

## Odia Language in Contemporary Media

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Language is a constant stream. In its path, only the water of the tributaries touches its surface. How many branch rivers come out of his body and end his existence. Language becomes a stream by taking the flow of the tributary as its own. So language is not static it is dynamic. If the vasa becomes fixed then its progress is hindered. With the passage of time, the language comes into contact with other languages and takes on a stronger form. The soul of a race, a country is inherent. In his language, therefore, our improvement in the improvement of the language. The improvement of language gives us the best place. Therefore, the responsibility of the language is in our hands.

**KEYWORDS:** *Tributaries, Inexhaustible, Primitive, Democrats, Resistance, Proclamations, Unprecedented, Distorted*

Language is a supernatural beauty of creation. Language is the main source of ethnic development. And language is the carrier of culture. Today, the role of language is at the root of man's position of superiority. It is an inexhaustible source of eternal potential. Language has expanded the field of science, philosophy, literature and art. Language is the root of thought, so thought is built on language. If there was no language, man would not have the ability to think. Humans were still living with animals. Therefore, the development of a nation is impossible without the development of the mother tongue. Gangadhar Meher rightly said –

“An educated person does not have love and respect for his Mother land and Mother tongue then he cannot count as a educated person”

Similarly,

Fakir mohan said.

Doesn't matter how many languages I have learnt it did not satisfied me . may be my mother tongue is mediocre for others but for me its finest.

The soul of a nation lies in its language so it is our responsibility to improve the language. But here in

the media, importance is given to the orthodox language.

The time when the media became the media of the group or group. Media is the most powerful means of providing information to the people. The democrats are always educated and the people of resistance are with them both.

The press provides information for the 'people'.

A philanthropic friend of a democratic society.

Man was first introduced to the civilized world from primitive life. Aranyaka was not familiar with human civilization. But after gradually getting acquainted with civilization, he took shelter of the media. The media became essential and information was needed.

Coordinated media relations for various tasks.

According to the Puran (Indian ancient cultural novel), Narada (Indian God) was the messenger of Universe.

From the group life of ancient man, man gradually became civilized.

Civilization developed. Then came improvements in our language.

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Examples – news inspiration through messengers, edicts, proclamations, copper plates, stone inscriptions, copper inscriptions.

And civilization developed. The development of modern education became human. As a result of the development of education, humans became civilized and could read and write. Schools and colleges were established as a result of efforts to learn English language.

The introduction of currency and the printing press brought about an unprecedented change in mass communication opened a whole new way for development of language.

Examples – Televisions, radios, magazines, newspapers, books etc.

Similarly, the republic is divided into three parts. Eg - traditional media, print media, electronic media.

Traditional Media: Angelic Inspiration, Edict, Proclamation, Royal Decree.

Print Media: Official Journals, Weekly Newsletters, Monthly, Newspapers, Souvenir Magazines, Book Reviews, Review Posters, Banners.

Electronic media is divided into two parts. eg –

Visual Media: Television, Movies, YouTube

Audio Media: Radio,

Inventor. In the 20th century, the media has moved rapidly. The Internet is the prime example

Even in the 21st century, the Internet has played a major role. It can be seen that the media has played a major role from ancient times to today's 21st century. It has affected people directly and indirectly

Therefore, the journalist should always be careful while using language.

But in today's media, some distorted language is also seen. Just as Rabindranath Thakur's sang "Jan gan mana adhinayak" (Indian national anthem) in a subtle voice, in this modern era this song has lost its original style of singing.

Thakur's hymns are being distorted and spoken in a modern way which is directly and indirectly affecting the mentality of the people.

That is why journalists should always be careful. One should not give undue praise or emotional language to someone. As a journalist is a person with good vision. That is why the journalist needs to be aware about these things.

#### **SUPPORTING BOOKS:**

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