

PHENOMENA OF LANGUAGE SHIFT: A STUDY OF PUNJABI LANGUAGE IN DISTRICT KHUSHAB

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Received: 20 July, 2023

Revised: 21 August, 2023

Accepted: 29 August, 2023

Published: 02 September, 2023

ABSTRACT

Punjabi, the most widely spoken language in Punjab, has unfortunately lost its magnetism and importance in recent times. The younger generation appears to lack enthusiasm for this beautiful language, and even the elders are not too keen on passing it down to their off springs. This study aims to find out the attitude and perception of the Punjabi speakers about the Punjabi language in District Khushab. The study aimed to identify the key factors contributing to the shift away from Punjabi language. The selection of participants is based on their residence, gender, and age, and the survey explored various aspects of the respondents' relationship with the Punjabi language. They were asked about their preference for Punjabi as their native language, whether they speak it at home, their feelings of pride or hesitation when speaking Punjabi, their willingness to pass it down to future generations, and whether they believed that the educational system was responsible for the decline of the language. Surveys, semi-structured interviews, and recordings of informal conversations are taken as data collection tools. Additionally, the study found that while most respondents viewed Punjabi as an integral part of their culture, they felt that it was not receiving the recognition it deserved within society. Nonetheless, the vast majority expressed their beliefs to safeguard and promote Punjabi language for future generations.

Keywords: Punjabi language, language shift, preservation, attitude, District Khusab

INTRODUCTION

The present study highlights the main factors that cause the language shift of the Punjabi language in the District Khushab. Language shift is sometimes the cause of language death when people give up on any language for a long time and the upcoming generation is not fully aware of this language. According to the survey 2017 the total population of Khushab is 1.281 million and according to Pakpedia Punjabi is the native language of 97% of the total population. This study will trace out the perception and attitude of the people towards their native language and which social factors are involved in the language shift in Khushab and encourage the generation to maintain their mother language. The shift of the Punjabi language is quite a

wide area of discussion which depends on the choice of speakers in that area. In addition, language shift is the term in which the people of that community and society give up their native and mother's language and shift their mother's language to other languages. The people of society shift their language and chose new language according to their own choice Holmes (2017). Language maintenance is a term used to describe the phenomena in which the speakers maintain their language with the competition of other dominant languages (Pauwels, 2004).

Pakistan is a multilingual society where the people are distributed into various languages, English is the official language, Urdu is the national language and

the religious language is Arabic four provinces have their native language if we talk about Khushab Pakistan, the main language is Punjabi but the people also speak Sariki and Punjabi. English is the most popular language all over the world but it also becomes the most powerful and famous language of the upper class in Pakistan. According to Fishman (2006), the shift of language occurred due to the concern of authorities because the authorities want to improve the community's languages.

Language shift occurs in the third generation when the new generation is unaware of their mother's language. Language shift does not usually occur due to political and economic changes but it also occurs within centuries, and due to linguistical change (Holmes,2017). The Punjabi language has much important in the world this is not only spoken in Asia like India and Pakistan but the Punjabi language is also spoken in America, Canada UK, and many other countries where people are present who belong to Punjabi society (Singh and Lehal,2006). It has seemed that people are not showing a positive attitude toward their native language. Even though people are not serious to promote their language and consciously losing the charms of their mother language in different areas of Pakistan, Zaidi (2010).

Language Shift and Language Endanger

Language shift is a phenomenon that is related to the reduction in the use of language among a specific group of people and language loss refers to reduce the proficiency and importance of language in particular individual and area, (Nijmegen,1996). Language shift is related to the loss of linguistics skills between the speakers. Furthermore, Language shift is decline of linguistics skills both in speech community and individual of community (Clyne, 1991).

There are five steps that cause of language endangerment (Machmoed2008) and these steps are based on the significant study of Stephen Wurn, (2007). Potentially endangered language: This kind of language endanger is usually happened due to the specific factors like economic and social, when the native language is left behind because of these factors and people show their interest in advance languages. Endangered languages; are near to the death of language in which a very small population of community are using their native language. Serious endangered language; is a severe and threatened to be

death of native language because the native speakers are old and new generation are not interested to speak their own naïve language. Moribund language; is near to the death of language when the only few old members of community speak their mother's language. Extinct language; is almost died language and no longer used by the speakers.

Clyne defines language shift is a phenomenon that is still vague. Clyne (1991, language shift is shift of main language to the dominant language and this shift is happened to the one and two languages and many times between in three to four languages and its linguistical skills. People are shifted their language due to the several reasons like social, political and psychological pressures, and sometime people acquired other languages due to the others reasons like migration, colonization, disasters and due to the involved of some cultural aspects. Edward (1985), defines two level of language shift macro-level and micro-level. Macro-level of language shift is acquired between two different social groups and two different communities who have different political and economic background. Micro level is accrued when the minority group of people want to build their relationship with the larger community. Crystal (2003), defines that the language shift is usually acquired between immigrant communities and this language shift is might be sudden and gradual because of their own choice.

Status of Punjabi language

Punjabi is most popular language it is not only spoken in Pakistan and India, but also it is widely spoken in European countries like Canada, London, America and many other countries where the Punjabi speakers live (Singh & Lehal ,2006). In Asian countries like India and Pakistan Punjabi is spoken in many areas, for example in Pakistan Punjabi speakers are lived in West part of Punjab province and in Indian the Sikh who live in East Punjab of India. Furthermore" Gurmukhi that is spoken in Punjab India and" Shahrukh" that is spoken in Punjab Pakistan (Kumar & Josan ,2010).

In Pakistan Punjabi is mother and native language of people who live in West Punjab of Pakistan, even though Punjabi is provincial language of Punjab Pakistan, (Mannan and David ,2014). Punjabi language in Pakistan is written in Arabic scripts like right to left, and this Arabic written script is called

Shamakhi, Punjabi language is also member of Indo-Aryan family (Riaz,2011).

Although the members of Punjabi speakers are larger than any other language of Pakistan but Punjabi language has not achieved the official status and it cannot be become the national language of Pakistan, (John,2015) Punjabi has not achieved the official status of nation language and this fact is main caused of Punjabi language endangerment, according to the article 251 the provincial language should be motivated on province level and national assembly should measure the status of national language, (Rana, Aslam and Abbas ,2011).

Although Punjabi language has beautiful and attractive dialect and accent but due to the passage of time Punjab language has been losing its status ,it is native language of most of the province of Punjab Pakistan but the speakers are not showing serious attitude toward their native language and they show their interest in other languages like Urdu and English instead of their own native language ,this neglectation about the native language is main Cause of Punjabi ;language shift ,(Zaidi 2010).Punjabi is most famous mother’s language of the world, it not only speaks in Pakistan and Indian but it speaks all over the world, Punjabi language as a mother tongue is ranking 12th among the twenty languages of the world, (Mathews,2003).

Table 1.1
Population of different languages spoken in the world (Mathews,2003)

Language	Ranking	Number of Mother Tongue Speakers (millions)
Chinese	1	1000
English	2	350
Spanish	3	250
Hindi	4	200
Arabic	5	150
Bengali	6	150
Russia	7	150
Portuguese	8	135
Japanese	9	120
German	10	100
French	11	70
Punjabi	12	70

BACKGROUND OF STUDY SITE

In the province of Punjab Pakistan Khushab is a district. Kush-ab means” metha pani” In District Khushab Pakistan almost 96.8% speak Punjabi and Punjabi is their native and mother’s language, people are from three districts of Khushab speak Lehndi.Awankari and Sariki as well. People who live in Noshera and Soon valley speak Awankari.Lehndi or Shahpuri dialect is commonly spoken in Juharabad, Mithatiwan, Quaidabad and Kadhi rivers sides. Therefor the culture and language influence have been seen in Khushab and its adjoining areas Malik (2020).

Table 1.2
Detail Population of District Khushab Census 2017.

	Rural	Urban	Total
Population	928469	352830	1281299
Male	461052	177019	638071
Female	467406	175775	643181
Transgender	11	36	47
Household	153048	58638	211686

The foundation of Khushab was laid by Sher Shah Suri and the salt rang in district Khushab has a historical history of many years. Punjabi language is also part of history, and it is an ancient language. Almost 24% population of District Khushab lives in urban area and the rest of population live in villages and their own Dera jaat. Although the native language of Khushab is Punjabi but the migrated people who live in urban area of district Khushab speak Urdu with their kids, despite of living in the different area and using of different dialects, they live with peace and harmony without any partitions, (The Express Tribune,2020 cited in Saeed Awan, 2022).

The Decline of Language Terminology

In this era the languages of all over the worlds are under the extinction (Krauss,1997), and due to the globalization and economic status the languages are losing its diversity day by day. (Krauss,1997) clears that not only the local languages but also most dominant languages are under threat for example, the Indonesia language “Javanese” has 85 million speakers are under the threat of language shift.

In 1950s and 1960s the phenomena of language shift are widely spread all over the world and the center position of language shift is example of how social factors, cultural change, political status and globalization are caused of language shift (Gal

,1996).According to the researcher they use different name like death, lost and threat in the process of language shift, for the study, the researchers use different methods and techniques to evaluate the phenomena of language shift, (Ibid,587).Many researchers define that the language live and language die with the ignorance of speakers, furthermore the researchers use different metaphor for language shift like decline, death, threat, conflict and language endangerment, the language shift is depended on the speakers their interest and practice toward the language, (Woolard,1989).

SPEAKERS ATTITUDE IN LANGUAGE SHIFT

Language attitude play a vital role in language shift it determines the attitude of speakers towards their language and also defines the signification of language and the major factors that are involved in the language shift, and these factors influence the attitude of language shift (Bissoonauth,2011). People speak different languages, and they use different dialects that show the attitude of people towards their native language; People's attitudes towards their language help to measure the validity and proficiency of language measures the scale of language status, different factors, and attitude of language observe the rural and urban status of language and its use, all languages that are spoken in specific area defines the attitude of speakers,(Ladegaard, 2000). language attitudes and the link that measures the language validity, language attitude, and status have been measured through the matched-guise tests,(Lambert,1967) matched -guise technique used to measure the attitude of speakers through their conversation it does 'not measure the attitude of language itself (Edward, 1982).

Language attitudes have many complex elements to define and elaborate, and it specifically define the gender of its speakers (Lawson and Sachdev,2000). Students towards their language holds a prestigious attitude, and language attitude plays an essential role in shaping and building a specific language status for school learners (Shameem 2004). So, language attitude plays a vital role in measuring language status and proficiency, and every language has a different attitude that shows the validity of its language.

STATEMENT OF PROBLEM

Punjabi is the most popular language of Punjab, but it has lost its charm and status in Punjab for some reasons. New generation has not been showing a positive attitude toward the Punjabi language even the elder members of Punjabi society are not interested in speaking Punjabi with their offspring. The attitude of Punjabi speaker toward their mother language may lead to language death. The present study finds out the attitude and perceptions of Punjabi speakers toward their native and mother's language, and trace out the main reasons that are involved in Punjabi language shift

SIGNIFICANCE OF STUDY

The main aim of this study is to highlight the significance of the Punjabi language and discuss the positive aspects that cause of preservation of the Punjabi language. and also encourages the Punjabi speakers about their native language, and they will show loyalty toward their language. The government and media should play a vital role in preserving Punjabi language. The role of Media has a quite positive impact on the preservation of Punjabi language; it shows the positive aspects of Punjabi languages, media should telecast Punjabi serials, songs poetry and Punjabi culture and language and inspire the people about the importance of Punjabi language and attract them toward their Punjabi culture and Punjabi language, because the preservation of Punjabi culture is also the preservation of Punjabi language.

The current study defined the attitude and perception of Punjabi speakers about their native language. It also finds out speakers' positive and negative attitudes toward Punjabi language living in the urban and rural areas of District Khushab. Furthermore, the young generation is motivated by their native language which inspires them to speak Punjabi without hesitation and shyness. In this way, the Punjabi language will be sustained for a long time to preserve the Punjabi culture because culture and language are interlinked.

OBJECTIVES OF STUDY

The main objectives of the research are

- 1) To find out Punjabi speakers' perception about Punjabi language's status in urban and rural area of district Khushab.

- 2) To find out people's attitude toward their native language in urban and rural area district Khushab.

RESEARCH QUESTION

- 1) What is the perception of speakers toward Punjabi language in urban and rural area of district Khushab?
- 2) What is the attitude of Punjabi speakers toward Punjabi Language in urban and rural area district Khushab?

LITERATURE REVIEW

This study is focusing on the Fishman's framework (1991,2001) that is based on the language shift and language endangerment. Some of the social, political and cultural factors are main cause of language shift and language endangerment, he elaborated that the human values and cultural status of communities must be analyzed and observed these factors that are main part of language endangerment, (Fishman ,1991). Yasmeeen (2011) defines the attitude of people play an important role in language shift, People are more interested to learn English and others languages instead of Punjabi. The attitude of speaker plays a crucial role for the preservation of language, but the speakers of Punjabi language are not showing positive attitude toward their Punjabi language their attitude is not showing loyalty about Punjabi language as a result the Punjabi language is losing its charm and moral day by day due to the negligence of Punjabi speakers, (Nazir, Aftab and Saeed ,2013) .According to Gilani and Mahmood (2014) the status of Punjabi language is declining day by day because it has been many times since the publication of Punjabi language is not promoting. Qodriani and Wijana (2020) define that during the covid -19 there are a lot of language change have been seen in many countries, this study is based on the pedagogical change of language, during the pandemic the internet and social medial are widely use buy students and scholars. Students and scholars spend their time on internet so the use of excessive internet and media it develops the interest of student to learn and speak different languages that is main cause of language change and language shift. This study is based on the pedagogical communication of media that is cause of language change due to pandemic and social change in societies.

Veettil, Binu and Karthikeyan, (2020) conducted study on the language shift and language maintenance of Keralites in Oman. Keralites are the Malayalees who live in Oman. Data collection for this study is based on interviews and questionnaires. In this study they analysis the attitude of speakers towards their language in which the role of parents, family background, religious factors, attitude of speakers and role of modern academic programs play a vital role in language shift. The immigrant people of Malayalees who live in Oman have been adopting two or more languages due to the cultural change, they acquired Hindi, English and Arabic language. Most of the Indians who have been occupied in Oman speak Hindi and English. The study defines that the people of Malayalees who live in Oman their children and families speak Keralites at their homes, People who come from India speak Hindi and for the economic change People speaks English. So, the main reason of language shift in Oman is multilingualism. People are interested to speak two and more language due to the different circumstances and cultural changes in the Oman.

METHODOLOGY

The present study is based on qualitative research design, in this process the primary data was collected through the discussion and semi structured interviews of Punjabi speakers of Khushab.

COLLECTION OF DATA

Quantitative research is based to analysis the negative and positive aspects of the Punjabi language. Qualitative research traces out the different domains of Punjabi speakers in Khushab, positive and negative attitude of speakers towards their language, perception of Punjabi speakers in Khushab. Qualitative research is also inquiries the total population, score and grounded data of population and sample.

Semi structure interview is most appropriate method of collection of data, participants are consisting on three families from urban and three from rural in which the participants are free to define their point of views according to their own perception. The primary tool of semi structure interview was recorded through phone record and the second process the participants point of views were recorded

on the note book that are helpful for the deep analysis of the study.

Interview questions are based on age role of parents, current education system, language policy attitude of speakers and perception of speakers toward Punjabi language. Personal opinion of the Participants, what they feel and what they behave according to their circumstances. In qualitative research people are free to define their thoughts, attitude and their own perception. Qualitative research is based on the three main domains first it defines the cultural values of people and society ,second identification and recognition of the Background and third how things work in the given criteria ,environment and the society where the people live ,it also defines the cultural ,religious ,and political backgrounds of the society, attitude and perception of speakers and highlight the specific features that are involved with the previous history of that society .qualitative research defines the major characteristics of class ,gender ,beliefs cultural values and identity of the society and its people.

THEORETICAL FRAMEWORK

The analysis of current study is based on the Expanded Graded Intergeneration Disruption Scale (EGIDS), that introduced by Lewis and Simons (2010). This scale is used to measure the stratus of language shift and language endangerment. EGID scale which has 1 to 13 levels and each level is based on the Fishman Graded Intergenerational Disruption scale (GIDS) that is used to measure the attitude of native speakers toward their language, language shift, endangerment and language loss. According to Lewis (2005) the language loss and language shift is occurred due to the loss of linguistically diversity and some social setting that are main cause of language endangerment. Expanded Graded Intergeneration 13 level model scale is most reliable because it contains all the features of global languages, and its five main questions help to evaluate different languages

Simon and Lewis (2010) described different descriptive categories that are helpful in the revival of language. EGIDS is more comprehensive and extensive scale that is used to categories the endangerment of language, loss of language and revival of language in very descriptive way. Dwyer (2011) defines that EGIDS is more comprehensive than any other scale, according to Dwyer EGIDS

gives fast and valid result of language assessment. Although EGIDS by Simon and Lewis (2010) was adopted to Fishman's GIDS but GIDS is more criticized scale because it has no limitation and descriptive categories while EGIDS defines every aspect of language loss, language endangerment and language revitalization in comprehensive manners.

There are various levels that are descriptively defines in t EGIDS by Simon and Lewis, (2010).1.international language that used worldwide is safe ,2.national the language used in education ,world and media is safe ,3. Reginal the language that is used in specific region mass media and government level is safe ,4.Trade the language that is used for trading person is safe ,5.Educational level is also safe,6.Written, the language in written form that is easy for everyone to read is safe,7.Vigorous ,the language the children speak as their first language is safe, 8.Threatend the few people of community like to speak that language is going into endangermen,9.Shifting is main cause of language loss and language endangerment ,10.Moribund the language is no longer use by the speakers,11.Nearly Extinct the few members like parents and grandparents speak their native and mother's language ,12. Dormant ,the language is only use to identify some specific communities but no longer use by speakers ,13.Extinct ,the language is no longer used.

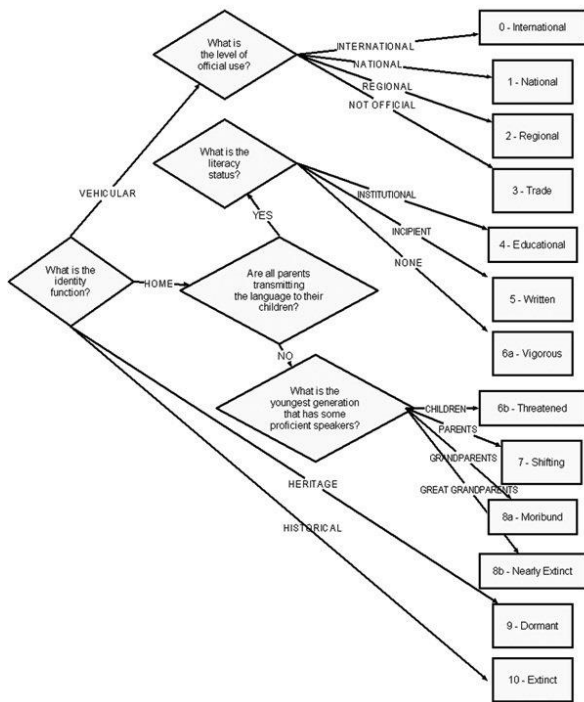


Figure 1:EGID Diagnostic Scale by Simon and Lewis, (2010)

DISCUSSION / ANALYSIS

The section of study contains the information about the semi structured interviews. The selection of participants is based on the age, gender, residence and family background. There are ten participants, three from rural and three from urban. The age of participants is 26 to 50 and they all are married. Participants have given their option according to their own perception and highlight the social factors that are main cause of language shift in District Khushab.

Salaha who is the research participants, she said “I was born and raised in Punjab and my mother’s language is Punjabi, but I used to speak Urdu at home and outside of my home. According to her she feels hesitation and shyness while she speaks Punjabi because of community and society, and she focuses on Urdu and English, she speaks Punjabi only with her grandparents but not with her children. Salaha thinks that intermarriage and social media both play a vital role in language shift. She accepted that she plays a positive role in Punjabi language shift’.

Shafia another participant who is basically from Lahore and moved to Khushab after her marriage. According to her intermarriage play a vital role in language shift. She said “her first language is Urdu but she speaks only Punjabi with her parents and in-laws because their first language is Punjabi. She never speaks Punjabi with her kid because she thinks that her kid learns Punjabi with her environment so her main focus is only Urdu and English. She said she never likes local Punjabi of Khushab. According to her migration play a crucial role in language shift, because when people move to cities, they prefer to speak Urdu and English with their kids.

Adnan who is another participant, according to him, his native language is Punjabi but he speaks Urdu, he said, he speaks Punjabi only with his grandparents. He uses Urdu language with his friends and with his non-native Punjabi speakers. One thing is more interesting that he never likes Punjabi, he thinks if he speaks Punjabi outside the home people think he is illiterate, he feels proud to be a Punjabi but he doesn’t like to speak Punjabi. Adnan also told that, he doesn’t like to watch Punjabi serials and movies, he likes to watch English movies and songs. He would love to speak English and Urdu with his kids. Adnan said being a doctor English is most important part of his life, because it is demanded of my profession to speak English and Urdu. Adnan further told that his wife has same profession and they both speak Urdu and English to each other and with their kids, they feel more comfortable to speak Urdu at home instead of Punjabi.

Table 1
 EGIDS unsafe level by Simon and Lewis, (2010)

EGID S Level	Labels	Description	Values
7	Shifting	New generation, even parents in urban area are not willing to adopt their mother’s language	Unsafe
6b	Threatened	Punjabi is only spoken by older members of urban area, but the new generation even	Unsafe

		parents are not like to speak Punjabi	
9	Dormant	Punjabi has cultural and heritage values. People feel proud to call themselves Punjabi but not willing to use Punjabi language in their daily conversation	Unsafe
8a	Moribund	Punjabi speak by only grandparents' generation rather than young and parents' generation.	Severe endangment

Punjabi with his home and outside of his home, he thinks Punjabi is a sweet and glorious language. He feels so pleasure while, he uses Punjabi language with his non-Punjabi fellows. Further, he said that he speaks Punjabi at his office and with his clients especially with elder people. He likes Punjabi poetry, songs and movie. He thinks that media should play a positive role in preservation of Punjabi language and motivate the generation about their mother's languages. Taseer moved to Karachi but he usually prefer to speak Punjabi at home and his friend. One thing is most important about Taseer that he feels proud to a Punjabi and Punjabi speaker and he likes to introduced himself as a Punjabi speaker. He further told that his colleagues and his friend enjoy and like Punjabi language.

Ali other participants from rural area has given positive remakes about Punjabi language. Being a Punjabi, Punjabi language is close to his heart and he feels no hesitation and any shyness when he speaks Punjabi put side of his home. He is determined to transmit Punjabi language to the next generation, according to hi media play its role to spread the positivity of Punjabi language and motivate the speak other languages but never quit their own cultural and mother's language. Ali and his family use Urdu and English only for study but they use Punjabi language in their routine conversation.

Amina was also concerning about Punjabi language, she speaks Punjabi with her parents, relatives and friends. According to her point of view higher education doesn't mean we forget our culture and mother's languages. She said that she has watched a lot of educated people interviews in which they use their Punjabi language. Amina hopes that the future of Punjabi language will be brighten and she will Definity play a positive role to transmit Punjabi language to the upcoming generation. Amina works in hospital and she said that she uses Punjabi with her patients, doctors and workers, according to her point of view patients understand Punjabi language more than Urdu and English. Amina further told that she likes Punjabi music and movies. She uses Punjabi with her nephews and niece, although she uses Urdu and English but her main concern to speak Punjabi language.

QUALITATIVE ANALYSIS OF RURAL AREA

This section is based on the interview of rural area of Khushab. The selection of participants was based on the age, residence, and family background, the participants were 26 to 50 years old and belong to the Rural area of Khushab.

Kausar Parveen who is rural participant was looking so ambitious about Punjabi language, she said “She feels proud to be a Punjabi citizen and she likes to speak Punjabi at home and outside of her home. She defines that she never feels shyness and embracement while, she speaks Punjabi. She speaks Punjabi with her kids but during study, she only prefers to speak Urdu and English, because this is an important tool for children to learn their national and international languages. This was quite amazing that when she said that she likes to watch Punjabi movies, song and serial with her Childers. According to her she was determined to transmit Punjabi language to the next generation. Kausar said that Punjabi is her mother's language and she loves Punjabi language, she feels proud to be a part of Punjab and Punjabi language.

Other participants from rural area Taseer, who was also determined about preservation of Punjabi language. He was born and raised in rural area of Khushab but he moves to Karachi for job and study. According to his point of view he likes to speak

Table 2
EGIDS safe level by Simon and Lewis, (2010)

EGIDS levels	Labels	Description	Values
6a	Vigorous	Punjabi is spoken by all generation in rural area of Khushab	Safe
8a	Revitalized	Parents likes to speak Punjabi with their children at home in rural area	Safe
7	Shifting	Rural participants are determining to transmit the Punjabi language to the next generation	Safe

FINDINGS / RESULTS

Attitude and Perception of Punjabi speakers in District Khushab home language in the rural and urban area of district Khushab. During the semi structured interviews, it will clear that the participants from the urban area usually prefer to speak Urdu at their home rather than rural participants, they prefer to speak Punjabi at their home. Even that the urban participants are determine to carry national language Urdu as their daily mean of communication. Furthermore, English and Urdu both languages are extremely used in their daily conversation. They are not seemed interested to transmit Punjabi language toward the next generation because of globalization, and it shows their negative attitude towards Punjabi language. According to the perception of urban speaker Punjabi language is part of their culture and heritage, but it is not the part of their daily communication.

On the other hand, the attitude of rural participants is quite positive, they love to speak Punjabi at their home and outside of their home, grandparents and parents speak Punjabi with their Children and Children speak Punjabi with their parents. Even that

Punjabi language is most important language for the rural participants, they use Punjabi language in their gathering, families’ occasions and events. Rural participants think that Punjabi is not only part of their social, cultural and heritage but it also the part of their identity.

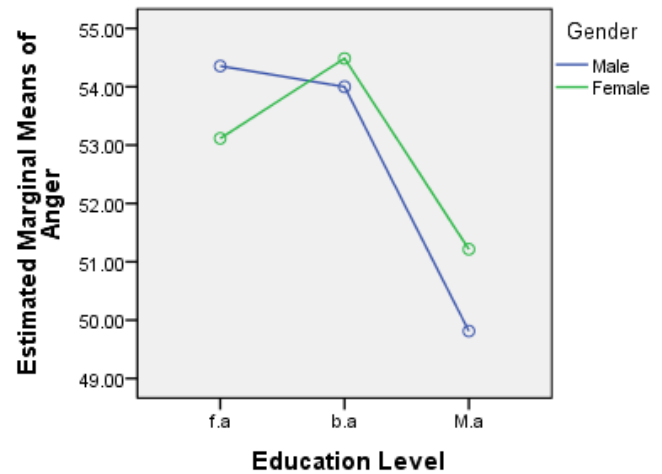


Figure 1. Graphic display the language shift according to the gender.

The graph depicts that the shift of Punjabi language is usually raise in female instead of male, the attitude of Urban speakers is quite negative in the transmission of language to the next generation, even the urban speakers included parents and young generations are not willing to transmit Punjabi language to the next generation. Parents are not willing that their children speak their mother’s language, they opt that their children speak Urdu and English. The results of rural participants are quite positive as compare to the urban participants. Rural participants show positive response and they like to speak Punjabi with their youngsters even parents like to speak Punjabi with their kids. The response of rural participants especially parents are so inevitable about the transmission of Punjabi language to the next generation, according to them Punjabi is not only the part of their culture and heritage, but it is a part of their identity according to them, how they call themselves Punjabis, if they don’t use Punjabi language with their generation. Rural participants are determining to transmit Punjabi language to the next generation.

The rural participants have positive response they use Punjabi language in different domains., due to

the change of socialization, the people who love to live in the villages prefer to use Punjabi in their conversation. People from the rural area of Khushab use Punjabi at their home and outside the home, but in office and schools they prefer to speak Urdu and English, and they maintain the social and traditional values.

CONCLUSION

Its sum-up that, this research is closest to the personal opinion and nature. Before going to conclude this research, as a researcher I am the one who has a deep insight view about the status of Punjabi language according to me Punjabi language is not only the part of culture, and heritage but it also the part of identity of Punjab province. The over view of this study make it clear that the participants attitude and perception play an important role in the preservation of Punjabi language, it is not only the work of an individual to preserve the Punjabi language but, it is the contribution and responsibility of all people who belong to the Punjab and Punjabi is their own language. It is quite true that, the attitude and perception of an individual play a main role in the preservation and shift the language. After concluding this research, I am award to know that the preservation and shift of Punjabi language is one of the crucial parts of this research, and it is true that I am interested to preserve and regained Punjabi language. If we want to preserve Punjabi culture it is necessary to preserve Punjabi language because culture and language both are interlinked to each other.

ACKNOWLEDGEMENT

1. Supervision of the work.
2. Drafting of the research
3. Proofreading/linguistics disparities redressed

AUTHOR'S CONTRIBUTION

Provide the contribution of each author in the manuscript.

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