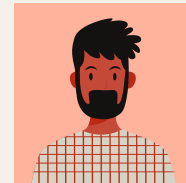
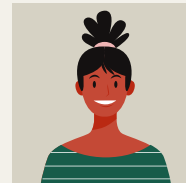
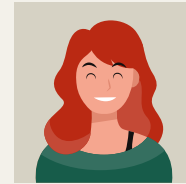
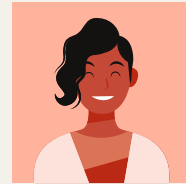
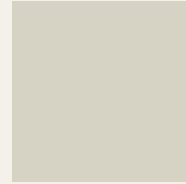
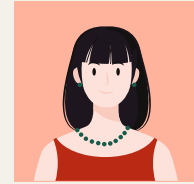
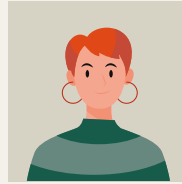


# Social Hierarchy in real/virtual world settings

FINAL STAGE: TEAM 2



01

## Survey

Jayant Panwar

02

## Advertisements

Tanishq Goel

03

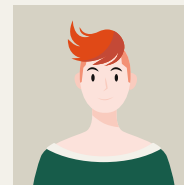
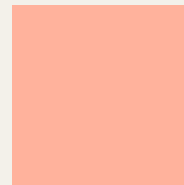
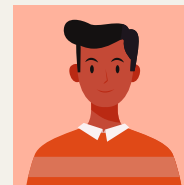
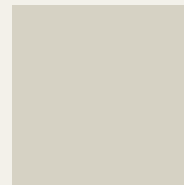
## Cinema

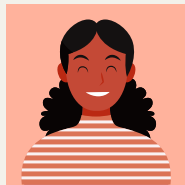
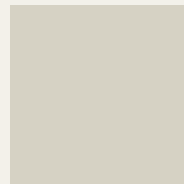
- Akshett Rai Jindal
- Aaryan Singh
- Nikhil Bishnoi

04

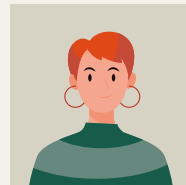
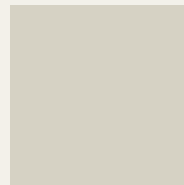
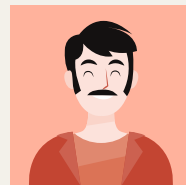
## Print Media

Veeral Agarwal



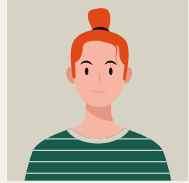


# SURVEY



# QUIK STATS

- 11 Questions
- 389 responses collected
- 10 factors concluded (4 previously)

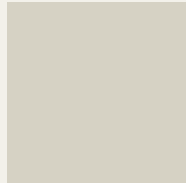
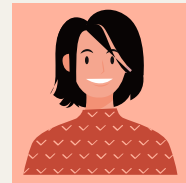
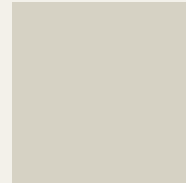


# Recap: Collective Analysis

Most common answers, General trends, Break in trends

**MAJOR** factors:

- ➔ Disturbance of Social Hierarchy above oneself
- ➔ Relationship Intimacy/ Proximity

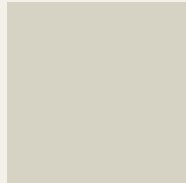
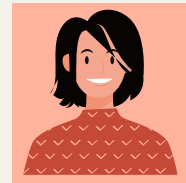
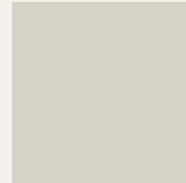


# Recap: Individual Analysis

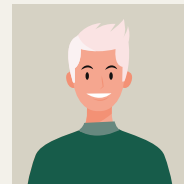
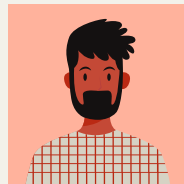
Individual answers, small in number,  
personal viewpoints

**MINOR** factors:

- ➔ Cultural Background
- ➔ Respect



# Collective Analysis

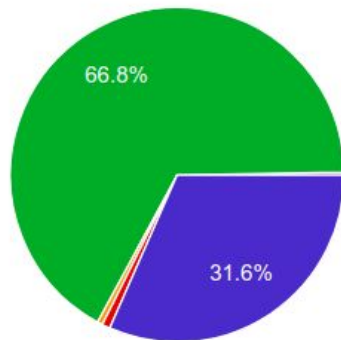


## Formalness of Relationships



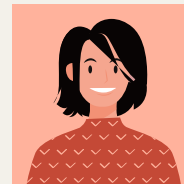
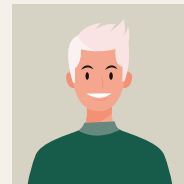
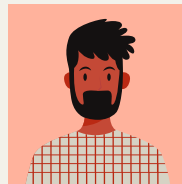
How do you address your close elderly family members?

389 responses

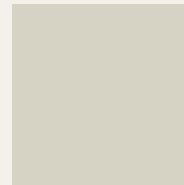


- By the relation: Mom/Dad/Granny/Grandpa/etc.
- Their First name
- Their nickname
- By the relation: Mummy/Maa/Papa/Dada/Dadi/etc.
- By the relation: Telugu OP

# Collective Analysis

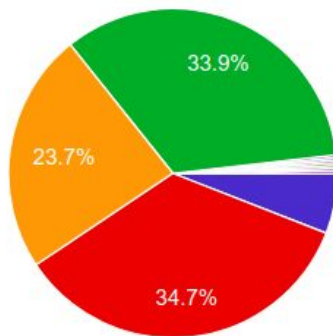


## Formalness of Relationships



How do you address your siblings?

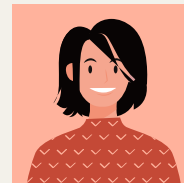
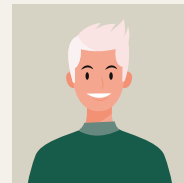
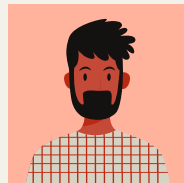
389 responses



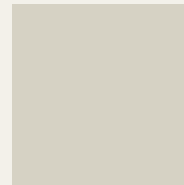
- By the relation: Brother/Sister
- Their First name
- Their nickname
- By the relation: Bhaiya/Didi/Bhai/Behen
- Name and the didi/bhai
- nicknames
- If elder by relation if younger by name
- First name/Nickname and/or relation



# Collective Analysis

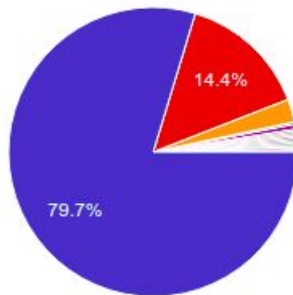


## Location or Social Setting



How do you address your seniors or supervisors in your workplace or educational institute?

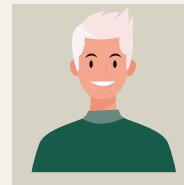
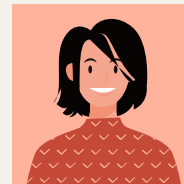
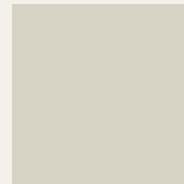
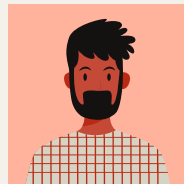
389 responses



- Sir/Ma'am
- Their first name
- Mister or Miss followed by their last na...
- Their nickname
- In educational institutions it is sir/ ma'...
- To some I address as Sir/ma'am when...
- I totally depends on you.. no one can f...
- Bhaiya

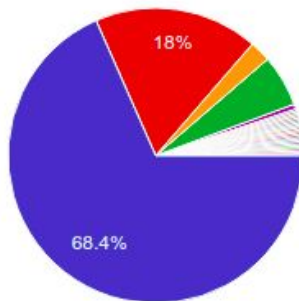
# Collective Analysis

## Location or Social Setting



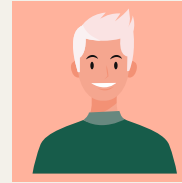
How do you address the same seniors or supervisors in a social setting outside of the workplace or institution? For example: at a wedding or at their child's birthday party.

389 responses



- Sir/Ma'am
- Their First name
- Their nickname
- Mister or Miss followed by their last na...
- Uncle,ant
- Depends on situation
- Not yet experienced this...ugh...tough...
- Bhaiya didi / sir mam

# Collective Analysis

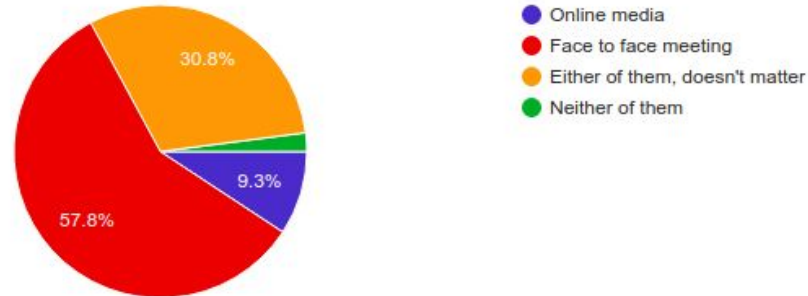


## Introversion/Extroversion

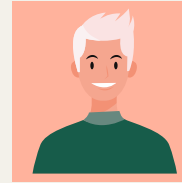


Are you more comfortable in holding important discussions on online electronic media or face to face meetings?

389 responses



# Collective Analysis



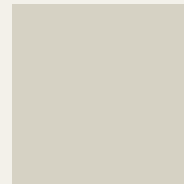
## Introversion/Extroversion



**Table 1.** Response Nos-222, 215, 211, 209, 121, 73, 70, 66, 44

Question-No	Response	Factor ignored
Q1	Sir/Ma'am	-
Q2	Sir/Ma'am	Location or Social setting
Q3	Their first name	-
Q4	Their first name	Location or Social setting
Q5	Sir/Ma'am	Disturbing social hierarchy below them
Q6	Their first name	Disturbing social hierarchy above them

# Individual Analysis

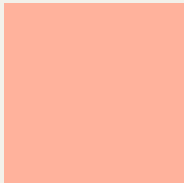


## Age

How do you address the same seniors or supervisors in a social setting outside of the workplace or institution? For example: at a wedding or at their child's birthday party. \*

- ☐ Sir/Ma'am
- ☐ Their First name
- ☐ Their nickname
- ☐ Mister or Miss followed by their last name
- ☒ Other: Depends on age

# Individual Analysis



## Age

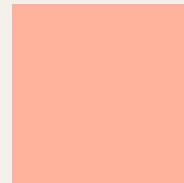
How do you address your juniors in your workplace or educational institute? \*

- ☐ Sir/Ma'am
- ☐ Their first name
- ☐ Mister or Master followed by their last name
- ☐ Their nickname
- ☒ Other: Depends on age.

How do you address the same juniors in a social setting outside of the workplace or institution? For example: at a wedding or at their child's birthday party. \*

- ☐ Sir/Ma'am
- ☐ Their First name
- ☐ Their nickname
- ☐ Mister or Miss followed by their last name
- ☒ Other: According to their age it differs

# Individual Analysis



## General Norms

Suppose your junior just got a big promotion and is now in a senior position compared to you. How would you address them now? \*

- ☐ Sir/Ma'am
- ☐ Their First name
- ☐ Their nickname
- ☐ Mister or Miss followed by their last name

☒ Other:

Well it depends. If he/she is very much respected /older than me, I would go with Sir/ma'am. Else o would let the workplace ethics takeover. P.S. Nowadays no workplace has the tradition of calling seniors Sir/ma'am xD

# Individual Analysis



## General Norms

How do you address your close friends? \*

☐ Bhai/Dost/Yaar/etc.

☐ Their First name

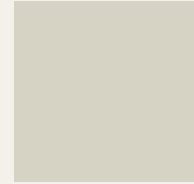
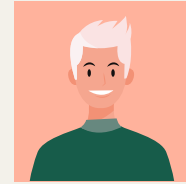
☐ Their nickname

☐ Bro/Dude/etc.

☒ Other: The name given in friends circle



# Individual Analysis



## Pronunciation of names

How do you address your juniors in your workplace or educational institute? \*

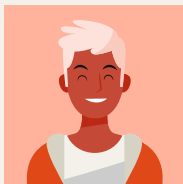
- ☐ Sir/Ma'am
- ☐ Their first name
- ☐ Mister or Master followed by their last name
- ☐ Their nickname
- ☒ Other: Depends upon easiness of their name or surname and adding Ji with name or surname

## MAJOR

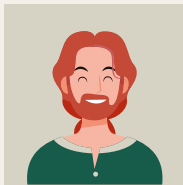
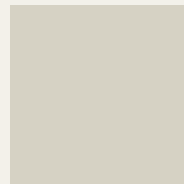
- Disturbance of Social hierarchy above oneself
- Relationship Intimacy / Proximity
- Formalness of relationships
- Location or Social setting
- Introversion / Extroversion

## MINOR

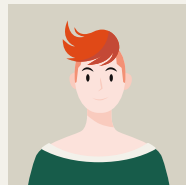
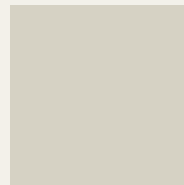
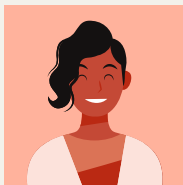
- Cultural Background
- Respect
- Age
- General norms
- Pronunciation of names

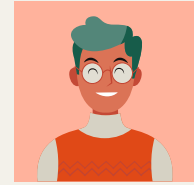
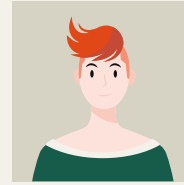
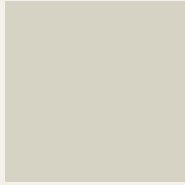


02



# Advertisements

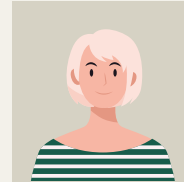
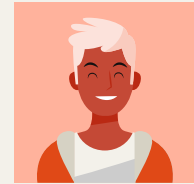




The average person sees between 280 and 310 advertisements per day!

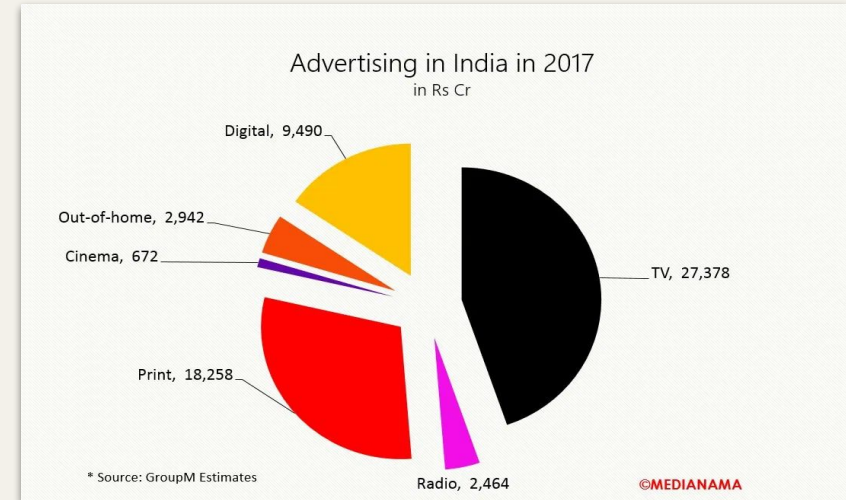
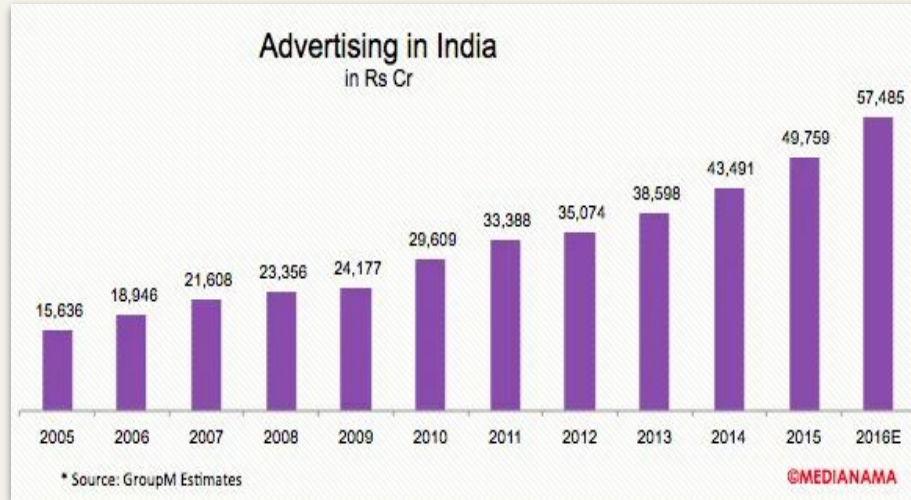


How do these advertisements affect viewers?

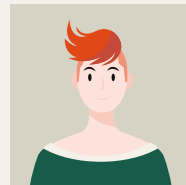
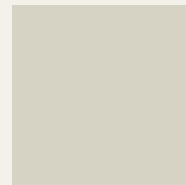
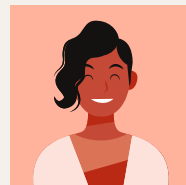
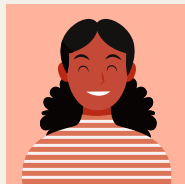


# Stats

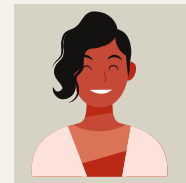
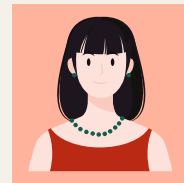
With over Rs 60,000 crores spent on Indian advertising last year, the average Indian is exposed to over an hour of TV commercials, and as many 5,000 ads every day.



# Survey about Social Hierarchy!



# Dataset



- Our datasets contains 20+ advertisements that contain the concept of social hierarchy in real world settings.
- Both TV ads and Radio ads have been taken into account.

# Settings

School

Hostel

Neighbourhood

Shopping Complex

Workplace

Home

Bank

Friend's Home

Shop

Colony

Cinema

Palace



# Relationships Captured

Siblings

Parent-Child

Employer-Employee

Shopkeeper-Customer

Friends

Teacher-Student

# Criteria to Analyse

- **The social background:** (education, social class, ethnic group...etc.)
  - **The relationship between the speaker and receiver:** (friend, family, employer...etc.)
  - **The context and manner of interaction:** (when, where, how, the act of language occurs).
- These factors have significant effects on the way we use language in our daily interaction.



# About the analysis

#1



- **Language:** Hindi with a little bit of code-mixing
- **Social background-** Workplace
- **Relationships captured** -First part of the conversation is between employer and employee followed by the interaction between boss and his employee's father.
- **Context and manner of interaction**

Disturbing Social Hierarchy,  
General Norms and Respect

# Some Insights about the analysis

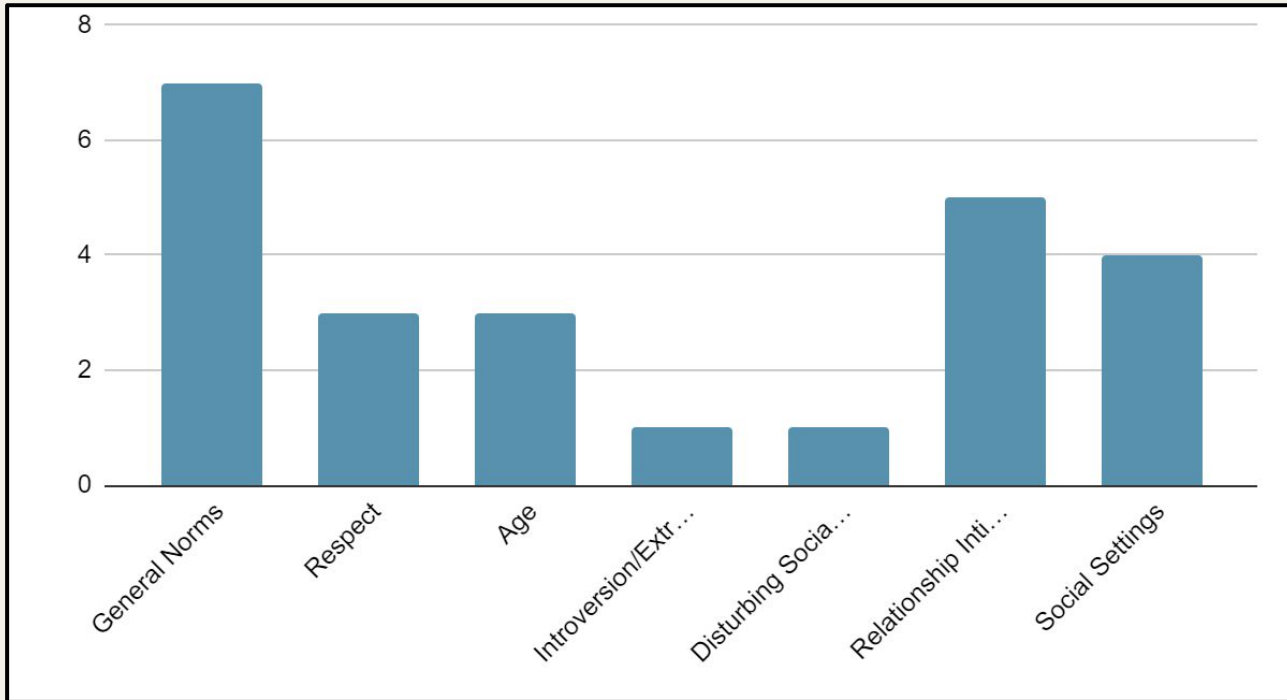
#5

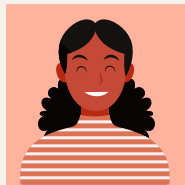
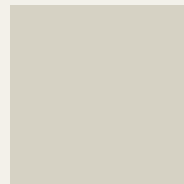
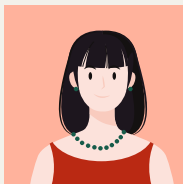


- **Language:** Hindi
- **Social background-** Home
- **Relationships captured** -Brother-Sister
- **Context and manner of interaction**

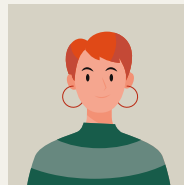
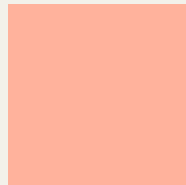
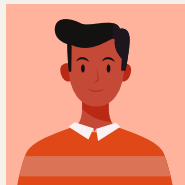
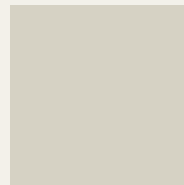
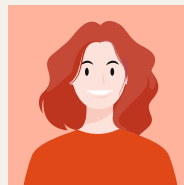
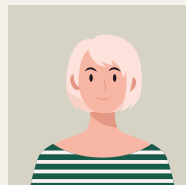
General norms, Relationship  
Intimacy, social settings

# Observations





## Cinema



# Paatal Lok

- General norms - The subordinates addressed their bosses as Sahab/Sir and bosses addressed the subordinates by their last name
- Respect - Ansari had respect for Haathi Ram and it was reflected in his tone, but Haathi Ram had no respect for his superior and spoke formally
- Emotions - When Haathi Ram felt that Ansari did not consider him as good friend as Haathi Ram considered him
- Social Settings - Son disrespected him in house but in front of principal, he was respectful

# Gangaajal

- This is a movie focusing on life of an honest policeman Amit Kumar, who gets transferred to a district where policemen are all corrupt. As the people are all corrupt and all of them want their own benefit, they doubt everyone and they have only relation for show off. Inside their heart, they don't fully trust anyone else.
- Due to this, we see some different kind of factors that affect the way of speaking.
- One of the biggest factor for many of the people in this film was their own benefit. These people included both, criminals as well as some policemen. When they feel that the person is of no use and is going to be a hurdle, then they become rude.



# Gangaajal

- A) For example, we see that Sadhu Yadav and Sundar Yadav (both criminals) are very friendly when talking with Daroga Bachcha Yadav, and treat him like family. But when Bachcha Yadav was not around, Sadhu called him "humara paala hua kutta". When Bachcha ditches them on hearing this and helps Amit to catch them both, they kill him.
- B) A criminal Nonua, when saw that SI RK Singh was coming in his car for discussing that how did DSP came to know about RK's cheating in the hafta, he called him a "Lal topi" and said that "Lal Topi pareshan ho gya hai.". But in front of RK, he talked in a very respectful manner.

# Gangaajal

- C) Similarly, the Sadhu was very polite and sounded friendly with Amit Kumar when he met him first time because he wanted Amit to come on his side. But Amit being an honest officer warned Sadhu as he had a feeling that Sadhu was hiding Nonua. On being rejected 2-3 times more, Sadhu also started talking in impolite manner as he knew that SP is not going to be helpful to him.
- D) Daroga Mangni when wanted to get his suspension cancelled came in after SP Amit gave a motivational speech in front of police officers to stop corruption. He acted like he was inspired and tried to butter Amit up hoping that his suspension gets cancelled.

# Gangaajal

- D) But when it did not happen, he started yelling alleging that this is happening because he belongs to a backward class. He also started listing out the wrong deeds of other police officers.
- E) The DIG again was very friendly with Amit in the beginning but as he found out that he is becoming hurdle, he started speaking in a rude way and also said to DSP "Ye kal ka chhokra hero ban gaya."
- F) The minister was very happy and praised AMit when he caught Nonua and also talked about giving him a medal. But when he arrested Sadhu's son Sundar, the minister became very angry as he himself was involved with the criminal and scolded Amit.

# Gangaajal

- G) DIG goes to mother of kidnapped girl to get her drop the case against Sundar. He started by very politely asking her health etc. Then told her to cooperate and take the case back. But on refusal, he became very rude and threatened her.
- Despite of the above reason, we see that the even though they were corrupt, the police officers' language was formal and not rude with the honest SP Amit. The converse was not true as we see DGI scolded Amit for arresting Sundar even though he was a big criminal just because DGI got money from him. Still Amit was also formal with DGI and minister. Another example would be of Mangni had set up a naka on the

# Gangaajal

→ road which was causing trouble to the citizens. Amit, newly transferred was not known to him. So, when Amit asks Mangni the reason for the naka, Mangni threatened him that he will arrest him in a rude manner. But when he found that he is the new SP, he dropped to his knees and begged for mercy for behaving with him in that manner just because he did not know he was SP. The reason for begging mercy was not that what he did was wrong and should not be done with any citizen.

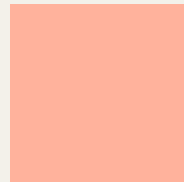
# Article 15



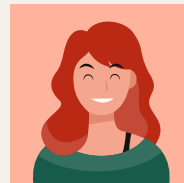
The film deals with Article 15 of the Constitution of India.



Inspired by multiple true events



An upright city-bred police officer launches an attack against the caste system.



# Opening Scene

Kaheb to lag jayi  
dhak se

Bade bade logan ke  
mahla do mahla

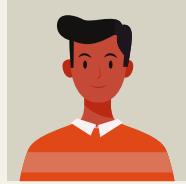
Aur bhaiya jhoomar  
alag se

Bade bade logan ke  
halwa paratha

Aur mineral water  
alag se

Hamare gariban ko  
chatni or roti

# Linguistic Variations

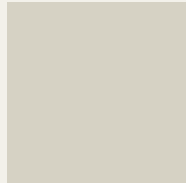


Protagonist's Language

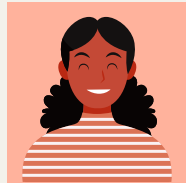
Language of superiors

Language of sub-ordinates

Regional people



Mode of addressal





# Protagonist's Language

## General Mode

Predominantly speaks in Hindi code-mixed with English.

Texts predominantly in English.

Uses the pronoun “Main”

## ANGRY Mode

Resorts to sentences in pure English.

The order of the social hierarchy gets exemplified.

# Mode of Addressal

Subordinates of the protagonist mention him as “Sir” and use the pronoun “AAP”

His superior officers usually address him by his name, but they use the pronoun “AAP” when they want to be formal, and “TUM” when they want to establish the social hierarchy order.

# Language used by subordinates

Chiefly, all of his subordinates use the pronoun “HUM”, since they are all locals of the place.

Hindi code-mixed with English.

# Language used by superiors

They predominantly talk in English, switching to Hindi sometimes.

When conducting a formal inquiry also, they prefer to use English only.

# Language used by locals


The illiterate section of the locals speak in Kannauji or Bhageli dialect, sometimes code-mixing it with Hindi.

The literate and the influential section of the locals however speak predominantly in Hindi,, code-mixing it with English.


# Analysis



In the movie, the language Hindi code-mixed with English is predominantly used, and how its used is also very interesting, sometimes to establish the social class, sometimes to bridge the gap, while sometimes it happens naturally.



Extreme emotions impact the linguistic pattern of people, language switch happens, and the modes of addressals are changed.



# Analysis

Regional dialects are used sparingly, so as to connect the villagers' plight. Using the local dialect somehow facilitates the connection.

The use of pronoun "HUM" is retained in most of the scenes, irrespective of the literacy of the person, if they hail from that region.

# Analysis

Speeches given by politicians also tells us a lot about how they manipulate the public, and their off-screen performance is well chronicled.



The interaction between subordinates and the villagers is a different story though, the subordinates are heavily overbearing, stamping their authority over them.



# Analysis



In the movie, Hindi code-mixed with English has been used to great effect. Sometimes, it portrays naturality, sometimes a will to impress, sometimes to bridge the social gaps and so on.



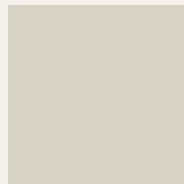
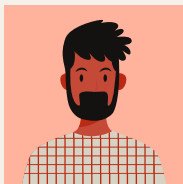
# Conclusion

Factors affecting :

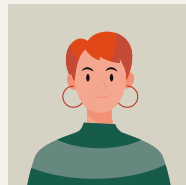
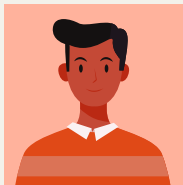
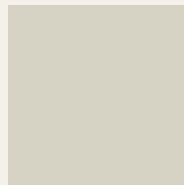
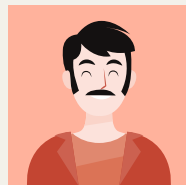
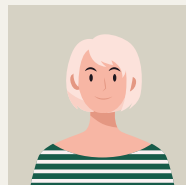
Bridging the social gaps through language.

Retention of the local “features” of the language.

Social setting



## Print Media

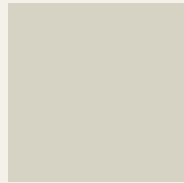
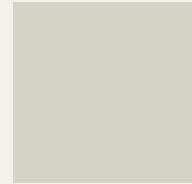


# Interviews

- 13 interviews
- 4 factors

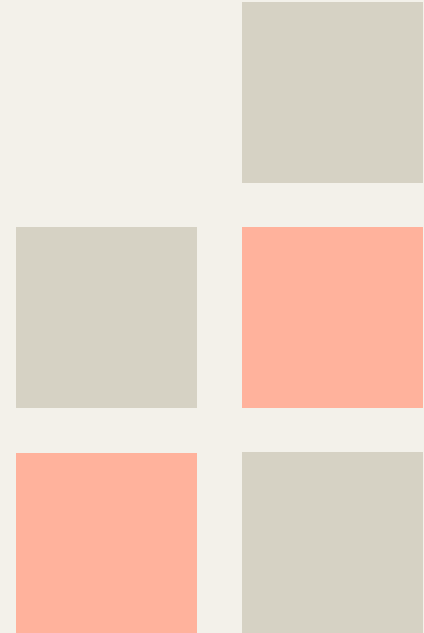
# Data

Collected 13 different  
written interviews of  
different type of people  
and belonging to  
different type of  
background.



# Factors

- Introversion/extroversion
- Cultural background
- Respect
- Age



# Age and respect

And the occurrence of “aap”/”unhone” is very low as compare to other interviews.

aap:

क्या आपकी कोई निजी जिंदगी है? क्या कोई आपी निजी जिंदगी को तवज्जो देता है? एक स्टार होना कितना कठिन है?

unhe:

इसी दौरान उन्होंने एक इंटरव्यू साल 1989 में दिया था।

Here is a formal social setting but still they are using informal (assuming tum/tu are consider as informal) so age factor comes into picture. And respect from sachin's side is also we can see here.

# Age and respect

Interview 11 :

<https://www.cricketcountry.com/hi/articles/sachin-tendulkars-first-interview-491797>

This interview of sachin tendulkar when he was very young and started playing cricket.

In this interview the use of “tum”/”tumhara” is more than usual.

tum / tu :

अगर तुम वेस्टइंडीज जाने के लिए चुने गए, तुम इस बारे में खुश होगे या तुम कुछ साल इंतजार करना चाहते हो?

बहुत सारे लोग कहते हैं कि मार्शल और एंब्रोस बहुत तेज गेंदबाज हैं और इस उम्र में उनकी गेंदें फेंक करने में दिक्कत आ सकती है. तुम्हें क्या लगता है?

तुम्हें तेज गेंदबाजों को खेलना ज्यादा पसंद है? और इसकी वजह?

सीसीआई नेट प्रैक्टिस में कपिल देव ने भी तुम्हें गेंद फेंकी थी। कैसा रहा? उनके आउटस्विंग और इनस्विंग से कोई दिक्कत नहीं हुई?

क्या तुम हमेशा क्रिकेट प्लेयर बनना चाहते थे या कोई दूसरे खेलों में भी हाथ आजमाए हैं।



# Cultural background

It is quite difficult to find variation on the basis of cultural background as in interviews usually everyone prefer formal language. There are variations in interviews of celebrities. In interview 10 with sushant singh rajpoot

<https://www.jagran.com/entertainment/interview-exclusive-interview-with-bollywood-hero-sushant-singh-rajput-jagran-special-18062886.html>

mom,dad/daddy:

अभी भी मेरे डैडी जब मुझे फोन करते हैं तो कहते हैं कि गुप्ता अंकल मिले थे वह तुम्हारी तारीफ कर रहे थे, और जब मैं थैंक्यू कहता हूँ तो वे कहते हैं, यार डिगी ले लेते तो अच्छा रहता।

maa/papa:

मेरी मां और चार बहनों ने ही मुझे सब कुछ सिखाया है।

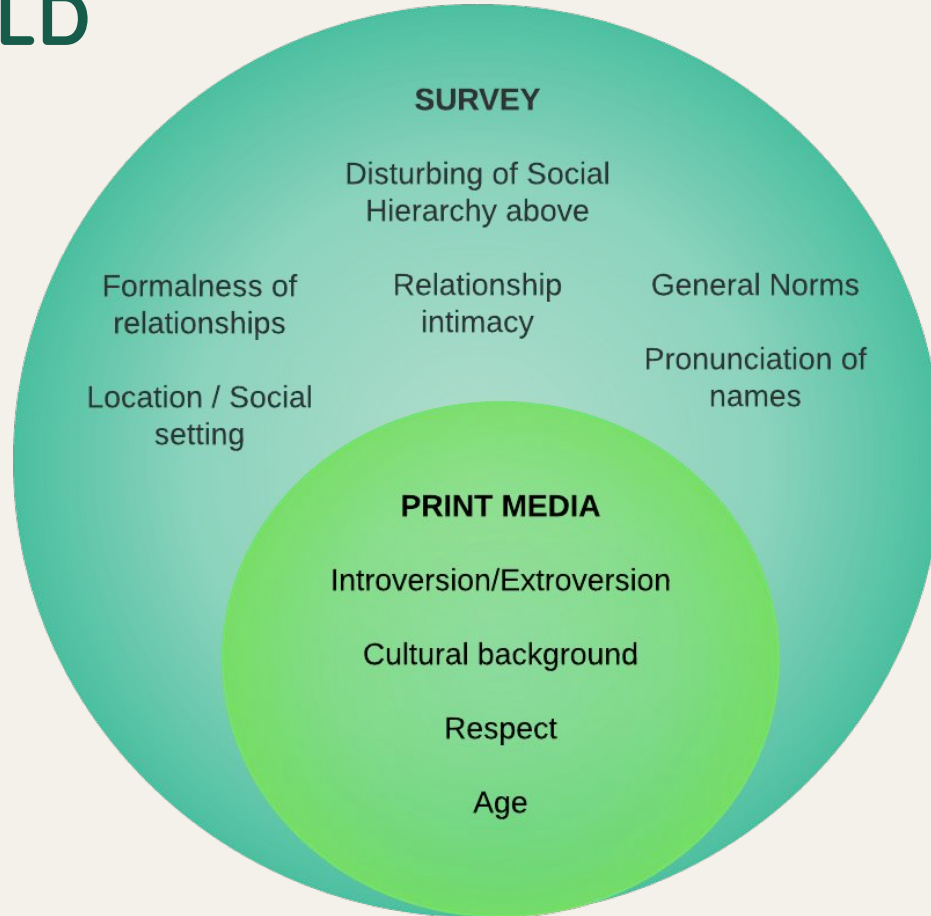
mister or mistress followed by their last name:

अभी भी मेरे डैडी जब मुझे फोन करते हैं तो कहते हैं कि गुप्ता अंकल मिले थे वह तुम्हारी तारीफ कर रहे थे, और जब मैं थैंक्यू कहता हूँ तो वे कहते हैं, यार डिगी ले लेते तो अच्छा रहता।(गुप्ता अंकल)

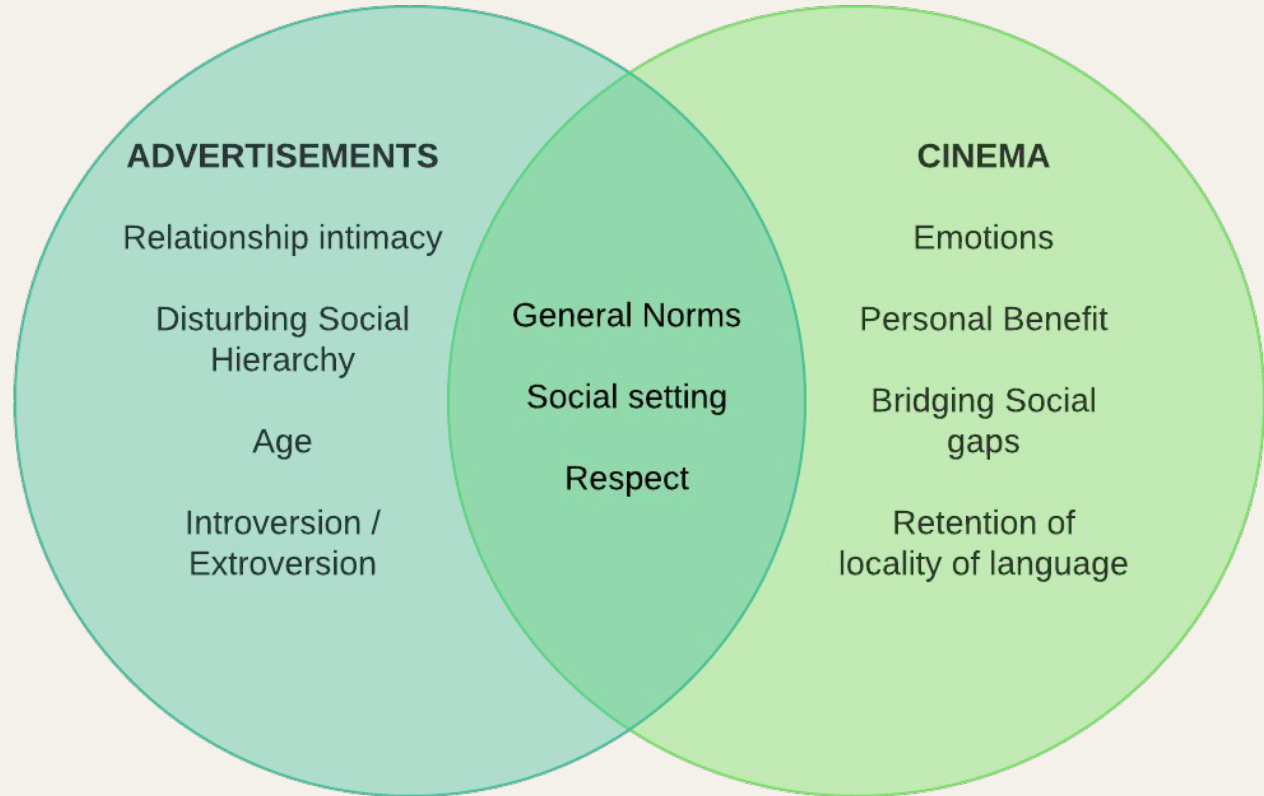
A top-down view of a group of people's hands and forearms joined together in a circle. The individuals have various skin tones, including light, medium, and dark. Some are wearing casual clothing like t-shirts and jeans. The hands are interlaced, creating a sense of unity and teamwork. A dark green rectangular box is centered over the hands, containing the word "CONCLUSION" in white capital letters.

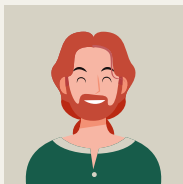
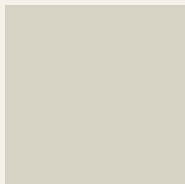
# CONCLUSION

# REAL WORLD

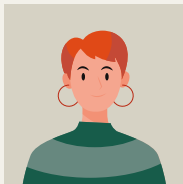
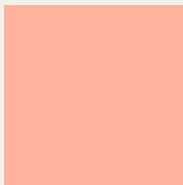


# REAL x VIRTUAL WORLD





Do you have any  
questions?



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