***LINGUISTIC VITALITY IN GILGIT BALTISTAN***

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**Abstract**

*This study aims at investigating language attitude of Balti, Shina and Burushaski speakers towards their first language, Urdu (second and the national language) and English (the most prestigious academic and foreign language). Gardner and Lambert’s (1972) seminal work “language and motivation in second language learning” serves as a theoretical framework for the present study. A close-ended questionnaire was administered to collect data from 30 speakers of Balti, Shina, and Burushaski who were studying different disciplines at undergrad level in universities spread over Lahore. Findings indicate that participants have positive attitude towards their L1 for identity and solidarity within their own speech community. Furthermore, they want to learn Urdu and English for social, educational and economic development. They acknowledged that a competence in Urdu and English promises them better jobs apart from their own areas and open opportunities for further growth, which motivates especially young speakers to switch from their first language. Not unsurprisingly, the subject languages are well-maintained by their speakers as their most frequently used and apparently valued means of communication in Gilgit Baltistan (GB). But there is a fair chance with an increasing globalization and projects like CPEC will impact the linguistic landscape of GB. The study recommends well thought-out language policy and planning to maintain cultural and linguistic diversity of the region.*

**Keywords:** Linguistic vitality, Linguistic attitude, Gilgit Baltistan