

A Study of Usage of Hinglish in Bollywood Item Songs

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Abstract

The national language Hindi and global language English have together blended to form Hinglish which is often noticed in almost every state and profession existing in India. Interestingly, the fusion is mostly seen not only in the daily accent of children, adolescents, and adults but also in the songs of Bollywood. Such audio-video productions become trendy with music beats and dancing moves of popular actresses. In this regard, an analysis of items songs of various Bollywood movies released between 2012 to 2022 was conducted for a fortnight to find out which Hinglish words in the lyrics of such songs are used as well as focus on the presentation including ambience, duration and editing techniques. Notably, Hinglish belongs to English Language Learner (ELL) which means a person learning English who has a native language which is not English. Any source of media in India is basically targeted for the audience. Connecting to this fact it is often noticed that denizens are opting Spoken English classes to enhance their speaking skills and societal image. Item songs are another source of learning for the audience who enjoy watching and listening to music. Sometimes, the influence is visible among foreigners picking up Hindi words from these songs.

Keywords: Hinglish, Item Songs, Bollywood, Usage, Words

Hinglish and Bollywood:

Hinglish is blend of Hindi and English is used in Indian subcontinent. History shows its examples in 18th century with the rising of East India Company and 19th century in the poems of Father of modern India Bhartendu Harishchandra. In the early 21st century, British linguist David Crystal at the University of Wales, projected that as many as 350 million, the world's highest number Hinglish speakers may soon outnumber native English speakers. The blend also known as Romanized Hindi is the dominant form of expression online. After the first decade of 21st century, the term is widely used on novels, newspapers, movies, and various online platforms.

In Bollywood movies specifically, items songs can be seen adapting the word frequently apart from regional languages. Research regarding the context was carried out in 22 item songs released from 2012 to 2022. The duration of these songs varied between 2 to 4:30 minutes. Not all English words used in these songs were vulgar but referred to westernization like style or brands. When observed carefully, the existence of actress was more in the chosen songs than actor as majority screened Sunny Leone and Nora Fatehi followed by Rajkummar Rao.

The purpose behind working on the topic was to find information in the entertainment aspect. However, Individual Differences Theory was applied to the study upto a certain extent. Moreover, the relevance of Hinglish in ELL was seen.

Objectives:

- To focus on the lyrics of these Bollywood items songs
- To find some similarities regarding lead artists on these songs

Research Problems

- Which English words used in the Hinglish based Bollywood Item songs?
- Which lead actor and actress are performing in majority of these songs
- What is the maximum and minimum duration of songs in in the specified decade?

Literature Review:

Dance and female sexuality have been very intimately related not only in the current period but since the mythological times in India. Being born to a Hindu family or in any religious structure, one must have listened to the numerous stories of the gods and goddesses who had their own world of comfort, luxury, and entertainment – a life not desirable for any normal human being. These stories have given a clear picture of how heaven can look like if at all it exists, or how the courts of the gods are beautifully decorated with all the luxury and comforts. But materialistic pleasure is alone not enough. So, to have some refreshment they appointed certain female court dancers who would dance to the music during a completely occupied courtroom by men. Women as onlookers or audience were not allowed. Thus, women being the subject of male gaze and objectification has not been a recent trend and the media has taken the major role in degrading the position of women through their portrayal as *'Item Girls'* in the movies and the songs (Mazumder, 2018).

Bollywood films have for many years made use of item dances for spectatorial entertainment even though they are not consequential (Kamble, 2022) to the plot or the primary narrative. Established filmmakers directing big-budget films make use of these dance sequences performed

by women who are crudely referred to and known as item girls. Since they have evolved into key variables in mainstream big-budget cinema, these item songs and dances call for critical evaluation.

Originated in the 1970s, the gaze is a term that describes how viewers engage with visual media such as advertisements, television programs, and cinema to have both mental and physical satisfaction (sub)consciously. Likewise, satisfying the patriarchal ideology, the male gaze invokes the sexual politics of the gaze and advocates a sexualized way of looking that empowers men and objectifies women. In the male gaze, the woman is visually positioned as an object of heterosexual male desire where her feelings, thoughts, and own sexual drives are barely important than her being framed by male desire (Loreck, 2016).

Around the world, sexual objectification is now one of the most common scenarios noticed in the songs, advertisements, TV series, and movies that help promote and establish the notion of sexual objectification of women among the communities. Kistler and Lee (2010) report that male college undergraduate students, who usually spend much of their time listening to and watching highly sexual hip-hop music videos, express greater objectification of female sexuality, sexual broadmindedness, and stereotyped attitudes relating to gender than the males who listen to and watch less sexual hip-hop videos.

A superhit song from a Mithun Chakraborty movie released in 1982 is being widely viewed and shared on short video platforms in China as a song of protest against the government's strict Covid-19 restrictions. The classic Jimmy JimmyAajaAaja from the movie Disco Dancer has become the unusual choice for citizens exasperated with lockdowns and Covid restrictions to voice their discontent with a song and dance (Patranobis, 2022).

Research Methodology:

The study focused on Hinglish based item songs of Bollywood movies released between 2012 to 2022. Mixed Research Design was adopted following Quota Sampling and Content Analysis. Songs chosen were specifically those Hindi songs wherein English words are used in the lyrics. Objectification or Sexuality factors were not taken into consideration. However, the primary narrative of the chosen songs was analyzed.

Data Tabulation and Analysis:

Seria l No.	Name of the Song	Name of the Movie	Actor/ Actress	Year of Releas e	English Words Used	Duratio n (In Minutes
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1.	<i>Anarkali</i> <i>Disco</i> <i>Chali</i>	Housefull 2	Malaika Arora	2012	Disco Baby Rock The Night On Floor Hold It Tight Tonight Hip-Hop Beat Top Trance Chance Beauty Attention Tension Touch Atom Bomb Cool Beautiful	4:45
2.	<i>Fevicol Se</i>	Dabangg 2	Kareena Kapoor Khan and Salman Khan	2012	Photo Fevicol Ready Miss - Call Daughter Quarter Fire India Alcohol Butter Cutter Faint Close Shutter Public Wait State My Gypsy With Siren Patrol	4:36

					Baby Doll Bat Ball Cinema - Hall Marriage - Hall Overall	
3.	<i>Don't Touch My Body</i>	Bullett Raja	Mahie Gill	2013	Confuse Character Don't Touch My Body Innocent Emotion Physical	2:06
4.	<i>Party All Night</i>	Boss	Akshay Kumar and Sonakshi Sinha	2013	Whisky Pack Party All Night We Do Liquor Noida Gurgaon Delhi CD Music Loud Aunty Police Daddy Message Vodka	4:00
5.	<i>Pink Lips</i>	Hate Story 2	Sunny Leone	2014	Pink Lips I Know You Want My Hello	4:01

					Naughty Missing Whole Day Love Come To Me Miss Baby	
6.	<i>Baby Doll</i>	Ragini MMS 2	Sunny Leone	2014	Baby Doll Yeah What's Up You She Put A Show Unless I Am Impress Got Go Won't Tell Mind Tell That Take Floor But Tonight No Bites Because The Wife Will Know Out To Love Balm	3:22

7.	<i>Dance Basanti</i>	Ungli	Shraddha Kapoor and Emraan Hashmi	2015	Dance Come On Type Funky Knife Hanky- Panky Hit Limit Height Address Smile Missile Gate Heel	2:18
8.	<i>Fashion Khatam Mujhpe</i>	Dolly Ki Doli	Malika Arora	2015	Fashion Passion I Am Talk Of The Town You Know Country Allergy Feet Dance Heartbeat Heat Bitter Sweet Liquor Neat Single Seat Double Total Style Queen What Mean Nation Hot	3:47

					Current Back Front Clear Signal Station Super Taste Twenty – Six Waist Paper Weight Fast London Hope	
9.	<i>I Wanna Tera Ishq</i>	Great Grand Masti	Urvashi Rautela	2016	I Wanna Baby Come To Me Why Don't You Love Boy Heaven Life Risk Go Away Only For You Body Soul Tricks Calendar Shower Mix	3:24
10.	<i>Rock The Party</i>	Rocky Handsome	Nora Fatehi	2016	I Don't Know What You	3:28

					Are Saying All Is That Come To Party Baby Wait Hey If Really Want Get Down Around Round We Go Rock Shake Your Body	
11.	<i>Piya More</i>	Baadshaho	Sunny Leone and Emraan Hashmi	2017	Move Your Body Naughty Legendary	3:58
12.	<i>Move Your Lakk</i>	Noor	Sonakshi Sinha, Diljit Dosanjh and Badshah	2017	Move Your Baby Morning Beauty Blind Mind Grind Fit Disco Hit Pendulum Handle Play Ginger Female Club	3:27

					Figure Fail Snapchat Flow Blow Kick Sick Baby Million It's Your Boy	
ind3.	<i>Aao Kabhi Haveli Pe</i>	Stree	Kriti Sanon, Rajkummar Rao and Varun	2018	Pillow Baby February Darling Dress Code Setting Dude AF ASAP Setting	3:07
14.	<i>Kamariya</i>	Stree	Nora Fatehi and Rajkumar Rao	2018	Non stop Step Dance floor famous Swag Tell Me Baby Girl What Is Your Name Repeat feeling Step Hellow	3:03
15.	<i>Coca Cola</i>	Luka Chhupi	Kriti Sanon and Kartik Aaryan	2019	Beauty Opener Scene full Stylish Pant	2:24

					Bikni Phone Sip Miss call Seven up Any ways Saver Jacket This Cum Tight Proud	
16.	<i>Wakhra Swag</i>	Judgemental Hai Kya	Kangana Ranaut and Rajkummar Rao	2019	Gucci Armani check brand fashion swag Aldo bag dove black Yamaha India attitude	2:41
17.	<i>Garmi</i>	Street Dancer 3D	Nora Fatehi and Varun Dhawan	2020	Ac Fake Brake High Thermomete r December Summer Lamborghini Hummer Late Comer Million Baby Snake Foot Dress Red Velvet Cake	4:37

					It's Your Boy Sandal Handle	
18.	<i>Burjkhalifa</i>	Lakshmi Bomb	Akshay Kumar and Kiara Advani	2020	Hot Manner Banner Fashion Jenner Diamond Follow Soccer fifa Yeah Look Jealous London America	3:26
19.	<i>Panghat</i>	Roohi	Jahnvi Kapoor, Rajkummar Rao and Varun	2021	Attitude Butterfly Handpump	2:27
20.	<i>Shor Machega</i>	Mumbai Saga	Shruti Sinha, YoYo Honey Singh and HommieDilliwalla	2021	High Number Floor Wow Party Grass Booze Loose Bulb Fuse Misuse Homie Delhi	3:39
21.	<i>Coca 2.0</i>	Liger	Vijay Deverakonda and Ananya Panday	2022	Let's Go Crazy Baby Tricky Kolkata Gujarat Trippy Too	2:44

					Much Touch Coca Break Down Now Come On	
22.	<i>Firecracker</i>	JayeshbhaiJordaa r	Ranveer Singh	2022	I Hear My Heart Go Boom Like A Firecrackers Bamb She Is Firecracker Cute Heartbreak Rapper GPS Tracker Time Waste Full Energy Tantrums Baby	2:38

Research Gap:

- The words used in regional languages were not included in the research
- Only the item songs in Hinglish were chosen. However, movies in Hinglish could also be selected for the same.

Conclusion:

Based on research problems, it was found that questioning words like “Why” and “What” were often used in the lyrics of these Hinglish words. Also, “I”, “We”, “You”, “Me”, “Naughty”, “Night”, “Dance”, “Come”, “Party”, “Your”, “Move”, “Hot”, “Go”, “Body”, “Know”, “Want”, “My”, “Mind”, “Delhi”, “To”, “Boy”, “Rock”, “Baby” was used frequently. Interestingly, such words are spoken by common people regularly. Among actresses and actors, Sunny Leone, Nora Fatehi and Rajkummar Rao were screened more. It clearly signifies that women as sexual or entertainment objectification are shown more than men. Whereas the duration of these songs varied from 2:18 to 4:45 minutes respectively.

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