

Introduction: Many of the nouns used in the typical telugu conversations by the native telugu speakers are English and only Verb forms used are telugu. English words have been embraced and naturalized by the telugu speakers to such an extent that the English words are preferred over their telugu equivalents as they sound unnatural or obsolete in the conversation. In this context, we wanted to examine the choice of English words by telugu speaking people in different contexts.

The Objectives of the Study : This study aims at quantitatively checking at the preference of the Telugu speakers in terms of use of English words.

Proposition: Language is a product of social and cultural consciousness. Our values, morals, belief systems social norms, prejudices, dogmas and cultural ethos influence the way we perceive and use language and the words of a language. as native speakers of Telugu language, our culture, religion and traditions must be playing a major role in our usage and choice of words in our conversations. We initiated this project to determine whether our usage of words, either Telugu or English, has anything to do with the cultures and traditions of our land. Though our general assumption was positive towards the fact the influence of socio-cultural aspects on language, we wanted to prove it through an approved scientific methodology. We decided to adopt survey method of research to probe further into the subject that we have chosen.

Survey method: The Survey method is the technique of gathering data by asking questions to people who are thought to have desired information. A formal list of questionnaire is prepared. The respondents are asked questions to collect their opinions.

Preparation of the survey format : Two sets of words, each set containing ten English words along with their Telugu equivalents are prepared. The first set consists of words related to religion, culture and traditions. The second set consists of words related to modern technology and education. The respondent, who is a native telugu speaker, is given the format and is asked whether he prefers the given English word or its Telugu equivalent, given in the adjacent column, in his daily conversations. And he is asked to tick the word of his choice. Name, age and profession of the respondent is noted and the signature of the respondent is taken at the bottom of the survey paper to give credibility and authenticity to the survey conducted.

SET I

S.NO	English word	Telugu equivalent
1	statue	విగ్రహం
2	devotee	భక్తుడు
3	temple	గుడి
4	god	దేవుడు
5	lamp	దీపం
6	prayer	ప్రార్థన
7	coconut	కొబ్బరికాయ
8	vermillion	కుంకుమ

9	marriage	పెళ్ళి
10	festival	పండుగ

SET II

S.NO	English word	Telugu equivalent
1	professor	ఆచార్యులు
2	library	గ్రంథాలయం
3	News paper	వార్తా పత్రిక
4	Electricity/current	విద్యుత్
5	books	పుస్తకాలు
6	politics	రాజకీయాలు
7	Lab/laboratory	ప్రయోగశాల
8	education	విద్య
9	technology	సాంకేతికత
10	office	కార్యాలయం

The calculation part of the survey

After the survey, the data has been calculated and a and processed systematically. The average number English and telugu words preferred in each set is extracted separately for further probe.

Set I

The average number of English words preferred - **3.43**

The average number of Telugu words preferred - **6.57**

Set II

The average number of English words preferred – **8.04**

The average number of Telugu words preferred - **1.96**

The analysis of the data

After careful analysis of the data, it can be safely declared that usage of English words in Telugu language conversations is rapidly growing with every passing day. People are coming into contact with new English words everyday in all the fields and all the activities of their lives.

But, as per our survey, when it comes to the matter of religion, tradition and cultural practices, people tend to prefer their mother tongue – which in case of our survey is Telugu. On an average, the respondents of the survey preferred about seven telugu words out of ten telugu words and only three English words out of ten English words in set I which lists the words related to the register of tradition, religion and culture.

To give an example, between the English word *STATUE* and Telugu word *VIGRAHAM*, most of the people chose the telugu word. It is because, the word *VIGRAHAM* has certain divinity attributed it which its English equivalent lacks. Lamp is any common electric light or candle, but the telugu word *DEEPAM* is associated with the worship of god. The word God is commonly used in written form, but in spoken form, people preferred *DEVUDU* because it is the word they are associate with almighty they believe in since their childhood. Their cultural upbringing made them prefer *DEVUDU* over *GOD*.

Hence, telugu is the mother tongue of all the respondents, they grew up with certain set of cultural values and religious beliefs which they learned and took it to their hearts through the language of Telugu. the native language represents its native culture as language is an integral part of a culture. Some ideas and beliefs cannot be reflected in their original flavor by mere translation of a word. So, English equivalents of Telugu vocabulary related to cultural and religious and register of Telugu people is still considered foreign and alien.

The words in the set II were related to the register of modern technology and education. Here, interestingly, the participants of the survey preferred more English words when compared to telugu words. The average number of English words preferred here in set II is eight. the average number of Telugu words preferred is mere two. To give an instance, the word *PROFESSOR* is well known and relatable to the people whereas its telugu equivalent *ACHARYUDU* is absolutely obsolete and unfamiliar to the people. Hence they prefer to use *PROFESSOR* in their casual talk. In the same way, *LIBRARY* is preferred over *GRANDHALAYAM*, and *OFFICE* is preferred over *KARYALAYAM*. *LABORATORY* is preferred and *PRAYOGASHALA* is not.

These modern concepts like formal education, university, library and laboratory are introduced to us by the English rulers through their colonial education system and the vocabulary of those concepts was also quintessentially English. Actually, all these concepts were present in ancient India but they became nonexistent by the time the English came. In the same way, technological innovations like electricity and computers have also their origins in the west and so are the vocabulary related to it. Their telugu equivalents are created long after the original English vocabulary is accepted and widely used in the society. The English words related to these modern concepts came naturally to the speakers and they owned those words to be used in their conversations. The telugu translated words came very late and remained confined to books and news papers as the speakers found them either obsolete or inappropriate so English vocabulary reigned these fields. And our survey is a reflection of that fact.

As the epilogue to our study, we can say that we are traditional at heart and modern at mind.

