

ABSTRACT

SAMINA. An Integrated Study Of Language Attitudes Among The Burushaski Speakers of Hunza. (under the guidance of Professor Agnes Bolonyai)

My study explores language attitudes among the speakers of Burushaski. A language isolate spoken in Northern Pakistan. The study employs an integrated approach towards exploring the attitudes of the speakers of Burushaski towards English, Urdu and Burushaski. The first method is the direct-method called matched-guise technique employed by Lambert (1960, 1967). In order to take out the study a survey was conducted with 56 female and 55 male speakers of Burushaski who can also speak English and Urdu. The survey asked the respondents to rate the speakers, a male and one female who were both native speakers of Burushaski on attributes of personal appeal, progressiveness and capability. The results of the survey were statistically analyzed in R using *Cumulative Link Model*. The statistical analysis of the survey showed that Burushaski speakers associate more prestige to English and see it as having more linguistic capital. They also showed to associate more negative attributes to Urdu, showing how the position of Urdu as the “national language” puts it in a precarious position where it is the only language that connects different communities it serves the utilitarian purpose of a pidgin but it has also lost its prestige since the language of the documentation is English resulting in a sociolinguistic situation where perceived status of a language results from its usefulness. The second method is the discursive approach involving interviews of 30 Burushaski between the ages of 19 to 30 and the analysis of the interviews through discourse analysis using the frameworks proposed by Wodak et al (1999) and Gal and Irvine (2000). The

interviews were transcribed and were categorized according to different themes. The discursive method helped get a deeper understanding of the general patterns that I found in the matched-guise technique. It showed that there is more to attitudes than one dimensional responses. The integration of both these methodologies gave a deeper understanding of how the Burusho people index their cultural identities through their language.