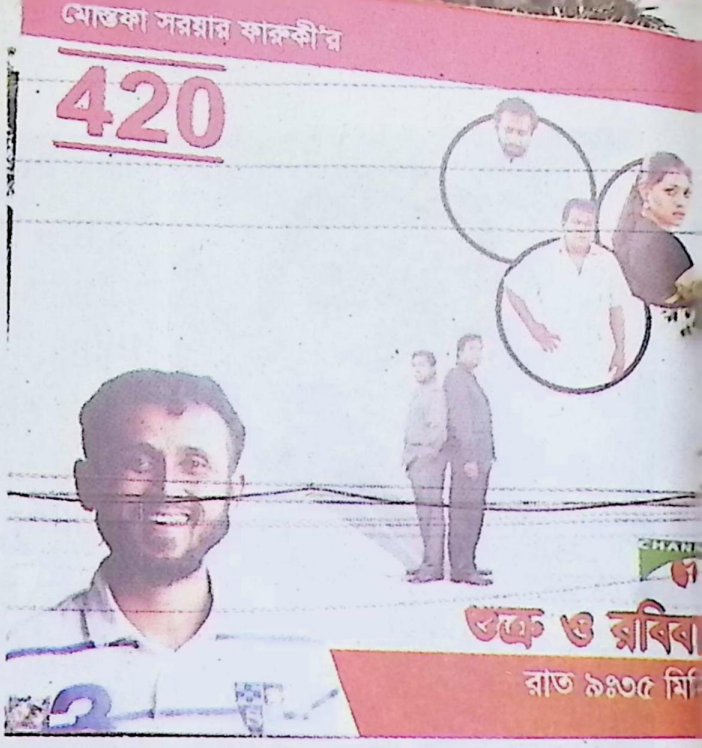
chop off several dialogues, characters and even plots from many world-class novels, films and paintings."

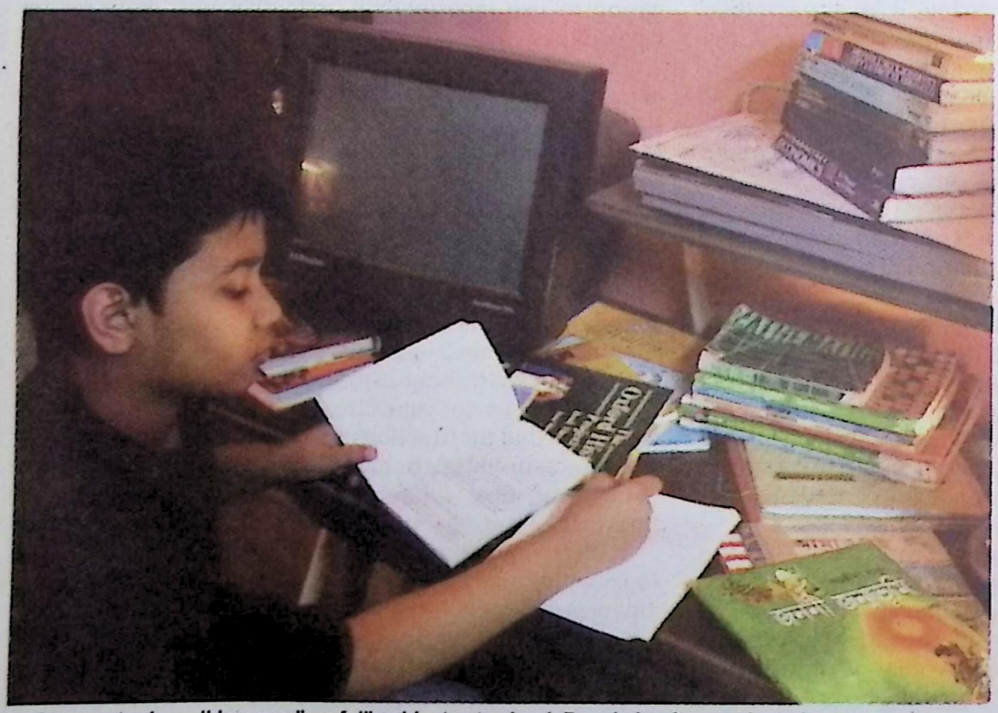
Media effects research has found that the portrayal of violence or other negative behaviour may encourage the audience to imitate it, especially if it is shown as positive and glamorised. If the actions are shown to have negative consequences, however, it will act as a deterrent. But, according to Farooki, the language he portrays in his works is not something he considers "bad" and so he does not feel the need to depict it in a negative manner. "People who are afraid of the future of Bangla as a language should shift their attention to the invasion of English and Hindi, not our very own diversified Bangla."

In a society where a whole generation of youth have come to be referred to as the "djuice generation" (in reference to the particular jargon used in advertisements of a cell phone package meant for young people), however, it is difficult to deny the powerful role of the media as an agent of socialisation. For parents whose children are growing up exposed to "habby joss" "jhakkas-jhakanaka" "jotil prem", the onus falls largely on the media and its heroes to set an acceptable standard of language from which their children can learn.



A huge billboard in the city advertises Farooki's new TV serial "420".

The media are not the only ones to be blamed, however. After the boycott of English for a time, it was found to be an important tool for survival in the outside world and, for many, bringing English back has meant Bangla fading into the background. Even children who have lived abroad all their lives sometimes know better Bangla than children who live here, because they are sent to Bangla schools to learn the language, and parents make a conscious effort to teach them and keep alive their mother tongue. But in Bangladesh, Bangla does not seem useful enough and, in our busy lives today, other interests and forms of entertainment seem much more exciting than reading a book in any language.



In the race to do well in more "useful" subjects at school, Bangla is often neglected.

Elora Karim, a student of an English-medium school in Dhaka, does not do as well in her Bangla language course as she does in the others. She feels that reading can improve her own writing, but she would rather watch television than read a book. Her mother worries about her daughter not only because her grades on average come down because of this, but also because she will have to live in this country and needs a basic knowledge of the language in order to function in society.

But in English medium schools, Bangla is more an occasion-based language, with students singing and reciting poetry in Bangla at