

Title: Phonemic shift in Majhi Dialect of Pakistani Punjabi

Abstract

Language plays an important role in developing thoughts and culture of an individual (Whorf, 1956). The individuals' identity is the product of reality constructed by language. In the era of globalization cross culture variation has increased the language shift economy leading to immigrant identity resulting in psychologically restrained identities.

Objectives:

This paper aims to unveil the patterns of language shift, resulting in phonemic shift in Pakistani society. Language shift, particularly from mother language to foreign language, i.e. Pakistani Punjabi to British English, has been taken into consideration. The paper also highlights the effects of language and phonemic shift in Punjab, Pakistan. The risk of endangerment of language and cultural heritage, presupposes risks of exclusive identities.

Methodology:

The disturbed identities in particular, the exclusive Punjabi identities were taken as sample for the study. The individuals for sample have been selected through convenient sampling technique. The Verticalization model of language shift by Brown, 2022 was used for the research. The vertical sphere as explained by Brown extends the usage of dominant language. Open ended interviews were conducted to find out phonemic shift of Punjabi phonemes and their effect on individual identity.

Results:

The results revealed that many of the vowel sounds in Pakistani Punjabi shifted to British localized vowel production.

Significance:

This study is significant for language shift leading to phonemic shift studies contributing to the narrative of identity issues.

Keywords: Language shift, Phonemic Shift, Punjabi language, English, Migrant identities, Exclusive identities, Verticalization model of language shift.