Language and Society

Individual Analysis Report For Project

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Overview

Our project basically focuses on observing social stratification from media(mostly ads). For understanding the existence of stratification in society, we need to understand the features and factors responsible for its existence. We have used those features(*can be available in presentation#3 in Phase-3 Folder*) in order to analyse the data. Based on the features, the media is analysed and small conclusions or a small hypothesis is drawn and then it is tested against the responses from the survey taken to confirm the existence of social stratification.

Analysis

I have done analysis based on the features the team derived for 8 ads(11 separate characters), 1 TV show of 2 episodes.(total 5 characters)

Sample Analysis

- Synergy Pesticides

Source

https://youtu.be/dfarEq6trCw - Synergy Pesticides (Telugu)

- Two characters
  - Farmer(s) → 2
  - Landlord → 1
- Targeted Lower class
- Setting is a farming land
- No Code-Mixing or Switching observed
- Telugu used has Costandhra Accent
- Lexical features like "ayya", "orey", etc. are observed.
- Social division is observed based on wealth.
- Change in the way of clothing is observed.
- Visual and Audio effects are observed.

__Note:__ Many other factors are also observed and are available in the Phase-1 section of github

Observations

There are many small observations made in the course of the project and most of them are contextual, but some of the more important ones are:

1. Analysing data from ads is difficult and also faulty as I believe ads give less plausible information about character and more about product, as compared to other media like interviews, movies , etc. where the situation is vice-versa.
2. Telugu has less dialects or say sociolects, whereas Hindi has and many other languages have many. For Ex: Hindi in cities,villages and towns differ but not in Telugu(may be but not much), Hindi differs across all the northern part of India, but Telugu has basically three(4 if we consider Costandhra) dialects.

3. We have collected region of living for the survey we had at the ending phase of the project, I feel like having another option for region of birthplace/place of upbringing can be useful for better analysis.
For Ex: Say a person brought up in a rural village in Andhra Pradesh, settled in Mumbai,filled the form. We only know Mumbai, and when asked to fill the relatability to an ad of farming, he/she may fill **"Highly Relatable",** and we consider it a response from the city showing interest towards rural setting, which deviates from the hypothesis we made. So, I believe that asking for a birthplace would help while analysing such data.

Challenges

- The biggest challenge I faced is to slowly sanitise data acquired and to make it suitable for analysis without any redundancy or contradictions between responses.
- There were many cases where the conclusions made are challenged by the data we collected. In this situation, we have reached an impasse between making the decision of neglecting such data and considering it **"not sufficient"** for analysis OR completely changing our view and concluding our observation wrong on the specific conclusion related to the ad.