

# LANGUAGE AND ITS IMPLICATIONS IN SOCIETY: WITH REFERENCE TO LANGUAGE AND RACISM

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**Abstract:** *Racism is about accustomed as an ethical control in a circuitous society arrangement affiliated in asperity and accordingly understates it as a racist ideology. Power abuse by dominant groups, alignment, and institutions at the macro or all-around akin and Discrimination at the micro or belted akin by the social practices constitutes social subsystem of racism. Discourse is acclimated finer as blazon of abominable convenience by the dominant groups such as aristocratic i.e. who acquire their say in society and its organizations and institutions. Discrimination by dominant groups, organizations, and institutions is embodied in accustomed racism and such abominable practices acquire ideological object on the Aboriginal contest and communications biased and constant in racist ideologies.*

**Key Words:** *Racism, Discourse, Discrimination, Ideologies, Dominant groups*

## 1. INTRODUCTION:

Generally for most people racism is primarily associated with prejudice, slavery or discrimination and not that of discourse which may assume to be just text and talk. But, according to Dijk (1999) discourse plays an important role in the reproduction of modern-day racism. This is as well authentic for the racism by the elites of politics, media, corporate, authoritative and education, which controls a lot of key decisions of accustomed lives of minorities and immigrants such as entry, work, residence, education, bloom care, welfare, knowledge, power, and information. They do this by talk and text for instance in cabinet meetings, news reports, debates, advertising, textbooks, articles, allocation shows are few forms of aristocratic discourse. It is as well authentic that of all assorted added forms of racism or Discrimination allowable in society adjoin immigrants and minorities; discourse may be the aboriginal frame of exact discrimination. Thus, aristocratic discourse is important basal in the reproduction of racism. Also, exact and social practices allowable through allocation and altercation reproduce aboriginal ageism or discrimination. Therefore, in modern day society, discourse is the basal of racism.

Discrimination may not be advised but they have based on the accepting that ideological representations are abnormally oriented. Several studies of prejudice, mostly attitude deals with the ideological aspects of racism although rarely in acceding of their role in racism in society. It is about advised as abandoned adapted. Discourse plays an aloft role in the ideological aspect of racism. Aboriginal ideologies & prejudices are not congenital and such things do not advance all of an abrupt in affiliated interaction. They are learned, developed through altercation and talk. And similarly, such ideological influences are usually formulated, expressed, dedicated and legitimated in and through discourse and as well aggregate & reproduced within dominant groups. Basically, in this way racism is developed and learned in society.

According to Dijk (1999), it is all-important to acquire and acquire the power of racism to apperceive how discourse is acclimated by dominant groups to carbon racism. Similarly, it is appropriately important to acquire power about discourse. There is a perception/impression that discourse has absented its specific meaning. In accustomed it is accustomed as breadth discourse is a candid accident and, in authentic accustomed as ablaze or accounting blazon of exact interaction. In added all-encompassing sense, discourse is acclimated to represent an authentic type, class and a collection of discourses, for example, political discourse or medical discourse and absolutely racist discourse. Even admitting it is acclimated in such a way, ideology, philosophy, social arrangement or movement cannot be accustomed by apropos to the blazon of discourse such as liberal discourse or modern discourse afterward apropos to the complete altercation or talk. In the aloft sense, discourse may Include/contain expressions and nonverbal accomplishments by gestures, drawings, pictures etc. About racist letters are bidding and conveyed by gestures, movies, pictures etc.

Racism does not complete to ideology or social practices of discrimination. The aforementioned can be said about the way discourse is accompanying to racism. Abnormally for meanings of discourse and as well for perceptions that are for compassionate ideological influences. Discourses awning not abandoned social practices and communications but as well the way acceptance is bidding and conveyed by discourse, and accepting our compassionate about minorities and as well immigrants.

The aforementioned is as well authentic for practicing 'ethnic' power and needs administration in its society to immigrants or minorities. Based on the abstraction of the role of elites in present society, we can accompaniment

that they as well play an important role in the reproduction of racism in society that sustains the dominant accumulation in power. In accession to this, political and sociological abstraction is basal to appraise how elites affect people at ample by advancement and amalgam accustomed abashing into altered types of racist discourse by dominant groups to be accordant and sustain their status and power. For example, criticism for abridgment of appliance adjoins elites that are those in power deflects the accusation assimilate immigrants. Moreover, acute forms of racism in political parties may achieve them to about adios to assure their non-racist angel and to deliver abstinent blazon of racism in political parties.

This angle that aristocratic groups play an acute role in the reproduction of racism is based on the altercation that they acquire accepting to and control over attainable discourse. For the leaders to be amenable and example, anti-racist behavior should be focused on the leaders added than on the citizenry who do not play an important role in the reproduction of racism. Discourse analysis stresses that ambiance of discourse is all-important to acquire the role of discourse in society because the discourse of the dominant groups acclimatized they're accepting in an authentic context. Discourse is a candid accident and we should accede time, circumstances, discourse and added participants engaged, their aboriginal group, behavior and as well their goals. Such backdrop of social diplomacy of the candid accident will accept discourse that is altercation and allocation and all its properties, decidedly capricious backdrop like actualization which actualization it is said.

Prejudices may be formed in assorted agency depending on the ambiance properties. Therefore, in society, assorted types of racist discourse reflect the assorted complete social representations and as well how they acclimate to assorted contexts such as who said with goals, when, where. Abstraction of the role of ambiance partly explains why all altercation and allocation on minorities are not aforementioned admitting accord an allotment of the dominant aboriginal group. We will now accede few examples to see the way assorted genres circuitous in racism and reproduction of racism. The brand is authentic by authentic discourse and ambiance structures. Archetype for discourse brand is aldermanic debate, authentic by authentic style, forms of exact alternation demography discourse beneath authentic limitations of time, apostle beneath control, in the breadth of politics, groups as institution, groups of party, representations of their belted constituencies, appoint with an ambition to either alternate or abutment the bills with altered actualization of speech, arguments acknowledging an authentic political actualization point. This aloft is an archetype in abbreviated breadth both textual and contextual structures are discussed. In an aforementioned manner, even our accustomed alternation is as well as the basal axiological brand of beastly discourse. This may not acquire agnate constraints as aldermanic agitation but all do not acquire accepting to aldermanic agitation except Member of Parliament. A lot of the things we apprentice about the world are from circadian conversations with friends, colleagues and family members. In an aforementioned way as well we apprentice for ideologies and prejudices.

Researchers who have studied conversations about immigrants (Dijk, 1987) point out few important characteristics. Even in casual conversation about the neighborhood, many speak instantaneously negative about foreign origin or immigrants. Accustomed conversations about immigrants or minorities are mostly bound to few abrogating affair types such as of difference, blackmail, and nonconformity. As an after-effect conversations about aboriginal outgroups are in acceding of their actualization and accomplishments such as altered language, religion, habits or values. Although such conversations may not be necessarily advised abrogating and may be neutral. Absolutely conversations about such differences may be advised as enriching, interesting, motivational in a positive way.

However, mostly aberration can be presented in abrogating way if compared to the native. And conversations about immigrants and minorities may be added abrogating if it comes to ethics and breaking of rules. Lastly, the conversation about minorities, immigrants may be even added abrogating for archetype if aristocratic discourse about crime, housing, unemployment if be held at blackmail to the dominant culture. Abstraction of accustomed chat about immigrants or minorities actualization that abounding complete conversations or a lot of allotment are characterized by the accommodation and analysis of semantics shows added important features. Disclaimers are one of the accustomed an allotment of them. Semantic presents complete about cocky and abrogating presentations about minorities in one sentence. Further analysis of everyday conversations about minorities or immigrants found narrative structures of stories presented in negative lack resolution. In added words, structural accessory increases decidedly abrogating actualization of the complicated adventure about minorities or immigrants. With abrogating resolutions of complaint accepting are added powerful than accepting them with complete resolution.

Analogously bounds play an acute role in accepting to present facts of an acquaintance in arguments that aftereffect in abrogating abstracts about minorities or immigrants. We can as well see at the apparent akin of conversations for archetype in fluency, about-face demography and may as well alarm speakers' advertence ache or crisis by the pauses, hesitations if they charge to analysis or name minorities. Therefore, abasement is an abominable convenience and its manifestations acknowledge ageism which in about-face adds to developing of prejudices with receivers.

Everyday talks are about center most of the accustomed racism. Generally, ordinary people cannot exercise control over aristocratic discourse, they do acquire their say adjoin them but to allocution negatively. In this way, aboriginal prejudices and stereotypes advance fast like rumors. However, speakers are mostly inspired by media in their everyday conversation about ethnic minorities and their source of beliefs or knowledge is often referred to as newspaper or television particularly for the topics that are not seen directly in everyday talk. The noticeable example is immigration; most people refer to mass media which depends on politicians, agencies of the state, the police department or officeholders.

In countries, regions or cities with beneath minorities as well power or opinions arise from television, newspaper, studies, textbook, literary or assorted types of aristocratic discourse. Therefore, mass media such as newspaper, television, and movies acquire been assiduously advised because of their representations of minorities. Such studies accord acumen into the role of media in the reproduction of racism and actualization how media represents ethnic minorities and how it influences the minds of people who are the recipients. To be added specific, the news is a media brand that is the antecedent of opinions about ethnic minorities. For example, in columnist media, new letters acquire bourgeois frame complete banderole additional advance as a summary, basal events, history, and ambiance as background, appraisal, and comments.

If it comes to headlines, several analysis studies actualization that anniversary is altered for minorities if compared with that of dominant groups. In an authentic study, it activated that not even an abandoned complete banderole about minorities or about minorities issues are circuitous was present an allotment of fifteen hundred headlines about them. And such things are very normal when headlines are negative about them. Headlines are the summary of main content and important information of news report. In addition, analysis of discourse and its meanings actualize that accustomed allocation is afflicted by the representation of media. For instance, topics are categorized as accepting about threat, aberration or irregularity.

Some of the standard topics that feature in news about minorities in different countries are immigration, unemployment, discrimination, culture difference, social economic issues, crime, violence, and drugs. From abounding such topics, a few are bookish and are mostly presented in an abrogating way. For instance, immigration is considered as a fundamental issue and not as a challenge, commonly referred to as burden on the economy. This is as well authentic about accommodation decidedly cultural differences, discrimination, and racism. Cultural differences are over fatigued and complete affair such as similarities amid altered cultures are ignored. If it comes to discrimination and racism, even admitting 'negative' actualization of society is presented in counterbalanced view, boundless discrimination and racism in society are rarely reported. Complete few abandoned cases like on the job or accustomed acerbity like agitator parties are complete rarely get arise and never about aristocratic racism.

Local structures are directed by the strategy that causes to concentrate on presenting self as positive and other are negative. We may notice 'discrimination' accepting mentioned but never alarm about who discriminates adjoin whom because it is advised as accustomed action in society and not as practices of the aristocratic group. In addition to the above forms, it is especially the meaning expressed by the beliefs representing the mental models or shared representations of ethnic events, groups or relations. In general, we find positive information about minorities which means that information is explicit, specific and precise instead of implicit, general and vague. Therefore, everyday racism, intolerance will hardly be reported in detail particularly about their violence and crimes.

Besides mass media, textbooks play a key role influencing the society, admonition the behavior or opinions that are not bidding in media or accustomed talk. Children, teen and young adults daily get to spend many hours reading textbooks, lessons which must be read according to our culture. The negative aspect is that lessons about minorities, immigrants and refugees are prejudiced and stereotypical. While the positive thing about education, which is the domain in a society that allows other alternative discourses to develop. Several studies on, the way minorities and people in third world countries are portrayed time and again show that such presentations are stereotypical and biased and also racist in textbooks. These and also other properties of textbooks seldom provide adequate training and knowledge of ethnic opinions to children growing in diverse and multicultural societies. Lessons and textbooks about them in education contribute to the reproduction of racism. In this way, racism is developed and not a natural process.

## **2. CONCLUSION:**

The abstraction of discourse structures is not abandoned to analysis the actualization of authentic blazon of abominable convenience but as well to acquire the way discourse administer and accepting our minds. It is decidedly this blazon of discourse actualization how affiliated ideologies and prejudices are expressed, aggregate and reproduced in society. Discourse structures can accept the ideological representations we acquire about events, attitudes, and ideologies of aboriginal minorities and about us and others also. If such ideological representations are afflicted by the way racist discourse is advised to influence, they can be acclimated to exercise added racist practices. Therefore, in this way forms the amphitheater of racism. According to the researchers, in a society racism reproduced is not appropriately broadcast an allotment of the group of a dominant group. Therefore, it is important to analysis few

backdrop of discourse in social ambiance such as who its writers and speakers are. Dijk suggests that elites play an acute role in the reproduction of racism.

This is no way agency that elites are mostly racist than those who are not in an aristocratic group, but because of their advantaged accepting and control over assets and affecting attainable discourse, for instance, politics, education, mass media, and research. Actuality elites are not those who acquire accepting to complete assets decidedly in acceding of power, abundance, and administration but those who acquire best accepting to assets such as attainable discourse. These elites are in actuality groups( of people) in society who acquire aggregate to say' and these groups acquire adapted accepting to minds of people, accustomed values, concerns, opinions and aims are accustomed in society by the ideological leaders. Accustomed faculty and accord can be afflicted by the leaders and as well abandoned of the aristocratic groups of society.

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