



INDIAN ENGLISH



What is Indian English ?

- The Indian English is the descendent of British English that has slightly changed vocabulary and intonation. English in India was imposed during the times of the British Empire, therefore it still remained even after the empire's end as a significant linguistic influence and it has variety of accents depending upon the region and the speaker's english education.



Characteristics of British and Indian English

- Characteristics of Indian English
- It is hard to make generalisations about Indian English, as it is so different in different regions of the country. Telephone customer service agents, teachers, and English students of the modern generation speak with a non-rhotic accent. However, r-colored vowels and rhoticity similar to that of American English is gaining prominence because of the exposure to American culture and economic ties with the United States.
- Characteristics of British English
- By British English, we mean the standard English dialect that is spoken in the United Kingdom. Compared to its written form, British English varies a lot in its spoken form in different regions. The major dialects and accents can be classified into English English (English as spoken in England), Welsh English, Ulster English in Northern Ireland, and Scottish English.

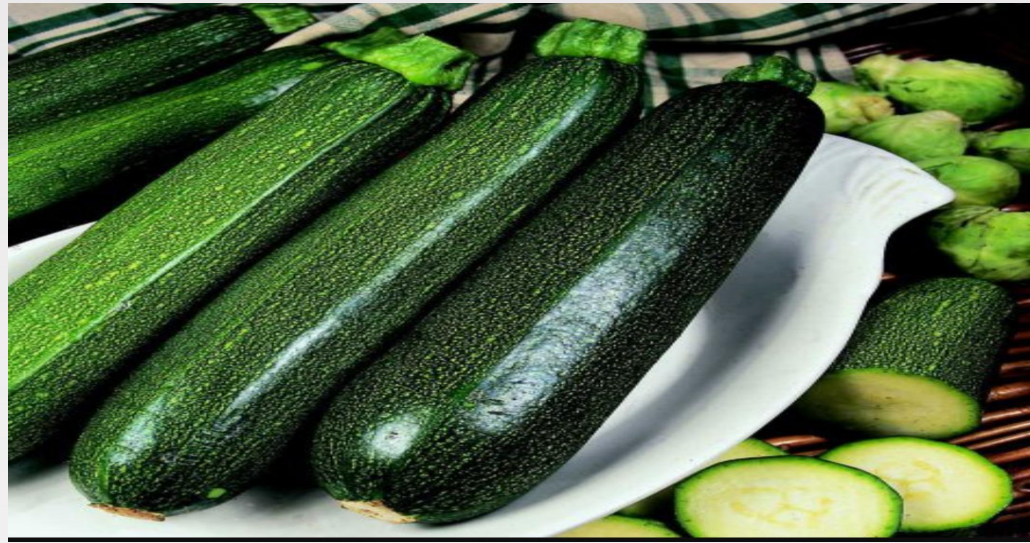


Some fun Indian slang words

- The Indian English vocabulary contains many slang words that would not make sense to native English speakers without some context. Here are some of these, listed below:
- 1. Yaar - This word is the equivalent to 'bro', 'mate', or 'dude' in India.
- 2. Mention not - It is unknown how this word originated but it's the word that most Indians use as a reply to 'Thank you' instead of saying 'welcome', 'No problem', 'It's my pleasure', etc.
- 3. Revert back - This is a tricky one! Most people use this word when communicating via email and they want to stress the importance of replying back to their emails.
- 4. Rubber - Hold that thought as this is not what you think. This word is equivalent to an 'eraser' in India.



Indian English vs English (English)



Brinjal - Aubergine
(Eggplant is American
actually ;))

Zucchini/Courgette -
Courgette





Alcohol/Wine Shop -
Off-lisence



Petrol Bunk - Petrol Station





Almirah/Cupboard -
Cupboard



Sports shoes - Trainers



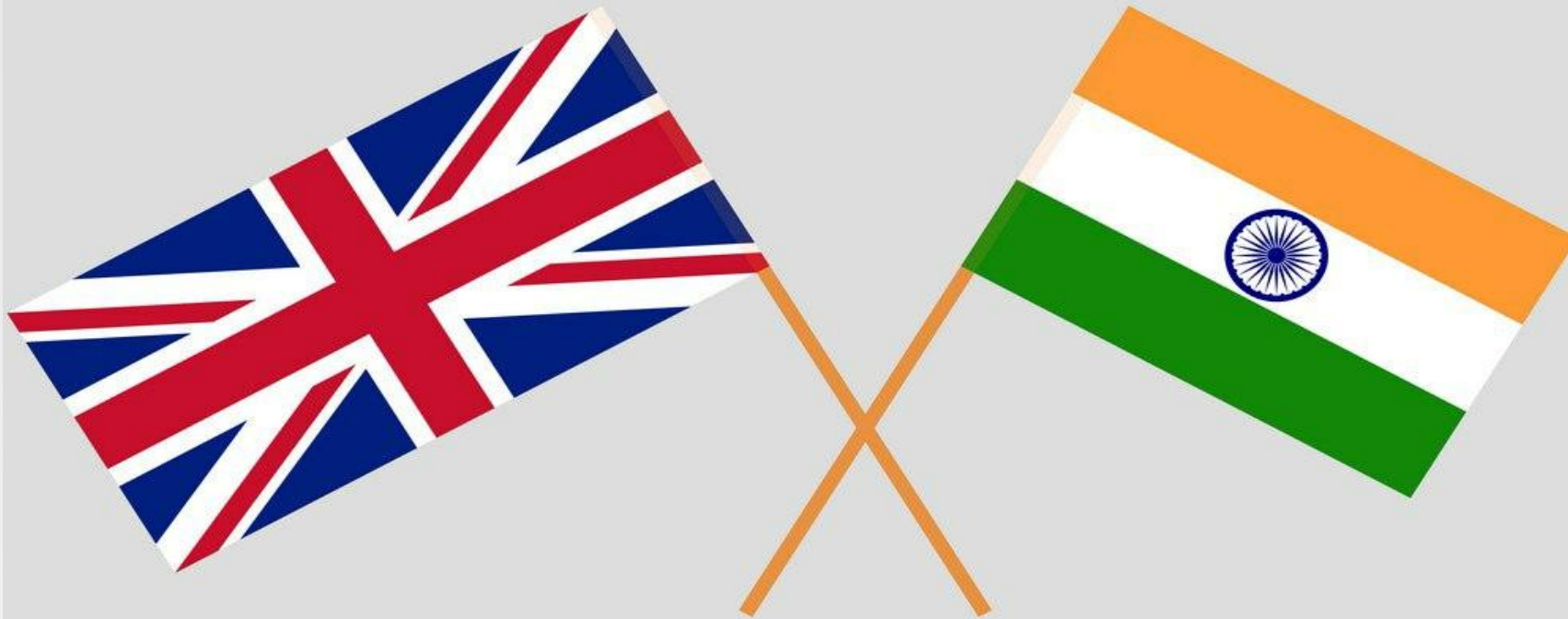
- **There are many such differences.**
- And coming to pronunciation, standard Indian English pronunciation is literally older version of British accent but with many people having the tendency to speak with a rather different intonation that completely changes the flow. you can find plethora of videos on YouTube about the posh accent, and coming back, people tend to speak English both good and bad. They must not be seen any less by anyone. This was just the standard Indian English pronunciation, and if you follow that particular pronunciation, you would get an old fashioned British accent to be B



WHY DOES IT MATTER?

- Localization is no longer just an option for companies that want to go global, it is now becoming a must. Adapting your messaging to the local market helps you break linguistic and cultural boundaries, and demonstrates you understand the market and the needs of your customers. Research shows that 57% of consumers said that the ability to obtain information in their own language is more important than price.
- In some countries, certain colours or expressions can be bad luck or an insult. Therefore, there are risks from cultural conflicts when you go global. Localisation can help you avoid an embarrassing gaffe. You don't want your million-dollar campaign to be something hilarious or even offensive to the local customers.





THANKS FOR YOUR ATTENTION !

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