



**We found a match**

Your institution may have access to this item.  
Find your institution then sign in to continue.

## **Title**

India's New Language of Advertising: A Study of Change in Post-Liberalization in India.

## **Authors**

Banerji, Amit; Khan, Mohd Iqbal; Wani, Mudasil Ahad

## **Abstract**

Advertisers have started using hybrid language in Indian advertisements after liberalization (post-1991). The reason for diverting advertising language from vernacular to bilingual 'Hinglish' (concept of mixing of English and Hindi language) can be attributed to changes in economy, society and culture.

## **Publication**

International Journal of Integrated Marketing Communications, 2013, Vol 5, Issue 1, p77

## **ISSN**

1943-3735