

Hinglish: A Hybrid Language of Mass Communication in India

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Abstract

India is rich in languages. But the language used for WhatsApp messages to Bollywood films, from Instagram captions to TV advertisements is Hinglish. It is a fusion of Hindi and English. This research focuses on how with the help of Hinglish, India has gone under a drastic change into the linguistic variety of mass communication in India. Beyond 350 million individuals in Indian cities use Hinglish in their day-to-day life. In social media, the urge of using Hinglish has heightened from 28% to 56%. The larger part of Indians are fluent and more comfortable in using in Hinglish as compared to pure English. These changes represent a noteworthy shift in highlighting how Indians communicate.

Keywords: Hinglish, Mass Communication, India, Digital Marketing, Bollywood, Advertising, Social Media, Linguistic Evolution, Cultural Identity.

Introduction

India is a country rich in language and culture. It is the only nation which is not limited to one or two languages. It consists of 22 statutory languages, under the Eighth Schedule of the Constitution, with 19,500 dialects often known as native languages. Hinglish is a mixed language combining Hindi and English to create a new one.

The Hinglish language concentrates how Indians communicate and absorbs evidence. It makes a steady path for all type of people to understand what a person wants to convey the other one. English has originated in practice baseline standard to act like a medium between the historical precedent Hindophone populace and the Anglophone, educated, literati.

Historical Background

Origins of Hinglish: The arrival of Hinglish cannot be credited to a certain circumstance but somewhat represents a direct approach to linguistic development. Turning back to the British colonial period in India (1757-1947), when English embarked on the Indian linguistic terrain as a bureaucratic language, it brought enlightenment and authority.

Hinglish does not focus on labeling India. Neither is it purely traditional or imperial. It represents progress that is both Indian and global. A marketer once said, "India doesn't think in pure English. India feels in Hinglish." These lines throw light on Hinglish. It shows the difference of Hinglish and English for the people of India, and how Hinglish has transformed everyone totally.

Demographic Analysis and Usage Statistics

What can lead to Hinglish being so robust? The pillars are: (i) It Feels Real (the conversation between a friend is mostly in Hinglish rather than English or Hindi); (ii) It is Funny (the mix of Hindi and English have a different impact); (iii) It Connects Everyone (This language works as medium of a stable conversation between a college student and a shopkeeper); and (iv) Brands and Creators (using Hinglish in advertisements for Indian culture leaves a long lasting impact on the customers). Such as, Cadbury's *Kuch Meetha Ho Jaaye* instead of "Let Something Sweet Happen" and Pepsi's *Yeh Dil Maange More* instead of "This Heart Wants More" showcase the use of Hinglish advertisement in Indian culture to connect with all type of people living in India.

Current User: The upheaval of Hinglish in modern India is surprising. According to a recent study, Hinglish is used by almost 350 million urban Indians. Earlier there were two languages used frequently. Hindi which was spoken by the illiterate and the lower educated people; another one was English which was used among the highly educated and the elites. But gradually the growing number of Hinglish speakers kept on increasing.

Fluency Comparison: Hinglish VS English: Some people earlier use to consider that now people use English more frequently and thus they have now become fluent in it. But after the rise of Hinglish Indians have become more confident in this language rather than English. But the statistic given above has changed the perception as the data keeps on increasing.

- **English Speaking:** The one speaking in English are 10-15% in cities that is also the elite and well-educated people.
- **Hinglish Speaking:** These are the ones who are around 60-70% of urban population. The ones who are not elite but the middle class and educated one.
- **Hindi Speaking:** The one with 20-25% population are the working-class people with lower education.

Social Media Preferences

Platform	Hinglish Preference (2023)	Hinglish Preference (2025)	Change
Instagram	48%	62%	+ 14%
Facebook	35%	51%	+ 16%
Twitter/X	42%	58%	+ 16%
YouTube	52%	68%	+ 16%
WhatsApp	45%	63%	+ 18%

If see the above table, we can conclude that the choice of Hinglish language in social media in 2023 was 28% and in 2025 it increased to 56%. This elucidates that in just two years the growth was doubled. This reveals that Hinglish is not just emerging, but it is surpassing pure English or pure Hindi as the only medium of communication in India.

Content Consumption Pattern: The observation given below illustrates that over 70% of the content utilized in India is in Hinglish. Which proves the heavy use of Hinglish. The approach of Hinglish has increased to a great height. The initial use of Hinglish changes seconds.

Content Type	Hinglish Consumption	English Consumption	Hindi Consumption
News Articles	68%	18%	14%
Entertainment	75%	12%	13%
Educational	52%	35%	13%
Advertising	78%	15%	7%
Social media	71%	16%	13%
Overall Average	70%	18%	12%

Regional Hinglish Adoption: Moving further with the data of different regional part of India. From here we can conclude that how people have adapted Hinglish in different aspects.

Region	Hinglish Adoption	Primary Driver
North India (Delhi, Haryana UP)	78%	Bollywood Influence, Urban Centres
West India (Mumbai, Gujarat)	72%	Corporate Hubs, Entertainment Industry
South India (Bangalore, Chennai)	58%	Tech Industry, English Education
East India (Kolkata, Bihar)	65%	Media Industry, Urban Migration
Central India (Bhopal, Jaipur)	62%	Tourism, Growing Urbanization

North India reveals the highest acknowledgement of Hinglish. It reflects that Bollywood has influenced people a lot in the use of this language. It has cultural influence in the urban centres like Delhi.

Hinglish in Bollywood Cinema

Hinglish is now used on a larger scale in Bollywood movies. It can be determined from almost 75% of dialogue in Bollywood films are in Hinglish. This is the reason that there is a very vast range of audience irrespective of age or gender. Moreover, it replaced pure English or Hindi advertisements. With the Hinglish based commercials, outdoor ads and endorsements are increasing rapidly. About 60-70% of online platform posts live in India are present in Hinglish. Moreover, every person can use these customer service chatbots because of their language efficiency.

Bollywood has seen a massive difference that came in light. From 1950s-2020s Bollywood cinema saw changes in language. Earlier the movies used to have pure Hindi dialogues, but as we moved forward with time, we saw how the language also gradually started to change. It showed a remarkable growth in the linguistic of Indian cinema. There has been a transformation from pure Hindi to Hinglish dialogues. We can have a look at the given example below:

Film Era	Dominant Language	Hinglish Presence	Example Films
1950s-	Pure Hindi	Minimal (<5%)	Mughal-e-Azam, Sholay

1960s			
1970s-1980s	Pure Hindi	Low (10-15%)	Deewar, Amar Akbar Anthony
1990s	Hindi English Words	Moderate (25-30%)	Dilwale Dulhania Le Jayenge, Kuch Kuch Hota Hai
2000s-2010s	Hinglish Dominant	High (50-60%)	Dil Chahta Hai, Zindagi Na Milegi Dobara
2020s+	Predominantly Hinglish	Very High (70-80%)	Gully Boy, Too for Sure, Shubh Mangal Savdhan

Hinglish in Advertising and Digital Marketing

The use of either English or Hindi advertisement has gradually diminished after the rise of Hinglish advertisement. It leaves a powerful impact on people, and they connect with it instantly. It shows how the brands try to establish communication with Indian consumers.

Time Period	Advertising Language	Hinglish Presence
1980s-1990s	Pure English (Elite)/Pure Hindi (Mass)	Minimal (5%)
2000s-2010s	Mixed English-Hindi	Moderate (30%)
2015-2020	Hinglish Dominant	High (55%)
2020+	Predominantly Hinglish	Very High (78%)

This table concludes that currently 78% of Hinglish advertisements are used in India. Due to which it became the dominant source of communication among Indians.

A question arises “Why Hinglish advertising gets more recognition?” The reason behind this are the four factors affecting why Hinglish advertisements are liked more often by the people. The factors responsible for these are relatability, authenticity, humour and familiarity.

Successful Advertisement Campaigns

1. Zomato

- *khana order karo, tension mat lo*
(2.3M likes, 18K shares)
- *padosi ki shadi mein khana, apne ghar mein zamato*
(viral tweet, 45K retweets)
- *Raat do baje ki bhookh, zomato ka hero*
(1.8M likes)

Metric	Pre-Hinglish (2018)	Post-Hinglish (2025)	Change
Instagram Followers	850K	4.2M	+394%
Twitter Followers	620K	2.8M	+352%
Engagement Rate	3.2%	12.8%	+300%
Brand Sentiment	62% Positive	89% Positive	+27%
Monthly App	1.2M	3.8M	+217%

Downloads			
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2. Cadbury

- *Kuch meetha ho jaaye*

(Indian celebration culture, duration 20+ years ongoing)

Metric	2003 (Launch)	2025 (Current)	Growth
Market Share	18%	42%	+233%
Brand Recognition	34%	94%	+176%
Annual Sales	Rs. 280 Crore	Rs. 1,850 Crore	+554%
Slogan Recall	12%	88%	+633%
Cultural Penetration	Low	Very High	Significant

Conclusion

This research analyses the origin of Hinglish on mass communication in India. It proposed that Hinglish is not only a linguistic phenomenon, but it also replicates cultural and communicative modifications.

The table given below depicts the future of Hinglish (projected 2025-2035)

Aspect	Current (2025)	Projected (2035)	Change
User Base	350 million	420 million	+20%
Social Media Preference	56%	72%	+16%
Advertising Usage	78%	88%	+10%
Bollywood Dialogue	74%	85%	+11%
Regional Customization	35%	58%	+23%

“India doesn’t think purely in English, but it definitely feels in Hinglish”

This research shows that how well we understand Hinglish language in various fields such as commerce, advertising, film dialogues, culture etc. It simplifies interactions easily. Hinglish language acts like a bridge between pure English and pure Hindi. It shows that language has become a solid preference for mass communication in India. It is also accessible for every field. It makes us aware that Hinglish will become the upcoming language of mass communication in India.

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