

The present research is about the projection of English through the electronic media of Pakistan and can be taken as an extension of the works carried out by Tariq Rahman, Robert J. Baumgardner, and Riaz Hassan. The research has been carried out in order to determine the variations emerging in the variety of English spoken/used in Pakistan.

It has been observed that this variety abounds in phonological deviations which are so recurrent in their frequency that they have emerged as a distinct linguistic feature of this variety. The phonological variations have affected the regular sound values of English alphabet, allophones, morphological units, structure words, and syllables etc. The prime cause behind these changes is the interaction of English language with the local culture and local languages. In addition, the orthography of English as well as Urdu has been found to be two major causes.

The research is conducted on 750 participants taken from 200 current affairs programmes from four domestic news channels, and the participants are observed for the phonological variations in their speech. The selection of electronic media namely television for data collection has been specially done as this medium is considered to be the fastest and strongest source for the spread of language change