreviated words:**

90% of the respondents of both the groups have agreed to use of abbreviated words where as 10% have accepted non use of abbreviated words.

**9) Replacement of English with regional language**

25% respondents have agreed for use of replacement of English with other languages. 35% of the respondents have agreed replacement of English language often, where as 30 persons have agreed very often option.

**10) Difficulties in sending SMS and E-mail**

23% respondents have agreed about not understanding words, 62% have agreed of not understanding the regional words with email, 155 have confusion with the language.

**11) Use of English or Regional:**

90% respondents have agreed that they receive SMS and Email in English and only 10% have agreed that they receive other than English language.

**12) Influence of English language:**

55% respondents have accepted influence of English language, where as 45% have accepted influence of regional language.

**13) Experience of respondents with SMS and Email**

100% respondents of both the group have expressed positive response with English language.

**14) Opinion of the respondents about E-Communication**

75% of the respondents have expressed positively and 25% have expressed negatively.

**15) Response of the respondents regarding satisfaction**

Even number of respondents have expressed positive and negative.

**16) Requirement for improvement**

71% have expressed need for improvement, where as 29% respondents have expressed in negative.

**17) Rating of text in ad campaign**

70% have appreciated of regional language where as 30% have not appreciated the usage in Ad-Campaign.

**18) Use of mix language**

Equal number of respondents have appreciated and similar number of respondents have disagreed.

**19) English Language/Regional Language**

70% Respondents have appreciated use of English where as 30% have not appreciated.

**CONCLUSION**

**CONSIDERING THE MAJOR GOALS OF THE RESEARCH AND THE FINDINGS, THE FOLLOWING REMARKS CAN BE MADE:**

Respondents to questionnaire generally agreed that the use of ICT and new media very helpful in language learning. In technology respondents emphasises aspect of in part of language learning to help, speak, write, understand better with enhanced confidence. General feedback for tutors, researchers and students emphasises that the use of regular communication via networks should not be overlooked.

### **A) Usage of English Language in SMS / E-mail and E-COMMUNICATION**

It is observed that all the respondents are familiar with English Language and they do frequently SMS and Email in English as well as other regional language too.

### **B) Experiments with Regional language and English language :**

55% respondents have accepted the influence of English language in their text messaging and Email sent to their friends and relatives. 45% respondents have agreed that influence of regional language in SMS and Email. Some of the respondents have accepted of mixing English alphabets with regional words and created Hinglish language in writing as well as sounds. These experiments have proved the coining of new language. Different respondents as per their knowledge make use of this combination.

### **C) Changing text with numbers in English as well as regional words:**

90% respondents have agreed use of abbreviated words in English text as well as regional one. Only 10% respondents have accepted pure use of language. Some of them have agreed that they replace words with numbers and this number is also not small. It is observed that only post-graduates were found using numbers in place of words. 25% have agreed replacement of English with other language, 25% have agreed replacement often.

### **D) EMAIL and E-COMMUNICATION:**

100% respondents have expressed reading of commercial SMS , Email and E-communication. 90% have expressed to receive SMS , Email and E-Communication in English where as 10% have agreed to receive in regional language. 55% have agreed the influence of English language. 100% respondents have agreed drafting English text. 71% have expressed need for improvement. 70% respondents have agreed only use of English language in ad campaign.

### **SIGNIFICANCE OF THE STUDY:**

The study undertaken here, have fulfilled the objectives of the project. The co-operation of the respondents have made it easy to access the influence of regional language on English language and the alarming situation for the English language in future if necessary steps will not be taken on time the educationalist all over the country and educational Institutions in general. This academic distinction may not be very useful as users themselves do not differentiate but move across and between applications depends on the purpose of their use with the growing trends onwards individuals taking control of their learning and developing specific language skills, indications are that across the wide range of individual pathways.

Pedagogical applications do not keep pace with the new developments of ICT are not integrated into technological innovations and change. Teachers often feel daunted by the speed of technological development which may threaten their relationship with learning who may move digital.

The findings will help academicians and researchers in future research It has also covered the academic level and psychological attitude of the respondents.

### **RECOMMENDATIONS**

I wish to conduct further research on sound mechanism and the impact of regional accents on the secondary speech level. The phonetic changes due to abbreviated words mix with regional accents.

Similar surveys or research can be conducted in other Indian languages for the migrants of innerstate in the country.

## TABULAR ANALYSIS

Table No.	Title of Table
1	Age of Respondent
2	Qualification of the Respondent
3	Mother Tongue of the Respondent
4	Other Language Known by the Respondent
5	Age of Respondent
6	Use of SMS per day by the Respondents
7	Computer awareness of the Respondents
8	Sending mail by the Respondent per day
9	Use of the English alphabet by the Respondents
10	Use of the abbreviated words in sending E-mail
11	Replacement of English Language with the Regional Language
12	Difficulties faced by the respondents in sending SMS, E-mail
13	Response regarding SMS, E-mail and E-Communication
14	Receive of SMS in Regional Language / English
15	Influence of English Language
16	Overall experience with SMS/E-mail/ E-Communication
17	Respondents with Can / Cannot response
18	Response regarding E-service / E-Communication
19	Response regarding E-service
20	Improvement in service for better service
21	Response regarding use of Mix Language in Ad-Campaign
22	Response regarding use of English Language

<b>Table No.</b>	<b>Title of Table</b>
23	<b>Response regarding use of English Language / Regional Language</b> a) Positive / Negative b) Satisfactory / Non-satisfactory c) Need to improve
24	<b>Age of Respondent</b>
25	<b>Qualification of the Respondent</b>
26	<b>Mother Tongue of the Respondent</b>
27	<b>Other Language Known by the Respondent</b>
28	<b>Age of Respondent</b>
29	<b>Use of SMS per day by the Respondents</b>
30	<b>Computer awareness of the Respondents</b>
31	<b>Sending mail by the Respondent per day</b>
32	<b>Use of the English alphabet by the Respondents</b>
33	<b>Use of the abbreviated words in sending E-mail</b>
34	<b>Replacement of English Language with the Regional Language</b>
35	<b>Difficulties faced by the respondents in sending SMS, E-mail</b>
36	<b>Response regarding SMS, E-mail and E-Communication</b>
37	<b>Receive of SMS in Regional Language / English</b>
38	<b>Overall experience with SMS/E-mail/ E-Communication</b>
39	<b>Respondents with Can / Cannot response</b>
40	<b>Response regarding E-service / E-Communication</b>
41	<b>Response regarding E-service</b>
42	<b>Improvement in service for better service</b>
43	<b>Response regarding use of Mix Language in Ad-Campaign</b>
44	<b>Response regarding use of English Language</b>
<b>Table No.</b>	<b>Title of Table</b>

<b>45</b>	<b>Response regarding use of English Language / Regional Language</b> a) <b>Positive / Negative</b> b) <b>Satisfactory / Non-satisfactory</b> c) <b>Need to improve</b>
-----------	--

**QUESTIONNAIRE**  
**On SMS / E-MAIL / E-COMMUNICATION**

---

**Personal Details :**

**Q. 1 i) Full Name :-** \_\_\_\_\_

**ii) Age Group :**

<b>18 to 25</b>	
<b>26 to 30</b>	
<b>31 to 45</b>	
<b>46 to 55</b>	

**iii) Education :**

<b>XII &amp; above</b>	
<b>Graduation</b>	
<b>Post Graduation</b>	

**vi) Mother Tongue :** \_\_\_\_\_

**v) Other Language Known :**

<b>English</b>	
<b>Marathi</b>	
<b>Hindi</b>	
<b>Gujarati</b>	
<b>Other</b>	

**Q. 2. i) The age at which you started using Mobile :**

<b>15 to 18</b>	
<b>19 to 22</b>	
<b>23 to 25</b>	
<b>25+</b>	

**ii) The standard in which you started to learn English :**

\_\_\_\_\_

iii) Average marks scored by you in English :( Put a tick mark against the answer)

- a) 35%    b) 45%    c) 55%    d) 60%    e) 70 & above %

ii) The Percentage of marks scored by you in the XII standard Examination.

\_\_\_\_\_

Q. 3. How often do you SMS in a day :

3 to 5	
6 to 10	
11 to 15	
15+	

Q. 4. Which Language do you use :

a) Regional or English

\_\_\_\_\_

b) If Regional which language, Mother Tongue or any other while sending SMS

\_\_\_\_\_

c) Do you mix English with Regional Language :                      YES / NO

d) Do you write Regional Language with alphabet :                      YES / NO

e) Do you use abbreviated words in you SMS :                      YES / NO

f) Do you replace alphabet with number:                      YES / NO

Q. 5. Are you Computer Literate :                      YES / NO

a) if yes, how often do you send E-mail

Daily	
Weekly Thrice	
Weekly Once	
Occasionally	

b) Do you use only English alphabets or any other Language specify

\_\_\_\_\_

c) Do you use abbreviated words in your SMS : \_\_\_\_\_

**d) How for you replace English words with Regional Words :**

<b>Sometimes</b>	
<b>Often</b>	
<b>Very often</b>	
<b>Daily</b>	

**Q. 6. What kind of difficulties do you face in sending SMS / E-mail (Tick Mark) :**

- a. Do not understand the Word:**
- b. Do not understand the combination of regional words with E-mail:**
- c. Do not understand the Word:**
- d. Confusion with original English spelling:**

**Q. 7a. Do you use/ like to read commercial SMS / E-mail / E-Communication**

**Yes / No**

**b. How do you like then to receive in Regional language or in English**

**Regional / English**

**c. Do you think they have only influence on English Language?**

**Yes / No**

**If ye, how specify**

---

---

**Q. 8 What is your overall experience with SMS / E-mail / E-Communication**

**a) Drafting in English text**

**Can / Cannot**

**b) Drafting in Regional Language**

**Can / Cannot**

**c) Combination of Regional / English**

**Can / Cannot**

**Q. 9 ) What is your opinion about E-Communication service?**

**a) Positive / Negative**

**Q. 9 ) What is your opinion about E-Communication service?**

**b) Satisfactory / Non-satisfactory.**

**Q. 9 ) What is your opinion about E-Communication service?**

**c) Need to improve.**

**Q. 10 ) How do you rate the TEXT in AD-Campaign?**

**a) Regional Language.**

**Q. 10 ) b) Regional Language.**

**Q. 10 ) c) Only English Language.**

**Q. 10 ) d) English language / Regional Language.**

**Q. 11 ) Suggestions if any –**

**➤ Require improvements**

**➤ Detail information needed**

Name of the Respondent:

Signature

## References

1. Naomi, Baron (2003). Alphabet to Email:How written English evolved and where it's heading. Newyork:Rouledge. Page - 336
2. Wheeler, Tom (2000) Electronic Communications for technicians. London: Cambridge.
3. Shrader, Robert (2005). Electronic communications. Christ church: Pancraft.
4. Hillbr,Trosby and Holley,Harris(2010) SMS,the creation of personal global Text messaging. Joun wiley
5. Map phase 1 specification, the 3gpp website
6. ITU Internet Report 2006:digitallife,chapter 3
7. Internet guide,J.VasuandJ.Suranjana,Manoj pub.2001.
8. Wibliography
9. [www.google.com](http://www.google.com)
10. [www.wikipidiea.com](http://www.wikipidiea.com)