Social Stratification

Group #3

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01

Introduction

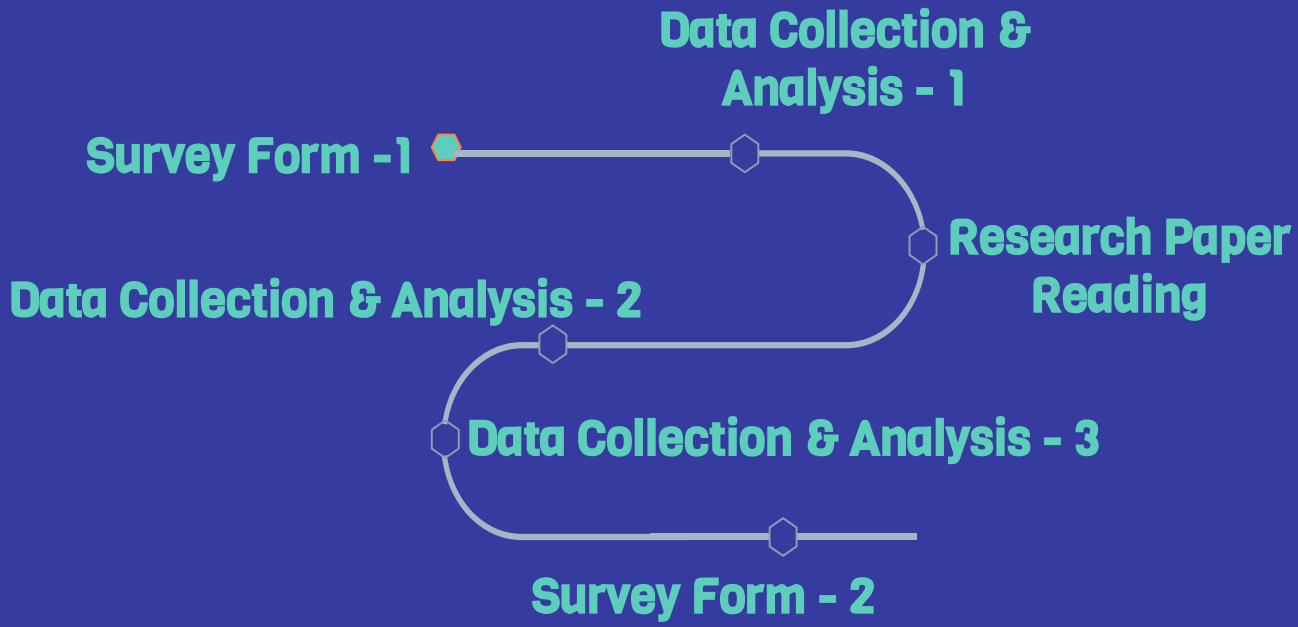
Overview

The project involves analysis of stratification in society through a sociolinguistic perspective.

The methodology followed was forming a set of conclusions using not only thorough analysis of language in advertisements, but also in TV shows, movies and interviews, then trying and confirming it through a survey form, which asks for a person's social background, and the ads they commonly relate to on a language basis.

This experiment will demonstrate if we can use ads as a tool for studying social stratification.

Project Roadmap



02

Data Collection

Data Collection

- Manual advertisement collection [Total of 50 advertisements]
- 2 Forms to find social background of people and the ads they relate to. 95 & 198 responses were recorded respectively.
- Collection of scenes from movies, TV shows, interviews.

03

Analysis

Sociolinguistic Variables / Dimensions

- Age
- Gender
- Region
- Language
- Religion
- Occupation
- Wealth/Income

Features

Linguistic

- Phonetic features
- Lexical features
- Code switching and mixing
- Diglossia
- Register and jargon usage
- Accent

Features

Non-Linguistic

- Setting
- Clothing
- Visual effects
- Body Language
- Sound Effects

Analysis of Advertisements

https://docs.google.com/spreadsheets/d/1rWs6-ZB0Yl7cnnXiK8hStPKRvnVi2sxrLIbuafVxkz4

Observed Major categories

(1) Category : North India, Urban, English, Upper Class

Prominent Features : Hard consonants -> Soft consonants, ɑ -> o), æ -> e

(2) Category : Youth, North/Central India, Urban, Hindi, Middle-Upper Class

Prominent Features : Light to heavy English code-mixing

(3) Category : North/Central India, Rural, Hindi, Lower class

Prominent Features : Usage of third person for self, /f/ -> /ph/

Analysis of Advertisements

(4) Category : Youth/Child, South India, Rural/ Sub-urban, Malayalam, Lower/ Middle Class

Prominent Features : LIght to none code-mixing of English

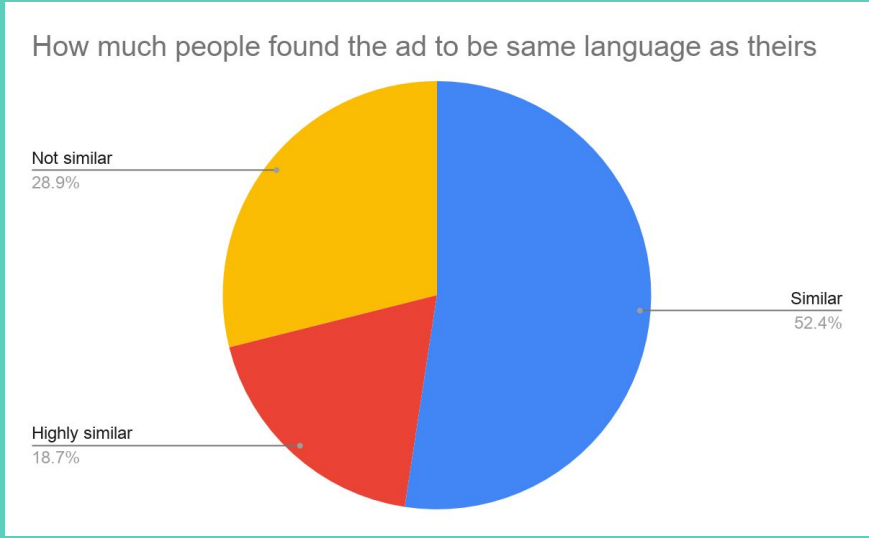
(5) Category : South India, Sub-urban/Rural, Telugu, Lower-class

Prominent Features : "alana palana", "eyy", "nana", "thippalu" and similar words

03

Form Analysis

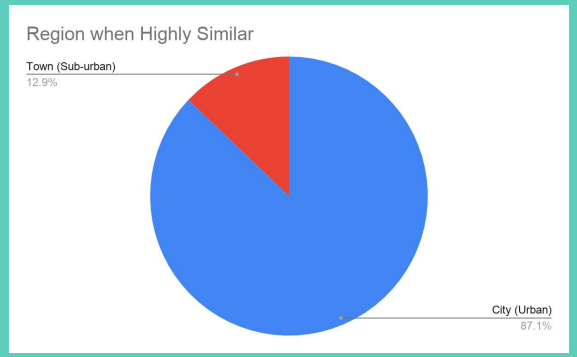
English Analysis #1



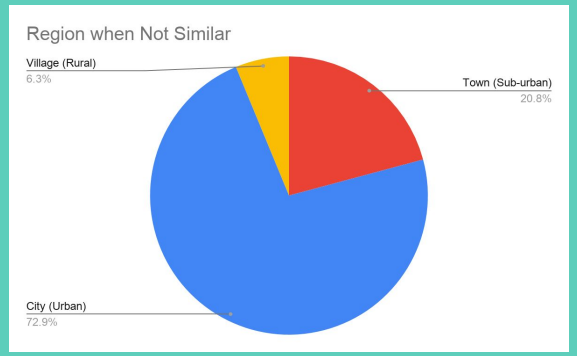
Blackberry (Blackberry boys, 2012)

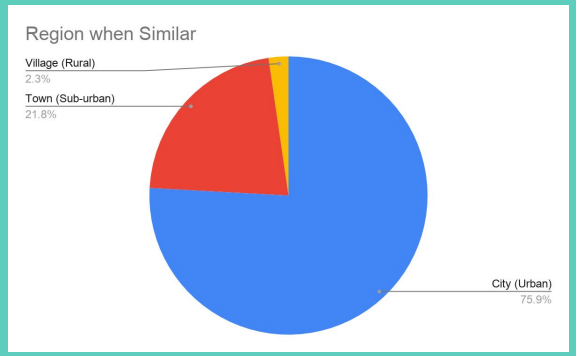
Ad is a song where seemingly upper class businessmen are singing in English, with slight variations to Indian English accent.

Region distribution

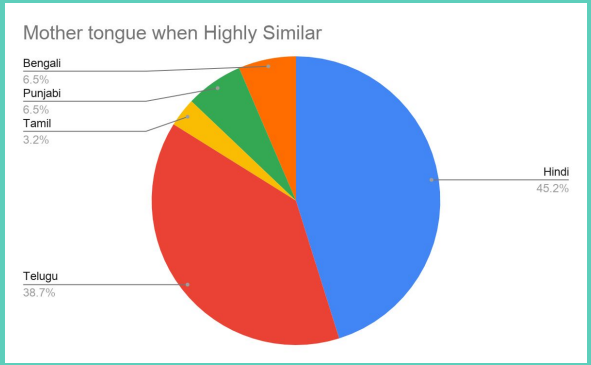


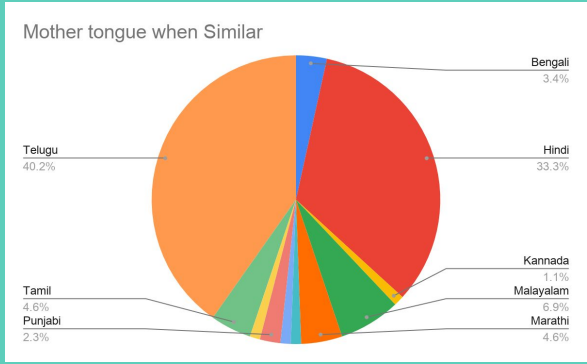
People from village (rural) areas [keep in mind that all these people marked that they knew English] marked ‘Not Similar’ when asked whether their English usage resembled what was shown in the ad.



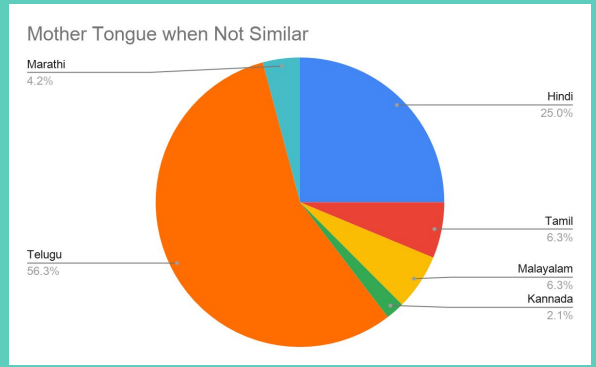


Distribution of Mother Tongue

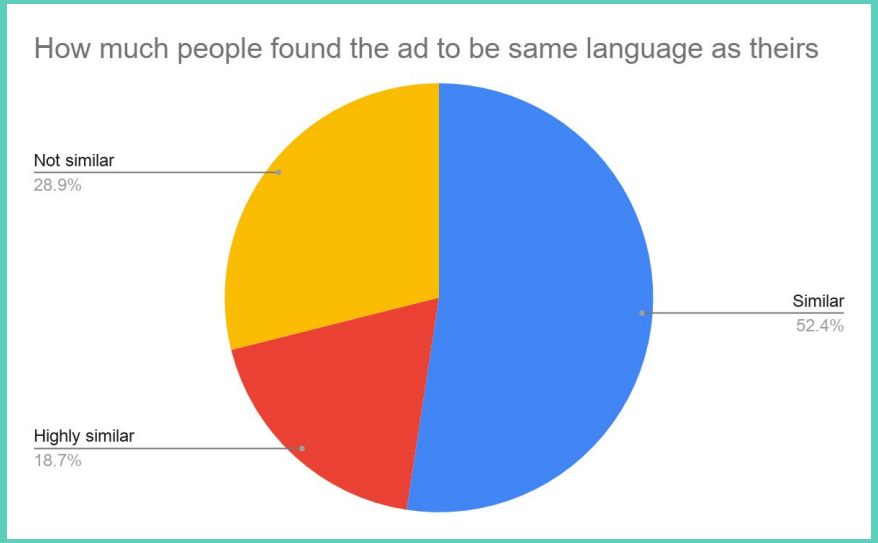




If we observe the two major languages, Telugu and Hindi, a lot more Telugu people filled Not Similar than Hindi speakers. We can try and explain this as the characters in the ad are speaking in a slight modification of North Indian English which more Hindi speakers can relate to. However we had more Telugu correspondents, and a lot of them were highly educated, so we can assume they might be comfortable with other varieties of English.



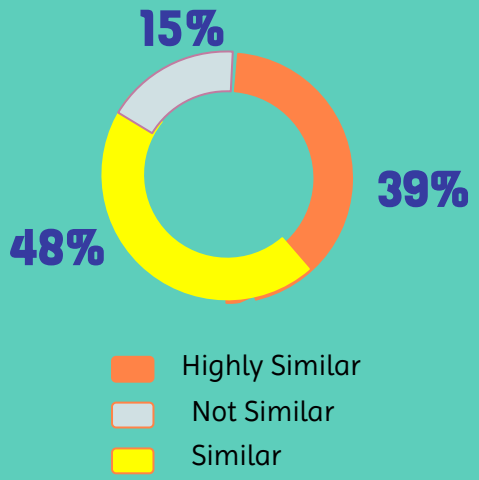
Distribution of Relatability



This ad has an overwhelming response for just “Similar”.

This might be since the ad is in English for which people aren't as vigilant. And the deviation from regular Indian English is quite subtle.

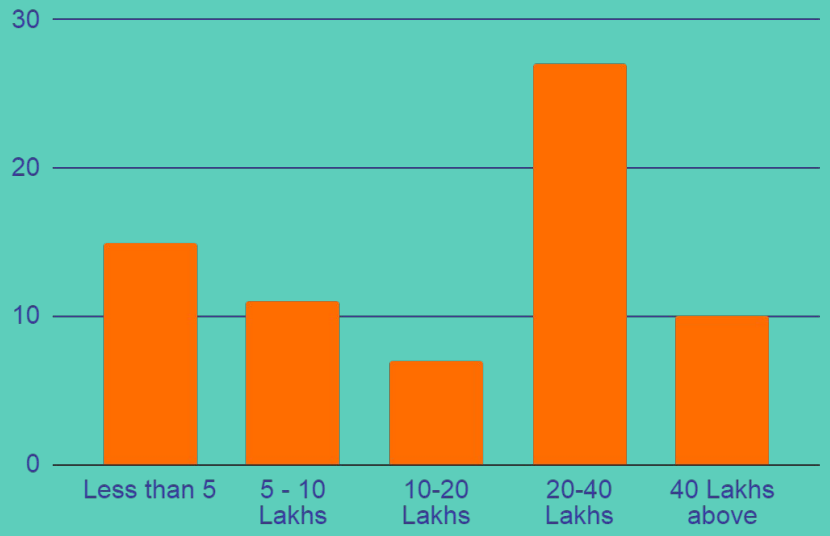
English Analysis#2



Forevermark

This advertisement shows a rich and luxurious Diamond Manufacturing Company.

Observation



Distribution of Relatability v/s Income Range

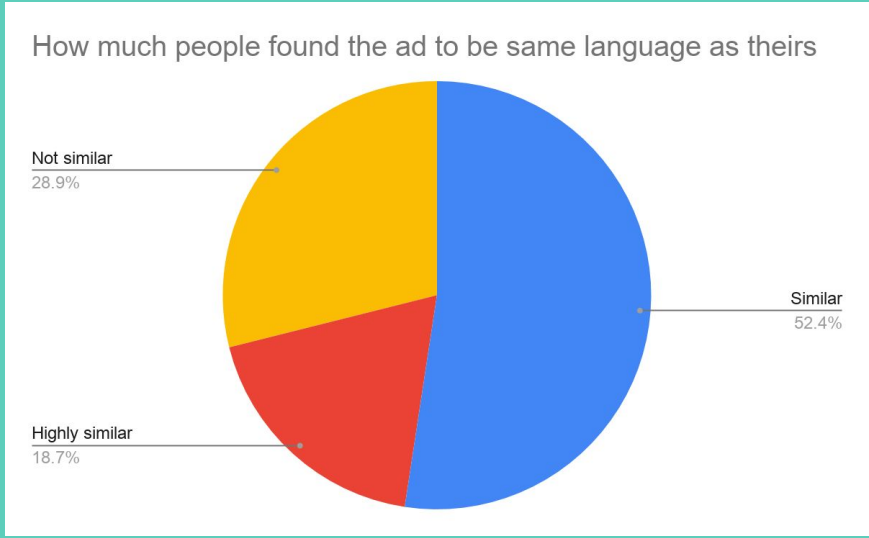
The relatability to the Forevermark Advertisement comes from people in high earning range[except for Students who are themselves earning <5 Lac]

Observation

Distribution of Relatability Of females

The advertisement was targeted towards women, and the relatability was highly similar for them.

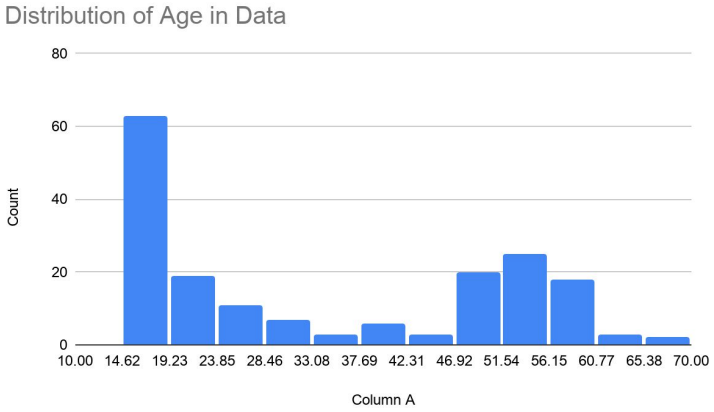
Hindi Analysis #1

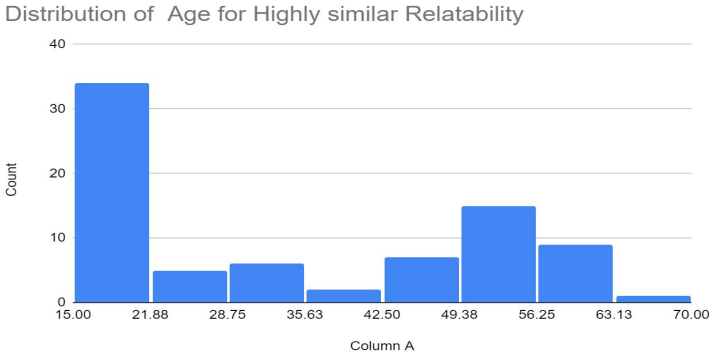


Airtel(Airtel Telecom, 2012)

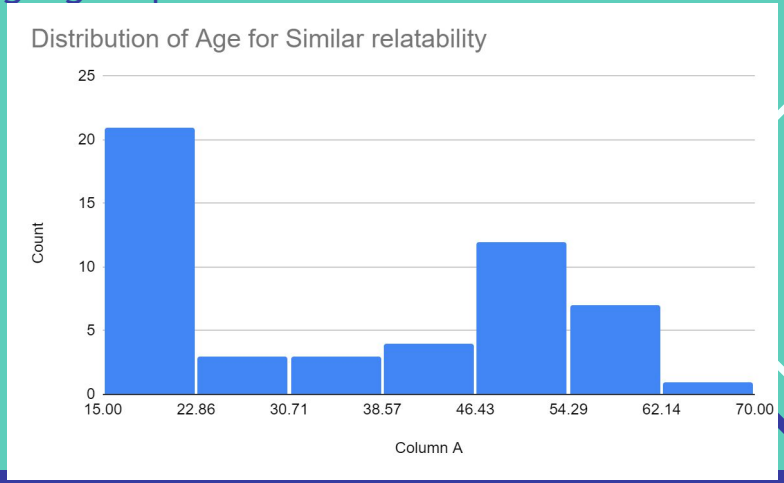
Ad is a song where the lyrics highlight the importance of friends. The ad has various slangs and terms that would be more relatable for teenagers.

Age Analysis

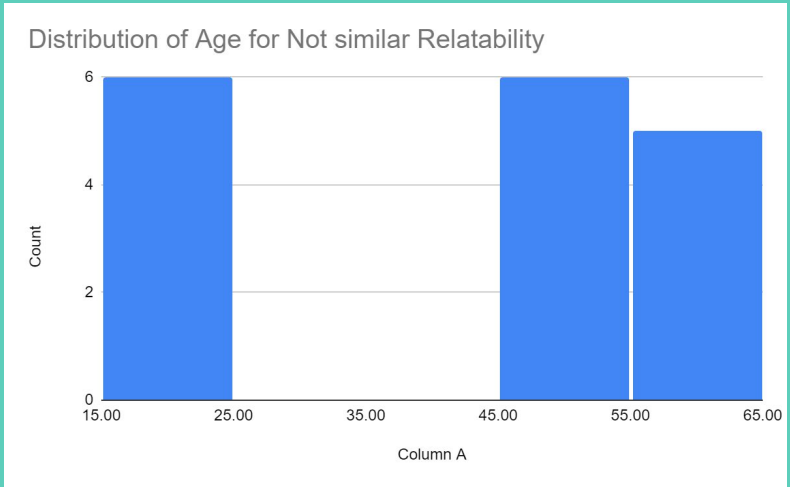




The number of responses that we received were more in the age of 15-20. We notice the the 'Highly Similar' relatability for this advertisement is in the age range of 15-20. This is because of the presence of slangs that are more relatable to this age-group.

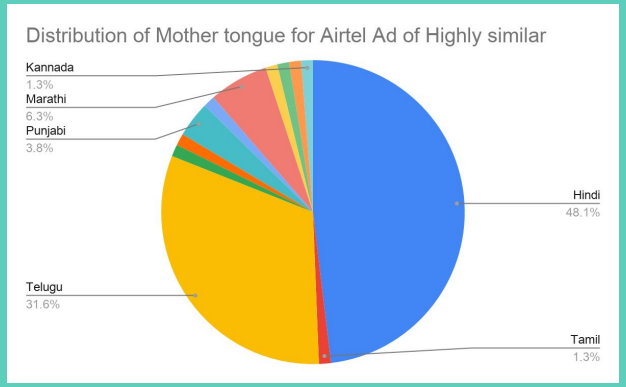


Age Analysis



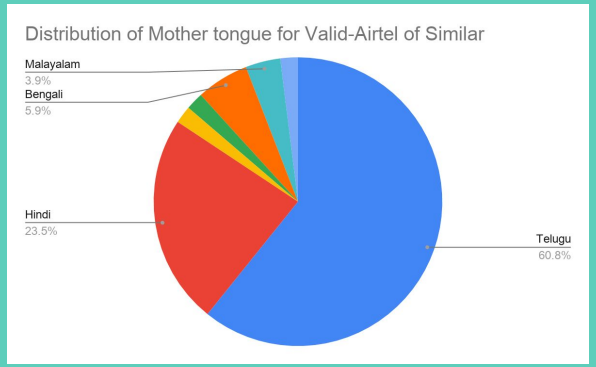
We can see that the non-relatability for the advertisement in age 15-20, despite the high number of responses is hardly 6. However, it is the same number for age 45-60, despite many times fewer responses coming from that age group.

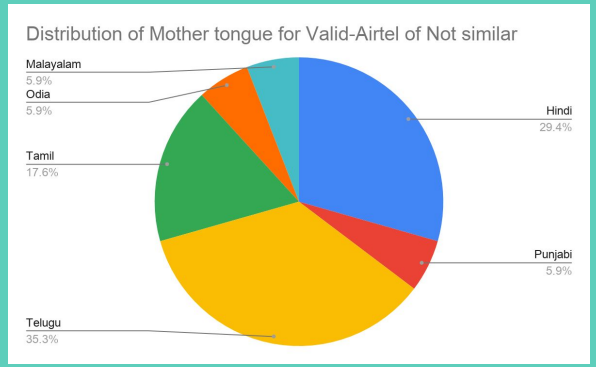
Distribution of Mother Tongue



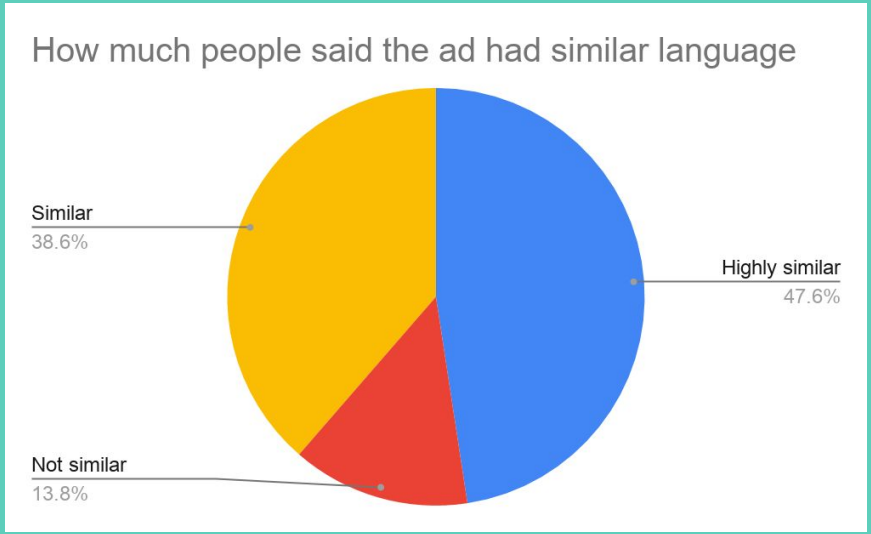
If we observe the two major languages, Telugu and Hindi, a lot more Telugu people filled Not Similar than Hindi speakers.

We observe a similar result to that of English Analysis #1 (Blackberry). Again Hindi speakers answered what we expected, but high percentage of highly educated Telugu correspondents also felt that their Hindi was similar.





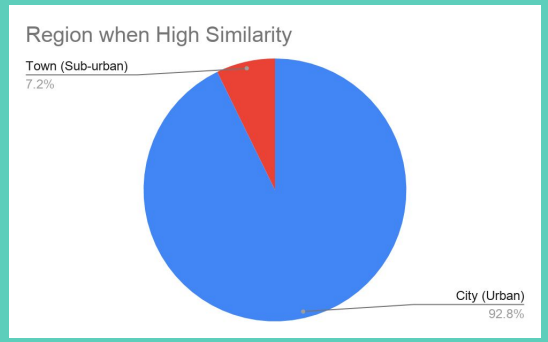
Hindi Analysis #2



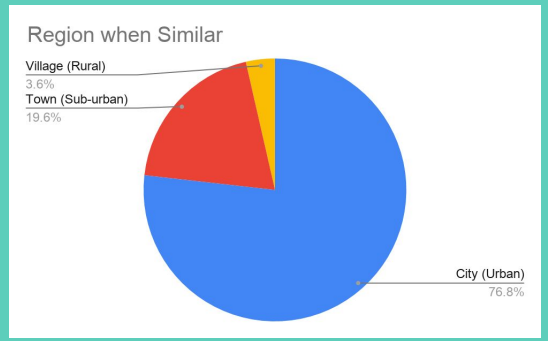
Pediasure

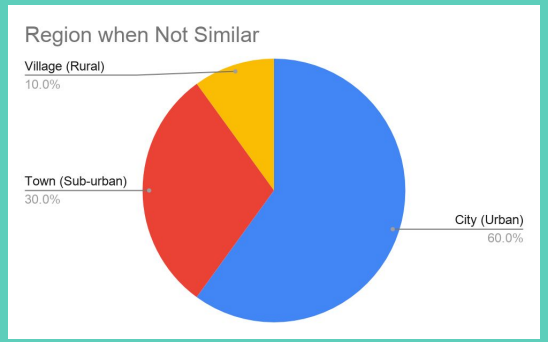
This ad sees two seemingly upper-middle class mothers concerned about the health of their children.

Region distribution

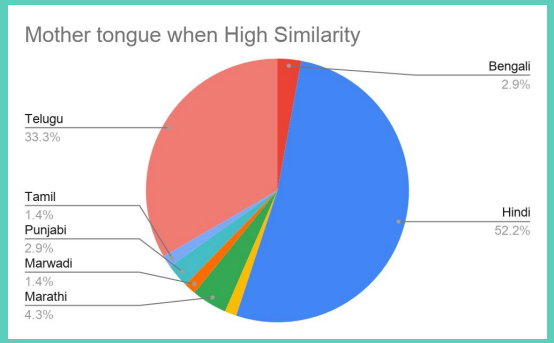


Again we observe the same pattern, as the ad was targeting urban residents, specifically middle/ upper-middle class people. Hence, the rural people have marked Not Similar for this ad as well.



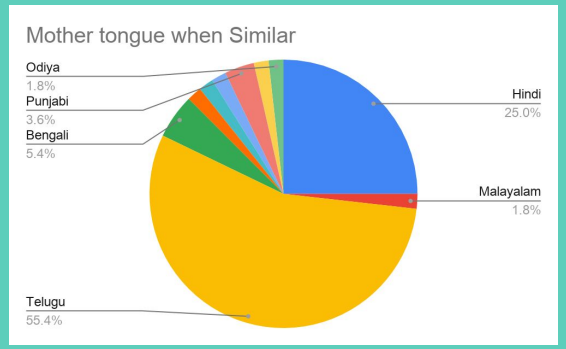


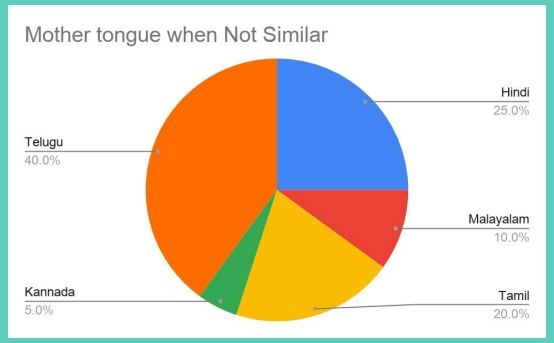
Mother tongue distribution



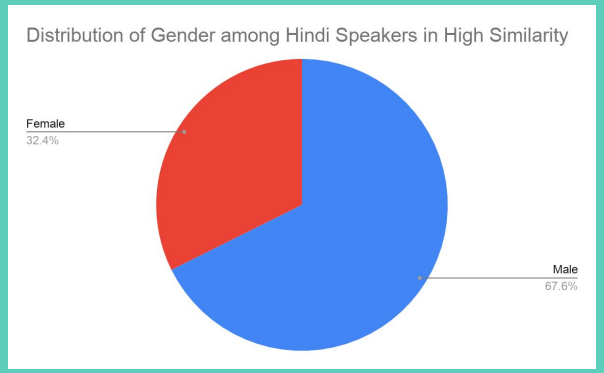
Even though lot of Telugu and Tamil correspondents knew Hindi, from this data we can conclude their variety of Hindi is not similar to the one spoken in North India.

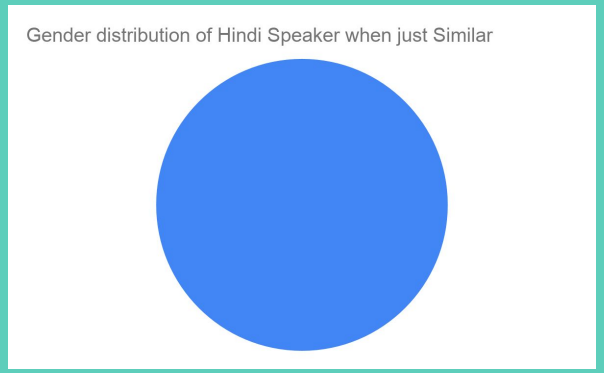
However we had more Telugu correspondents, and a lot of them were highly educated, so we can assume they might be comfortable with other varieties of Hindi.





Gender distribution

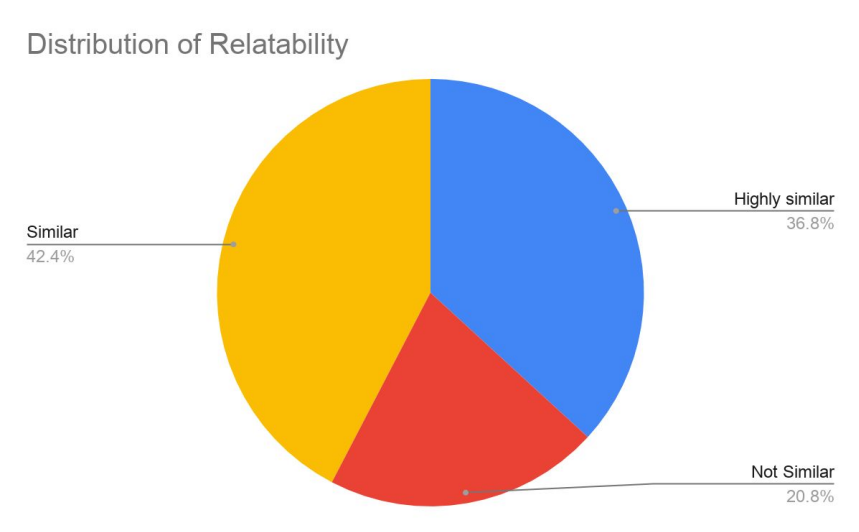




Further there was a 37% Female response for Highly Similar from Hindi participants, deviating from the global stat of 25% Females for Hindi.

Similar had 0% female response while there were only 4 Hindi speaking responses for Not Similar.

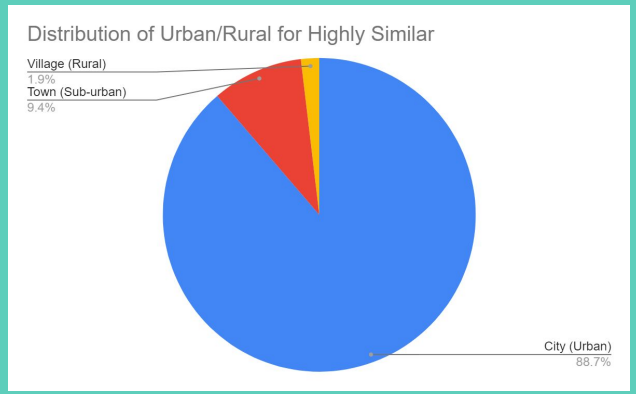
Hindi Analysis #3

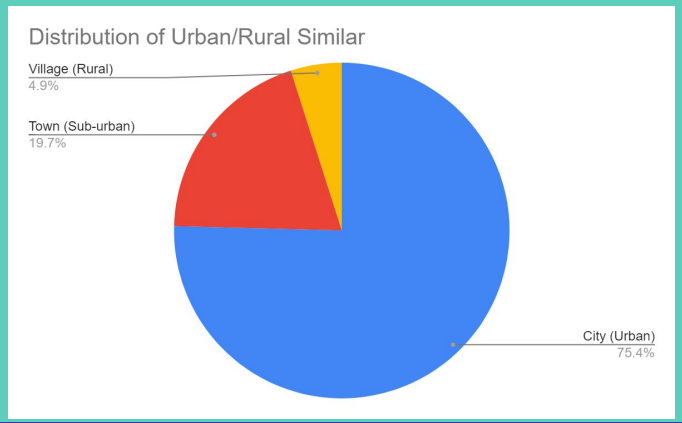


Tide

This advertisement tries to sell detergent, and shows a *Halwai* talking and being surprised at detergent's whiteness.

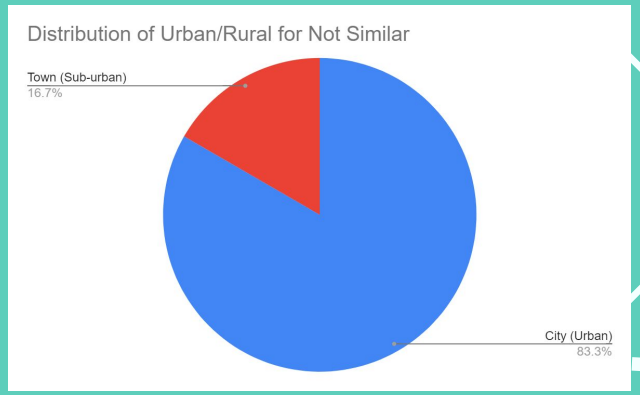
Town/Urban Analysis



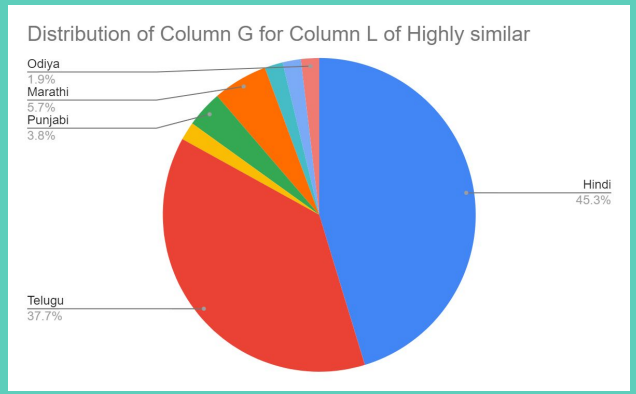


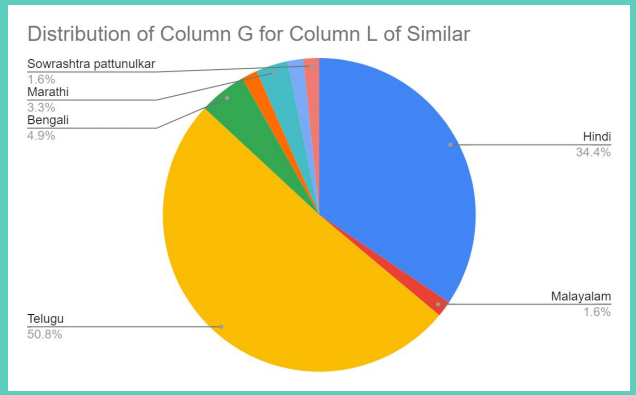
The *Halwai* uses language that is common to the Rural population of India. Our data, however is skewed towards Urban data.

We notice Rural is not present in *Not Similar*, while majority of *Not Similar* here is corresponding to city.

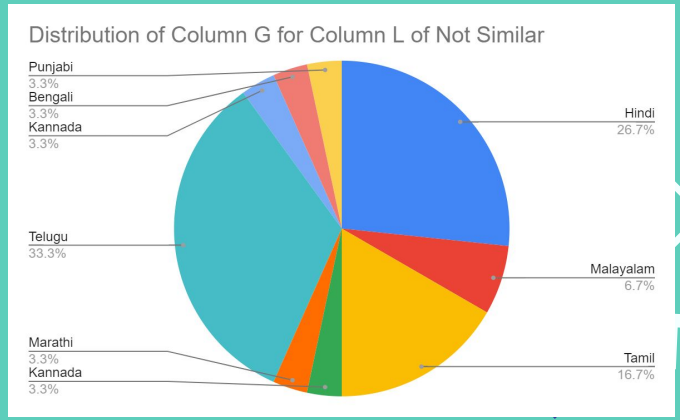


Language Analysis

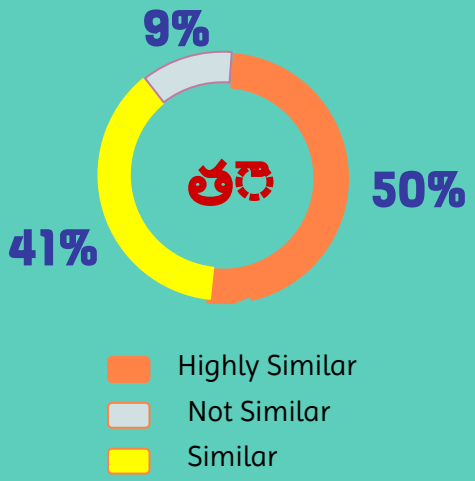




The language used by the *Halwai* is common in Hindi-speaking states like UP, Bihar. Thus, we see high percentage in *Highly similar,* but lower in *Not Similar*. We also notice high unrelatability for all Malayalam, Kannada, Marathis and Tamils, and none of them show up in *High Relatability*.



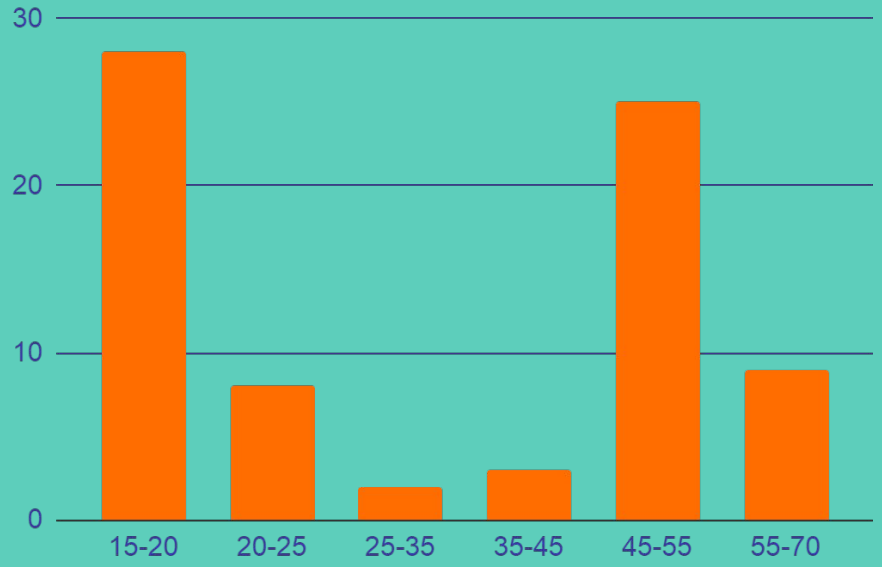
Telugu Analysis #1



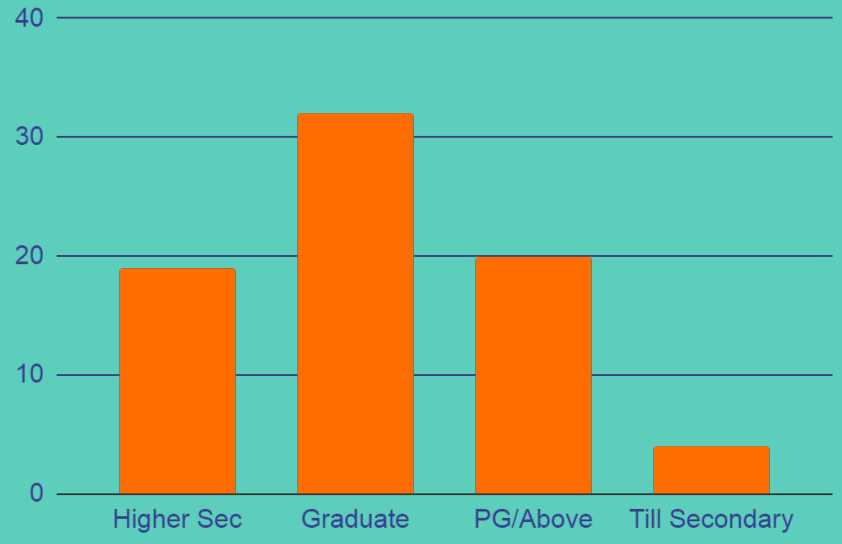
Digital India Scholarship

Ad focuses on digitalizing the process of scholarship application

Observations



Age Distribution



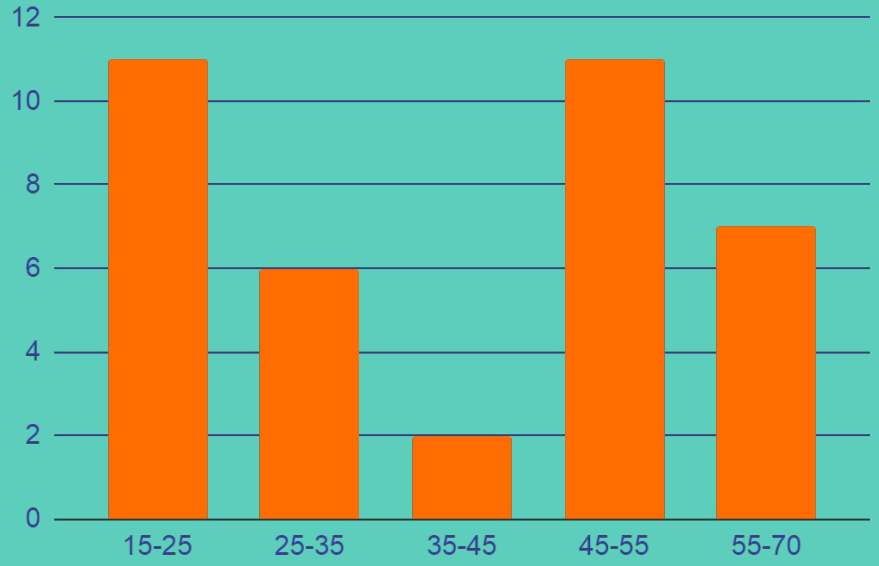
Distribution of Qualification

Observations

Distribution of Relatability v/s Qualification

More relatability of the advertisement is observed in people with higher education, which, although did not reach the target audience, shows that the register made up of technological terms is hard to relate for less educated people.

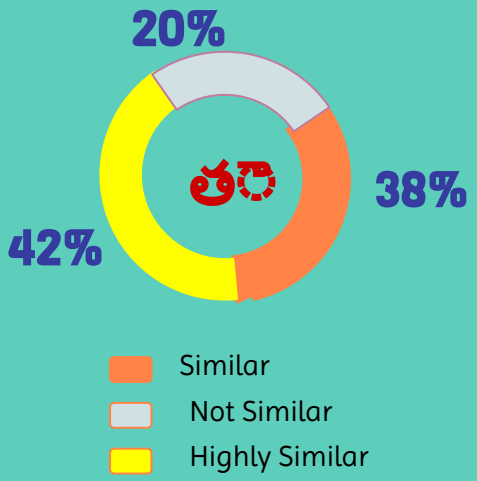
Observations



Distribution of Age v/s Relatability

We can see high relatability to this advertisement by people from teenagers and parents of teenagers. This shows the interest of target audience towards the ad.

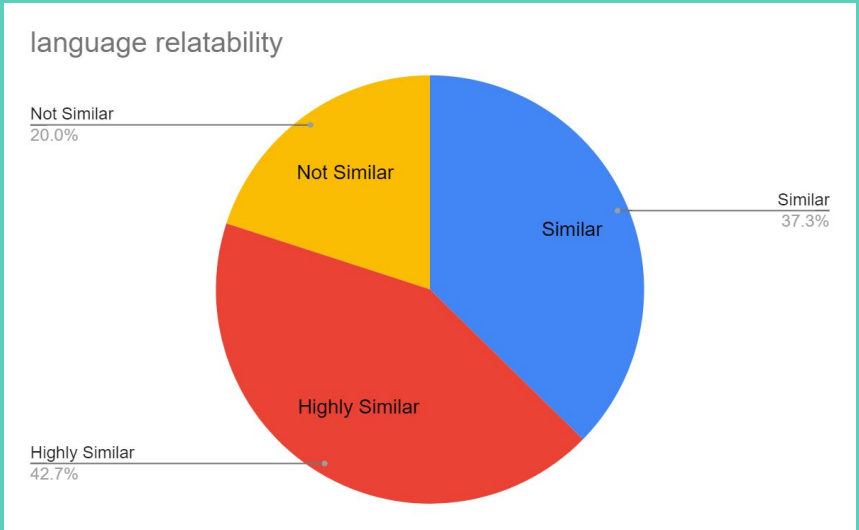
Telugu Analysis #2



Arokya milk

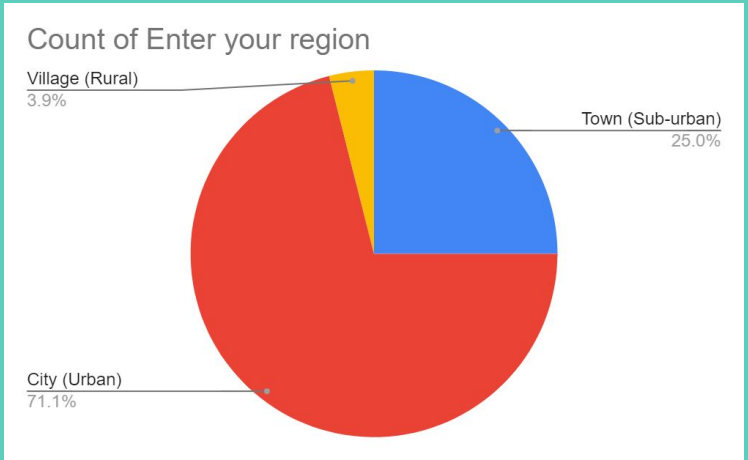
This ad is put up for the increment of the consumer for Arokya milk.

This ad basically shows how the milk is collected directly from the buffalos and then packaged after pasteurization with care and neatly. It also shows the love put into that milk by the farmers.



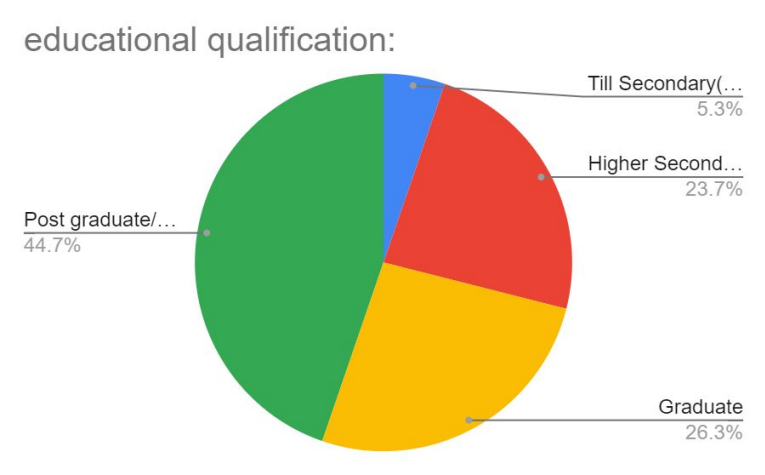
Since most the people who filled this form are of Andhra Pradesh or Telangana.
The percentage of highly similar and similar are high.
The most of the not similar is due to the people who filled the form.(like from other states).

Observations

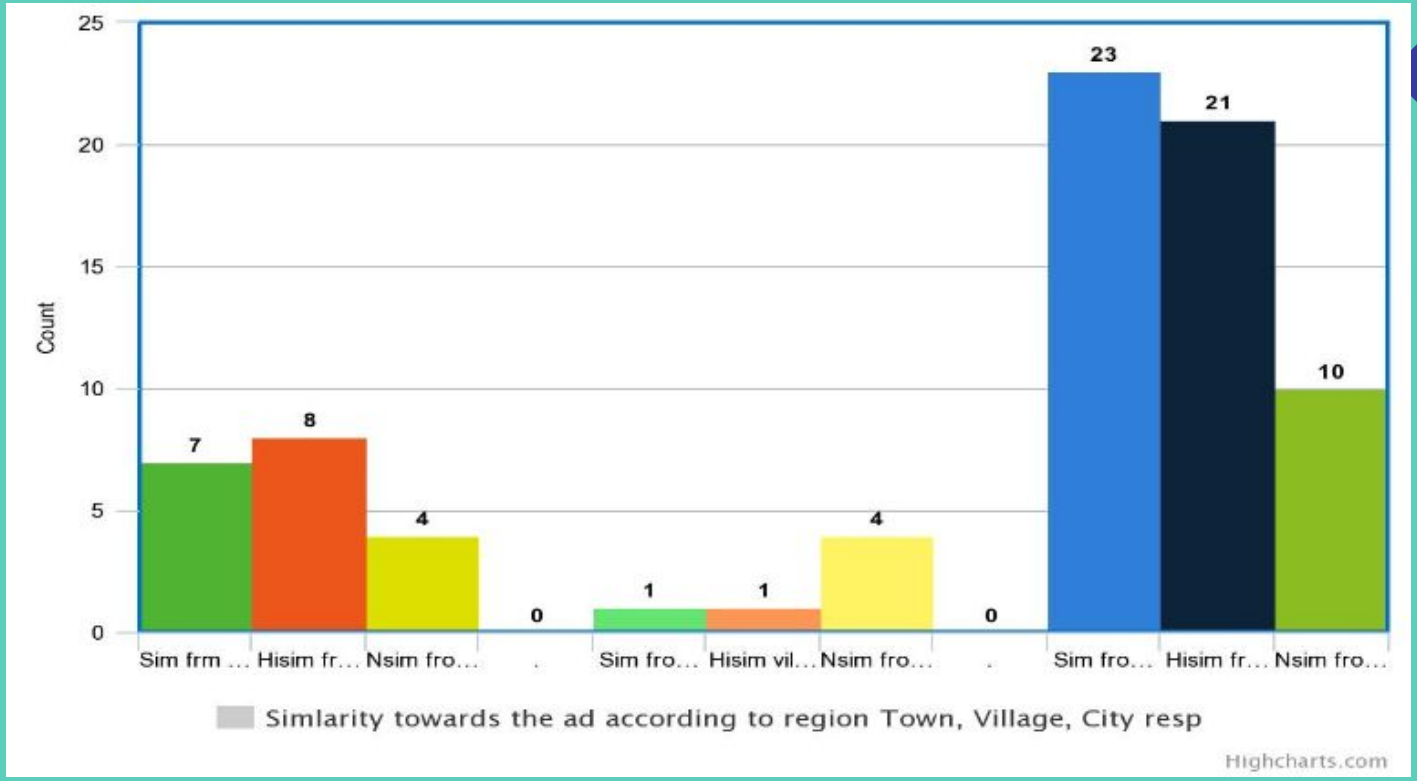


Most of the people are from cities use the packaged milk so the percentage the people using the milk city is max and in village is the least because most people in villages have cows or buffalos for farming or other reasons so they don't depend on packaged milk.

Observations



Most of the people who filled the form this ad are of graduate or postgraduate because most of them start to live their own lives.
Like living independently.
So this is relatable to parents and early adults.



As you can see from the above graph that the people from village have the most not similar percentage and for town it's avg and for city the not similar percentage is the least

05

Conclusion

Conclusion

Thus, we verified various Social Stratification categories and hierarchies that were visible in case of advertisements and Movies-Interviews-TV Series. We were also able to verify lot of these generalisations about social stratification based upon the form data that we collected.

We would like to conclude on the note that ads and other common media might help supplement recorded speech data collection. But extracting the same amount of information is difficult with just ads.

Thank You!!

Questions?