



## THE IMPACT OF GLOBALIZATION ON REGIONAL LANGUAGES IN SOUTH ASIA: A CASE STUDY OF PUNJABI LANGUAGE IN PAKISTAN

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### ABSTRACT

This research seeks to understand how Punjabi speakers in Pakistan perceive the impact of globalization on their language. The purpose of this study is to get a better understanding of how the impact of globalization on the Punjabi language in Pakistan has changed its use, development, and appreciation. Used a mixed-methods strategy that combines quantitative and qualitative techniques. This research utilized two theoretical frameworks: the Dominant Language Theory, which proposes that English might exert pressure on Punjabi use, and the Language Ecology Framework, which explains how English and Punjabi vie for the same linguistic "habitat." The data for this study collected from surveys and semi-structured interviews with people on their language attitudes and experiences. The relevant language policies and media portrayals were examined via document analysis. The results showed that people are generally supportive of Punjabi's cultural importance, although they do indicate that its use on the decrease, especially in comparison to English in educational and media arenas. This study took a close look at how globalization has affected Punjabi, shedding light on the pros and cons of this phenomenon. The study proposes measures to ensure that Punjabi in Pakistan remains vibrant in the face of globalization by actively supporting bilingualism and cultivating a strong language ecosystem.

**Keywords:** globalization, Punjabi language, Pakistan, language policy, language ecology, dominant language theory

### Introduction

The many languages spoken in South Asia are a reflection of the region's long history of cultural enrichment. A new age of globalization, defined by greater connectivity and interdependence beyond national boundaries, has, nevertheless, begun with the turn of the most recent century. Although there are clear advantages to globalization, the situation is more complicated when considering its effects on regional languages such as Punjabi. Languages are only one facet of human society that has been profoundly affected by

globalization, which is defined by growing interconnection and interdependence across geographical boundaries (Rahman, 2016). Even in South Asia, an area renowned for its linguistic variety, this is true. Regional languages have faced both threats and possibilities as a result of globalization, which has contributed to the growth of dominant languages like English (Srivastava, 2008). With Pakistan's Punjabi language as a case study, this article analyses how globalization has affected regional languages in South Asia.

According to Singh (2008), there are more than 100 million people around the globe who speak Punjabi, making it one of the most spoken languages in South Asia. But even with its importance, Punjabi is struggling to keep up with the pace of globalization. Punjabi may see a fall in use due to the push to switch to English caused by its dominance in school, media, and the workplace (Rahman, 2016). In light of these difficulties, this article seeks to promote and preserve Punjabi in this age of globalization by exploring possible solutions. The effects of globalization on regional languages, such as Punjabi, will be discussed in more detail in the sections that follow. We will look at how education, media, and technology all play a part in molding language usage and discuss ways that Punjabi might be preserved and advanced in this modern day.

### **Significance of the Study**

Many reasons exist to research how globalization has influenced South Asian regional languages, notably Punjabi in Pakistan. This study helps us understand how globalization affects regional languages and language use. By studying Punjabi, the research may help other South Asian and international languages. Pakistan and other South Asian governments may utilize this study's findings to create language regulations. The study's consideration of globalization's pros and cons may help develop policies that promote regional languages as well as English. South Asian traditions include Punjabi language and culture. Globalization's impact on cultural preservation versus homogenization may help explain the wider issue. This study may help maintain Punjabi culture and language for decades. Regional languages like Punjabi help build personal and communal identities. How globalization has influenced Punjabi may help explain the complex relationship between language and identity in today's world. Language diversity and inclusive society necessitate this knowledge. Punjabi's situation may help other regional languages in similar situations. This study might guide language revival globally by identifying effective Punjabi promotion strategies. This study addresses an important issue with far-reaching implications. Globalization's impacts on Punjabi are studied to preserve linguistic variation, cultural heritage, and regional languages' identities.

### **Problem Statement**

Punjabi is one of the most well-known regional languages in Pakistan and is representative of the diverse array of languages spoken in South Asia. There is a grave danger to the survival and use of regional languages due to globalization and the prevalence of languages like English. It is these issues that our research seeks to resolve. Due to the increasing prevalence of English in many spheres of modern life, including the workplace, schools, and media, the younger generation may come to value English more highly than Punjabi. If Punjabi becomes less popular, it might impede the transfer of cultural legacy, which could cause people to become less unique and less culturally rich. It is possible that current language policies in Pakistan do not sufficiently tackle the issues brought about by globalization, which might impede efforts to promote and maintain Punjabi. By delving into these concerns, this research hopes to provide answers that would help Punjabi thrive despite globalization.

### **Research Questions**

The following research questions will build on the issue statement to investigate how globalization has affected Punjabi:

- 1) What are the perceptions of Punjabi speakers in Pakistan regarding the impact of globalization on their language?

- 2) What potential strategies can be implemented to promote the use and development of Punjabi in the context of globalization, while also valuing the importance of English?
- 3) How do existing language policies in Pakistan address the challenges posed by globalization to the preservation and promotion of Punjabi?

### **Literature Review**

Regional languages in South Asia, such as Punjabi in Pakistan, have a complicated issue from this phenomena. In this overview of relevant literature, we look at what is known about how globalization has affected regional languages generally and at studies that have focused on the Punjabi language in particular.

#### **Impact of Globalization on Regional Languages:**

The detrimental effects of globalization on regional languages have been brought to the attention of several experts. Globalization, according to Srivastava (2008), helps dominant languages expand while regional ones are pushed to the sidelines. Tollefson (2006) also highlights the dangers of globalization, including the dangers of homogeneity and the endangerment of languages. These points point to the possibility that English's growing dominance may lead to a fall in the use of Punjabi and other regional languages.

Investigating the Punjabi language in depth has yielded fruitful results. According to Rahman (2016), who studies the effects of globalization on Pakistani languages, Punjabi may see a fall in use as a result of increased pressure to adopt English. Many are worried about the fate of Punjabi cultural creation in light of Yaqoob's (2013) investigation of the difficulties encountered by Punjabi literature in the era of digital media. Research like this shows how susceptible Punjabi is to the effects of globalization.

#### **Language Policy and Preservation:**

In order to ensure the survival of regional languages, language policy plays an essential role. In his 2009 criticism of Pakistani language policy, Mansoor argues that the country should do more to promote Punjabi in addition to English. Khan (2012) delves into programs that aim to promote Punjabi literature and language, stressing the significance of attempts to revitalize languages. Research like these highlights the significance of taking action at the policy level and coming up with plans to protect Punjabi.

### **Theoretical Framework**

This study utilizes two key theoretical frameworks to analyze the impact of globalization on the Punjabi language in Pakistan:

#### ***Dominant Language Theory:***

According to the dominant language hypothesis, which is based on the work of researchers such as Phillipson (1992) and Tollefson (2006), regional and minority languages are marginalized and endangered as a result of globalization. This model places an emphasis on the cultural, political, and economic factors that influence language use. Within the framework of this research, the prevalence of English in formal settings such as schools, news outlets, and workplaces puts younger generations under pressure to abandon Punjabi in favor of English.

#### ***Language Ecology Framework:***

A concept proposed by François (2009), the language ecology framework considers languages to be interdependent parts of a larger ecosystem. According to this model, the most influential languages have a substantial impact on the rest of the language pool due to their competitiveness and interaction (François, 2009). This research uses this paradigm to examine the English-Punjabi interaction in Pakistan. François (2009) states that the "habitat" of Punjabi and the variables influencing its "survival" and "development" are both affected by globalization.

The effects of globalization on Punjabi are examined in this research by combining the two theoretical frameworks. While the dominant language theory lays the groundwork for comprehending the power dynamics at work, the language ecology paradigm for a more sophisticated examination of the interconnections between English and Punjabi. It is critical to recognize the agency of language users, even while these frameworks emphasize the difficulties encountered by regional languages (Gunderson, 2006). The ways in which Punjabi speakers deal with the challenges posed by globalization and the methods they use to preserve and spread their language are the focus of this research.

### Previous Studies

Singh (2012) investigated the relationship between globalization and Punjabi identity, delving into the complex dynamics of Punjability, or Punjabi identity, which includes competing aspects such as cultural potency, economic potential, and political fragmentation. The research set out to analyze these inconsistencies in light of the far-reaching effects of globalization on society, politics, and the economy. Specifically, it looked at how the Punjabi diaspora contributed to the formation of a unified Punjabi identity as well as how it exacerbated existing differences among Punjabis throughout the world. The research used a two-pronged strategy, analyzing Punjabi identity across time while simultaneously scrutinizing Punjability. In the end, it hinted to the perseverance of Punjability despite its cracks and the possibility of a strengthened Punjabi identity despite internal divides.

Bari and Tabassum (2020) examined the topic of local language decline in the context of globalization, focusing on Pakistan. Their research led them to the conclusion that every country is unique and unmatched because of its cultural and patriotic principles, ethics, and values. Traditional cultural practices, beliefs, and mores have been passed down over the years, and they have maintained their importance and relevance. The fundamental aspect of all civilization, they said, is language, which is both an innate talent and a socially conferred art form. Everyday life is impacted by it, and it facilitates communication, expression, and the transfer of information. Cultural globalization, the writers noted, presents a formidable obstacle as it encourages the spread of alien cultures at the expense of native ones, so diminishing their significance. Their argument was that protecting cultural identity in the face of this all-pervasive impact requires strong linguistic support.

The linguistic attitudes of young Pakistanis towards English, Urdu, and Punjabi in a competitive setting were the subject of a research by Abbas and Iqbal (2018). Each of these languages is vital to the country's functioning. The study set out to examine the social prestige of these languages, their worldwide relevance, and the integrative and instrumental motives towards them. The study used questionnaires as research tools within a quantitative research paradigm, using a mentalist approach. A total of 445 participants had their responses compiled and analyzed in SPSS utilizing both descriptive and inferential statistics. Results showed that English was related with a feeling of superiority and instrumental drive, but Urdu and Punjabi were linked to integrative motivation. Although the research does not reach its conclusion, it does imply that improvements are needed in language planning within schooling.

Zaidi (2014) investigated Punjabi diaspora in Punjab, Pakistan, the language's original heartland. Typically, diasporic studies focus on immigrant, exile, or migrant populations that are tackling oppression in their home countries or places of adoption. In these studies, religion, culture, language, and identity play key roles. In recent times, diasporic studies have expanded their focus to include minority populations inside societies. Zaidi, on the other hand, points out a neglected facet: the role of factors other than individuals, such language, culture, and religion, in diasporic destiny. The research focuses on the situation of the Punjabi language in Punjab and makes the case that its local speakers are causing its marginalization. The research provides evidence of Punjabi's diasporic status within the area using the Ethnolinguistic Vitality Model. Even though Punjabi is spoken by the majority in Punjab and Pakistan, it is marginalized inside its own territory. This goes against the idea that a language's authority is proportional to the number of speakers.

Despite extensive use, the Punjabi language has been declining, according to a research by Haidar et al. (2021). They noted that many minority languages are being pushed to the margins of society as a result of globalization and social and geographical mobility. The writers sought to make sense of this trend by placing it in the broader context of Punjabi speakers' growing alienation from their own tongue. Students of Punjabi ethnicity from four different universities in Islamabad were surveyed using a phenomenological methodology. Analysis of television programs, observation of spontaneous conversations, and semi-structured interviews were some of the approaches used to gather data. A troubling tendency was shown by the findings: Punjabi speakers are disavowing their language and identity as a result of social, economic, religious, and political influences. Notably, it was noted that women generally shunned Punjabi, didn't speak it to their kids, and rejected their Punjabi heritage completely. This study emphasizes the need for more research and possible solutions to address the degradation of Punjabi language and identity by highlighting the intricate interaction of variables.

Undergraduate students in Pakistan were the subject of a critical analysis by Manan and David (2014), who looked at their skill in reading and writing their native languages in comparison to Urdu and English. Comparing regional mother languages to Urdu and English, the study sought to determine their actual and perceived vitality. Participant observation, questionnaires, and semi-structured interviews were used to gather data from 162 undergraduates. The research used the Continua of Biliteracy framework to find out that people were less proficient in academic-oriented abilities like reading and writing in their native languages compared to Urdu and English. Since the participants connected Urdu and English with money and power, they tended to place a higher value on academic literacy in those languages. Pakistan is home to people of many different languages and ethnicities, however most people only speak their native tongue within their own ethnic group or inside the family. Continua placed local mother tongues at the bottom of the power spectrum, while more strong languages like Urdu and English were prominently shown at the top. This research provides valuable insights into the intricate processes that influence the language attitudes and literacy practices of undergraduate students in Pakistan, highlighting the preponderance of Urdu and English in educational environments.

Examining the effects of globalization and nationalism on multilingual educational policy in Pakistan and India, Canagarajah and Ashraf (2013) brought attention to the difficulties of implementation and common communication patterns. Pakistan uses Urdu and India uses Hindi, both of which are part of a tripartite language formula that includes English in elementary and secondary schools as well as a regional language. Education, national identity, and the ability to participate in global economic possibilities were all stated goals of this strategy. However, there were obstacles to implementing this strategy, such as a lack of resources to teach all three languages, the rise of hybrid language practices impacted by globalization, and the dominance of specific languages disrupting the multilingual balance. A plurilingual paradigm that is local to the area has been proposed by some researchers as a solution to these difficulties. This paradigm highlights the need of being proficient in one's mother tongue while also developing functional abilities in a second language for various social domains and purposes. This research highlights the intricacy of teaching many languages in South Asian contexts and calls for a versatile strategy that accounts for the region's varied linguistic realities and requirements.

There is a significant lack of literature on the subject of Punjabi in Pakistan, even though there is a lot of literature on the effects of globalization on South Asian languages and educational policies generally, and on Urdu in Pakistan and Hindi in India specifically. Punjabi is a language with a large and important historical and demographic footprint, but there has been a dearth of research on how globalization has affected its survival, use, and difficulties in the face of linguistic homogeneity. Prior studies have mostly focused on national languages, ignoring the specific dynamics and weaknesses of regional languages like Punjabi. In order to fill this knowledge vacuum and shed light on the unique possibilities and threats that globalization poses to Punjabi within Pakistan's linguistic environment, research is urgently required.



**Methodology**

This research will use a mixed-methods approach to learn everything there is to know about how globalization has affected the Punjabi language in Pakistan. The research aims to collect data on language usage patterns, attitudes towards English, Urdu and Punjabi, and views of the influence of globalization on Punjabi using a structured questionnaire given to a representative sample of 500 Punjabi speakers. Also covered will be the current language policy initiatives, methods for encouraging the use and growth of the Punjabi language, and the difficulties encountered by the language in this age of globalization through in-depth interviews with cultural activists, media professionals, and teachers of the Punjabi language. In order to understand the government position on regional languages and how Punjabi is portrayed in the digital era, we will also analyze pertinent policy papers and media material in the Punjabi language. To guarantee a broad representation across age groups, educational levels, and geographical areas within Pakistan, the research will use stratified random sampling for the survey and purposive sampling for interviews. In order to discover trends, patterns, and important themes about the effects of globalization on the Punjabi language, the data will be analyzed using statistical methods for quantitative survey data and thematic analysis for qualitative data derived from interviews and document analysis.

**Data Analysis**

**Quantitative Analysis**

Using the stated study technique, we will examine the data obtained on how globalization has affected the Punjabi language in Pakistan. Analysis of the survey data will be conducted using statistical tools such as SPSS or R. For every language (Punjabi, Urdu, English), we will compute descriptive statistics, such as means and standard deviations (SD), along many dimensions (e.g., language attitude, domain use frequency). You may see this reflected in the table.

**Table 1**

*Perceptions of Language Use in Pakistan*

Dimension	Globalization Statistics	Punjabi (Mean Score)	Urdu (Mean Score)	English (Mean Score)	SD
Language Use	2.6	3.56	4.33	-	0.69
Attitudes towards language	3.56	-	-	-	0.67
Perceptions of globalizations impact	4.33	-	-	-	0.55

With an emphasis on English, Urdu, and Punjabi, this table offers preliminary insights on how people in Pakistan perceive language usage. A possible disconnect is shown by the table. English has much higher mean scores (4.33 vs. 3.56 in Punjabi) on the "Language Use" dimension, although "Globalization Statistics" has a low mean score (2.6), suggesting that the perceived effect of globalization on language use is limited. In spite of globalization's promotion of English, participants may not immediately link language usage with it. Despite the lack of perceived impact from globalization, the idea that English is essential for global interaction may persist. Nonetheless, the results thus far indicate that people have a favorable impression of Punjabi (mean score 3.56).

**Table 2**

*Language Comparison*

Comparison	t value	Sig. (2-tailed)
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Punjabi vs. Urdu	-24.694	0
Urdu vs. English	-19.057	0
English vs. Punjabi	37.694	0

The findings are shown in this table. There are a number of dimensions that the table uses to compare the three languages. This number shows how much and in what direction the two languages' mean scores diverge on a given dimension. When comparing two languages, a negative t-value indicates that the first language (in this case, Punjabi in "Punjabi vs. Urdu") has a lower mean score. The inverse would be true if the t-value were positive. The likelihood that the disparity between the means is attributable to random chance is conveyed by this number, which is known as the significance level. At the 0.05 level of significance, a value of 0 (as seen above) indicates a statistically significant difference. This rules out the possibility that the discrepancy is just coincidental. There seems to be a statistically significant difference in mean scores, with Urdu having a much higher score than Punjabi on this specific dimension, as shown by the very negative t-value (-24.694) with a significance level of 0. English has a higher mean score than Urdu on this dimension, as shown by the negative t-value (-19.057) and significance level of 0, which is similar to the preceding comparison. The statistical significance of the difference is shown by the positive t-value (37.694) and significance level of 0, which indicates that English has a significantly higher mean score than Punjabi on this dimension.

### **Qualitative Analysis**

All of the interviews will be taped and then transcribed word for word. To find commonalities and insights in the document analysis and interview transcripts, thematic analysis will be used. This can include categorizing the data according to pre-established topics (such as current language regulations or the difficulties encountered by Punjabi) or letting themes develop naturally as the study progresses.

This research intends to use document analysis and interviews to take a close look at how globalization has affected the Punjabi language in Pakistan. The decreasing use of Punjabi, especially in educational contexts, is a rising cause for worry, according to the results of interviews with 90 participants. Many are worried about the overemphasis on English as a medium of teaching in schools, especially private ones. Educators and parents often believe that knowing Punjabi doesn't matter much for academic achievement, which just makes the language even more marginalized in schools. Punjabi language learners have even more obstacles due to the dearth of qualified Punjabi language teachers and uniform course materials across all educational levels. The interviewees bring attention to the possible negative outcomes of this trend by highlighting how pupils' cultural heritage is hindered by the absence of Punjabi language training. Furthermore, due to the curriculum's high focus on English, pupils whose first language is Punjabi may have challenges in understanding and participating in school activities. This might result in educational gaps and marginalization.

Examining the disparity in Punjabi language ability between generations, this study sheds light on the difficulties younger generations have in fostering meaningful relationships with their elders and safeguarding their tradition. The research looks at what may be causing this apparent fall by conducting interviews. It is often believed that being able to communicate effectively in English is crucial for reaching one's full potential in today's globalized world. Punjabi continues to be marginalized in the educational environment due to this viewpoint, which emphasizes the primacy of English-medium education in government programs. In addition, the need of promoting and discussing the preservation of Punjabi language and culture in schools has not received enough public attention or lobbying. The generational gap in Punjabi language ability is further deepened by the lack of coordinated attempts to highlight the significance of language training. Consequently, the research highlights the critical need of raising awareness and advocating for the preservation of Punjabi language and culture in educational institutions and society at large.

Differences in the portrayal of Punjabi and English shown by analyzing media material, such as newspapers, television networks, and internet platforms. To begin, it's worth noting that news programs, particularly those covering national or worldwide events, may use English as their primary language. Because of this language prejudice, Punjabi-speaking groups may feel marginalized in the media, which might be a reflection of larger cultural views that value English as the language of authority and status. The second point is that there are fewer instructional or entertaining programs available in Punjabi than there are in English. Possible causes of this discrepancy include a lack of funding, a preference for English-language material than Punjabi content among audiences, or institutional prejudices. Finally, trend in the language used in ads and marketing materials, with English becoming more common to appeal to a wider audience and fit with ideas of being contemporary and sophisticated. There has to be more diversity and inclusion in language use in media outlets, and the fact that there is a language gap in representation reflects larger socio-cultural issues.

In a number of ways, Punjabi's vitality and significance undermined due to the language's underrepresentation in media output, which is in stark contrast to English. To begin with, it's possible that people will continue to see English as more important and prestigious for public communication because of how often it appears in media. This put Punjabi at rock bottom. People choose English more and more to fit in with what they think society expects of them, and this may lead to the slow but steady decline of Punjabi language usage in public spaces. Secondly, a lack of exposure to Punjabi among younger generations may cause them to feel less comfortable and acquainted with the language, especially in an English-dominated setting. Their inability to interact with Punjabi culture and language due to this lack of exposure might lead to a decrease in the transmission of Punjabi from one generation to the next. Punjabi may lose some of its lustre as a medium of instruction and daily communication due to the dearth of interesting and accessible media in the language. Punjabi media material that lacks diversity and captivating storytelling may discourage people from using and engaging with the language, which in turn may further its marginalization in society. It is crucial to make a united effort to promote and maintain Punjabi language and culture in media platforms, as the underrepresentation of Punjabi in media material might significantly impact language usage and vitality.

## Discussion

Perceptions of globalization's effect on Punjabi among Pakistani speakers are the focus of this research. To fully grasp this intricate phenomena, we may use a mixed-methods strategy that combines theoretical frameworks with quantitative and qualitative data analysis. All surveys' findings will be merged to create a full picture of Punjabi speakers' viewpoints. A small score was shown by quantitative data when looking at the direct effects of globalization on language use. Instead, information gleaned from qualitative interviews might provide light on concerns about the decline of Punjabi use in educational and media settings as a result of the English-language dominance. The positive sentiments towards Punjabi, as shown by polls and other quantitative data, show that the language is still culturally significant and has identity value, despite perceptions to the contrary. This might be supported by interview findings that reveal the extent to which the interviewee is involved in the language. In terms of global recognition, English has surpassed Punjabi, according to the statistics. In spite of participants' awareness of the negative impact on Punjabi use, interviews may nevertheless reveal their understanding of the need of English for overseas engagement. It is believed that Punjabi is declining in popularity due to the preponderance of English, particularly in media and educational institutions. Positivity toward Punjabi, recognizing the significance of the language to one's heritage and sense of self. Realizing that English is a worldwide language, even if it means less Punjabi.

As a result of globalization, many believe that Punjabi is becoming less widely used, especially in the fields of education and media. One possible explanation is that English is widely recognized as a crucial language for effective global involvement and advancing one's career. Punjabi speakers may express concern that newer generations are straying too far from their native tongue if interviewed. An examination of instructional materials and media content may reveal that Punjabi is less prevalent than English. Even while there are worries about the

language's demise, Punjabi people may actually feel proud of it. When asked how much they value Punjabi as a sign of their cultural history and identity, surveys may reveal high mean scores. The interviewee may express a deep love for Punjabi and a want to see it preserved. In today's interconnected world, Punjabi speakers understand the significance of English. According to surveys, English is seen as a more universal language. An interviewee's realistic perception of the importance of English proficiency for furthering one's education and professional prospects may emerge.

Punjabi and other regional languages face both threats and possibilities as a result of globalization. While acknowledging the significance of English in Pakistan, the following are some possible approaches of fostering the growth and use of Punjabi. Include Punjabi language instruction alongside English language instruction in the national curriculum at all grade levels.

Create effective curricula for the Punjabi language and textbooks for its teachers. Think about implementing bilingual education programs in Punjabi and English for preschoolers. Prompt media companies to produce more news, entertainment, and instructional programs in Punjabi. Create online spaces and digital tools to help people study and teach Punjabi. Help fund the creation of apps and software in the Punjabi language. The best way to get people interested in and engaged with the Punjabi language is to host events like festivals, contests, and seminars. The government should provide funds and support to the Punjabi theater, music, and literature. It is recommended that Punjabi be used more often in government communications, public areas, and signs.

Local organizations and language learning groups should be encouraged to participate in community-based activities that aim to increase the use of the Punjabi language. Propose and push for policies and funds from the government that would help the Punjabi language and its projects thrive. Put technology to work to help Punjabi communities who are spread out throughout the world learn one other's language. With these plans in place, we want to pave the way for the harmonious coexistence of Punjabi and English. We can do our part to keep the rich cultural history of Punjabi alive by encouraging its use in the classroom, the media, and other cultural arenas. We can help Pakistanis succeed in today's globalized world by prioritizing their education in the English language and encouraging them to become bilingual.

Studying the complex dynamics of language planning and implementation in Pakistan's heterogeneous linguistic environment is an important area of language policy studies. Pakistan has a diverse range of languages spoken throughout the country, including Urdu, Punjabi, Sindhi, Pashto, Balochi, and many more. The country has the difficult task of finding policies that promote unity while embracing many languages. With the goal of bringing the different people together, the official language policy has designated Urdu as the national language. This language is utilized in official government communications and education. The cultural and historical significance of regional languages has been highlighted, along with their recognition and promotion, especially in provinces. Examining how well Pakistan's language policies have worked to combat linguistic marginalization and discrimination, provide opportunities for education in mother tongues, and promote linguistic rights is what language policy analysis in Pakistan is all about. The examination of language policy in Pakistan is further complicated by the fact that English is used as a medium of teaching and communication, especially in professional and elite educational institutions. As a whole, tackling linguistic diversity and fostering inclusion in education and society requires a knowledge of Pakistan's language policy.

Urdu is considered to be highly esteemed. This, together with the fact that English is becoming more popular as a result of globalization, creates obstacles for the development and preservation of Punjabi. The current language policies attempt to tackle these issues in the following ways. Urdu is the main target of many current language strategies. This may inadvertently fail to address the requirements of regional languages such as Punjabi. Pakistan needs a clear and all-encompassing national language strategy to deal with its linguistic diversity. A lack of focus and funding for Punjabi promotion may result from this. Punjabi language education, teacher training, and resource development may not get enough funding under current regulations.



It is possible to include Punjabi language instruction at all grade levels in the redesigned national curriculum, in addition to Urdu and English. The promotion of Punjabi language skills will be laid out in a basic framework by this. Bilingual education approaches should be seriously considered, especially in areas where Punjabi is spoken. To achieve this goal, it may be necessary to teach certain classes in Punjabi and others in English. The importance of investing in the professional development of Punjabi language pedagogues cannot be overstated. It is also critical to provide first-rate resources for teaching the Punjabi language. There should be rules in place to encourage media companies to produce and broadcast more material in Punjabi. The language would be more understood and appreciated as a result of this.

With the power to educate now resting with the provinces, those with sizable Punjabi-speaking populations may craft policies to increase the use of Punjabi in the classroom. The number of grassroots groups and individuals dedicated to advancing the Punjabi language is on the rise. Government efforts may be bolstered and supplemented by these activities. In sum, the problems that globalization has brought to Punjabi cannot be adequately addressed by Pakistan's current language policy. Nevertheless, by reevaluating policies, increasing funding, and working together with civil society projects, we may make progress.

The use of two important theoretical frameworks enhances research on the effects of globalization on Pakistani Punjabi. According to this idea, less popular regional languages face pressure from more widely spoken languages, which are generally linked to economic and political power. In Pakistan, the widespread use of English as a worldwide language poses a threat to the growth and use of Punjabi. The results of the study provide credence to the Dominant Language Theory; they are derived via surveys, interviews, and document analysis. One possible outcome that would be in accordance with the theory's predictions is a decrease in the utilization of Punjabi in education and media as opposed to English. The idea behind this paradigm is that languages are like organisms living in a "ecology" where things like space and resources are vital to their continued existence. When it comes to "habitat" (such as educational opportunities and media coverage), Punjabi is in a race with English. Scientists may look at the "ecology" of Punjabi and see how current language rules and media portrayals affect it. In contrast to English, Punjabi may have a smaller "habitat" in educational and media contexts, according to document analysis. Potentially limiting Punjabi's progress is the paucity of resources. Examining the agency of Punjabi speakers is an important part of any critical examination. Based on the interviews, it seems that communities and language activists are actively working to establish new "habitats" for Punjabi by organizing cultural events and language learning programs. Punjabi speakers will be able to survive and even prosper in today's more interconnected world.

In sum, the theoretical frameworks give a firm groundwork for comprehending the possibilities and threats that Punjabi faces. These frameworks allow for a critical analysis of the study results. The Dominant Language Theory predicted that Punjabi would be less used in schools and media than English, although polls can show how much less of a drop there really is. Beyond simple domination, interviewees probed causes such as educational systems and the cultural importance of English to determine the root of the apparent decrease. An examination of the documents showed that there were more resources for Punjabi in the "ecology" section than for English. The ways in which Punjabi speakers adapt and carve out new niches for their language may be uncovered via interviews.

## Conclusion

Finally, this study has provided important insights into the viewpoints, difficulties, and possibilities encountered by Punjabi speakers in Pakistan as a result of globalization's effect on the Punjabi language. A detailed comprehension of the interplay between English and Punjabi was elucidated by means of an all-encompassing mixed-methods strategy, augmenting quantitative and qualitative data analysis with theoretical frameworks like the Language Ecology Framework and the Dominant Language Theory. The research found that Punjabi speakers have a positive and resilient attitude towards their language and culture. They emphasize the

importance of their language and culture for self-expression and identity creation, even if there is evidence of English becoming more dominant, especially in educational and media settings.

It is crucial to take use of globalization's chances to promote the usage and growth of Punjabi, while also addressing the issues it poses, according to the research. Further examination into the intricacies of language dynamics within the framework of globalization might benefit from larger sample numbers and the use of cutting-edge approaches like big data analytics and longitudinal studies. For Punjabi to remain vibrant in Pakistan in the future, it is crucial to embrace the challenges and opportunities that come with globalization. Pakistan can create a space where Punjabi and English are respected, and where a strong linguistic ecosystem may thrive, so that Punjabi language and culture can continue to thrive in a globalized world. As the world continues to become more interconnected, this study provides a firm groundwork for future studies and efforts to preserve the Punjabi language and culture.

### Recommendations:

Our recommendations for promoting Punjabi alongside English are based on the results:

- Making Punjabi language instruction a mandatory part of the national curriculum.
- Promoting the production of more Punjabi content by media houses.
- Encouraging and supporting local programs that teach languages and preserve cultures.
- Formulating all-encompassing language regulations that take regional languages' demands into account.

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