

**GRP GOVERNMENT DEGREE COLLEGE, BHAINSA,**

**DIST: NIRMAL, TELANGANA**

**STUDENT STUDY PROJECT, 2020-21**

**SUBJECT: ENGLISH**

**TITLE:**

**TRADITIONAL TELUGU AND MODERN ENGLISH:**

**A SURVEY STUDY ON INFLUENCE OF SOCIO-CULTURAL ASPECTS IN  
DETERMINING THE CHOICE OF ENGLISH WORDS IN TELUGU CONVERSATION**

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# Traditional Telugu and modern English:

## **A SURVEY STUDY ON INFLUENCE OF SOCIO-CULTURAL ASPECTS IN DETERMINING THE CHOICE OF ENGLISH WORDS IN TELUGU CONVERSATION**

### **Introduction**

Some centuries ago, when British people came to India in search of good business prospects, sailing along with them, all the way from England, came to our shores, their most trusted and effective weapon – their language – English. And gradually, when these business people undid their business cloaks to show their imperial colours of colonization, they used the same weapon of language to colonize the minds of the natives. They brought down upon us, the psychological slavery and racial and cultural inferiority through the English language and the English education system

Many Indians fell into the stream of English education and served the purpose of their colonial masters. Moreover the Indian system of education and knowledge was accessible only to a few elite castes and sections of the society and that too was devoid of formal schooling system unlike its English counterpart.

But it is interesting to note that, the same English education, which pushed us into slavery, had also ignited our minds into liberation. The English learned youth of India, also learned the European and American ideals and ideologies of equality and liberty. With the inspiration of those ideals, Indians started freedom struggle and gained independence from the English.

By the time of independence, most of the educated Indians had owned the language of English even though they despised the British rule. Though, Native or regional language gained prominence as medium of instruction, in post independence India, English did not lose its importance.

Early decades of independence saw a huge surge in the number of people educated in regional languages as media of instruction. It gave a much needed boost to the production and publication of books of all disciplines, novels and poetry in regional languages. English works of science and literature were translated into regional languages and standard technical terms in regional languages were framed by the academicians for the benefit of the non English medium students. The systematic process of translation, creation, appropriation and introduction of

new words has greatly helped in expansion and enrichment of vocabulary in regional Indian languages. This trend continued till the last decade of the twentieth century.

When India opened its flood gates for liberalization and globalization, a global language and a universal system of communication was needed. After a few decades of dormancy and hibernation English rose to the occasion and regained its status of importance and preference in the country.

English medium became a new norm in the country. Upper and middle classes of the country deemed it essential to send their children to the English medium schools. By the end of the first decade of the twenty first century, the private sector of education had completely embraced English medium and regional language which, in our case, is Telugu, remained as the medium of instruction only in government schools.

The growth in new vocabulary in the Fields like computers, science and technology, banking, trade and commerce rapidly increased with every new invention and progression. And the vocabulary of these fields was quintessentially English. As regional languages could not translate or create equivalents of these new words, they simply borrowed the same English vocabulary and owned it.

Off late, some Telugu news papers like *Eenadu* are showing enthusiasm in enriching the Telugu vocabulary by creating Telugu equivalents of English words. Their efforts are appreciated by the readers but this new vocabulary of Telugu is confined only to the print media as readers themselves are not ready to accept and use those Telugu translated words as they prefer original English words in their day-to-day conversations.

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

## **Approach**

After zeroing on the survey method, the following guidelines have been framed.

- a pro forma or format is prepared to be given to the participants of the survey.
- The number of participants of the survey has been agreed to be 30.
- It has been decided, the survey would restrict itself to taking all the participants from our college –GDC, Bhainsa.
- Participants/respondents must be chosen randomly from the staff and students whose mother tongue is Telugu.

## **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.

JIGNASA STUDENT STUDY PROJECT, 2020-21

SUB: ENGLISH

**INFLUENCE OF SOCIO-CULTURAL ASPECTS IN DETERMINING THE CHOICE OF WORDS (ENGLISH/TELUGU) IN CONVERSATION.**

Name of the participant: \_\_\_\_\_ age: \_\_\_\_\_ occupation: \_\_\_\_\_

**SURVEY QUESTION:**

Below given are two sets of words. Each set contains ten English words with their telugu equivalents. The participant of the survey has to tick the word he/she prefers – English or its telugu equivalent - in his/her conversations.

SET I

S.NO	English word	Telugu equivalent
1	statue	□□□□□□□
2	devotee	□□□□□□□
3	temple	□□□□
4	god	□□□□□□
5	lamp	□□□□
6	prayer	□□□□□□□□
7	coconut	□□□□□□□□□□
8	vermillion	□□□□□□
9	marriage	□□□□□□
10	festival	□□□□□

SET II

S.NO	English word	Telugu equivalent
1	professor	□□□□□□□□□□
2	library	□□□□□□□□□□
3	News paper	□□□□□□ □□□□□□
4	Electricity/current	□□□□□□□□
5	books	□□□□□□□□□□
6	politics	□□□□□□□□□□
7	Lab/laboratory	□□□□□□□□□□
8	education	□□□□□□
9	technology	□□□□□□□□□□
10	office	□□□□□□□□□□

Signature of the participant

**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

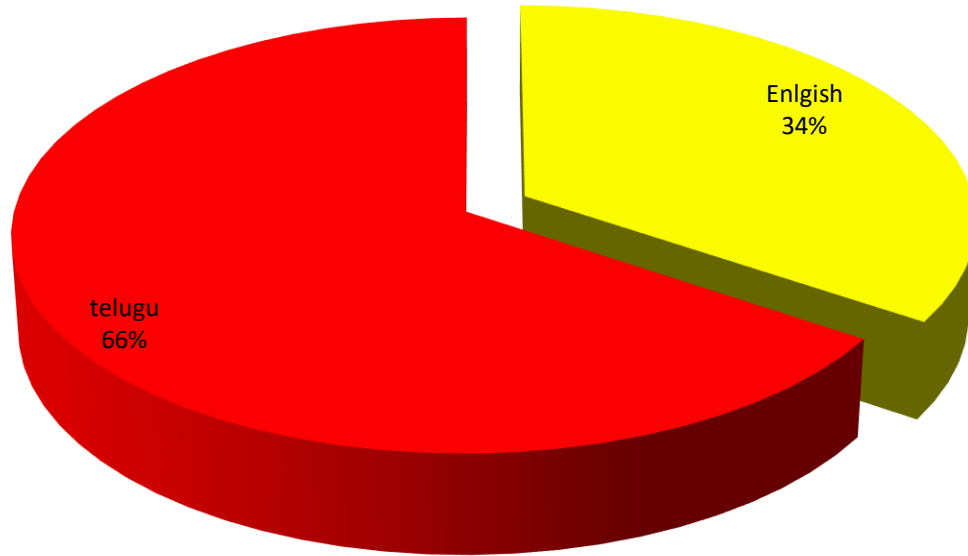
The average number of English words preferred – **8.04**

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

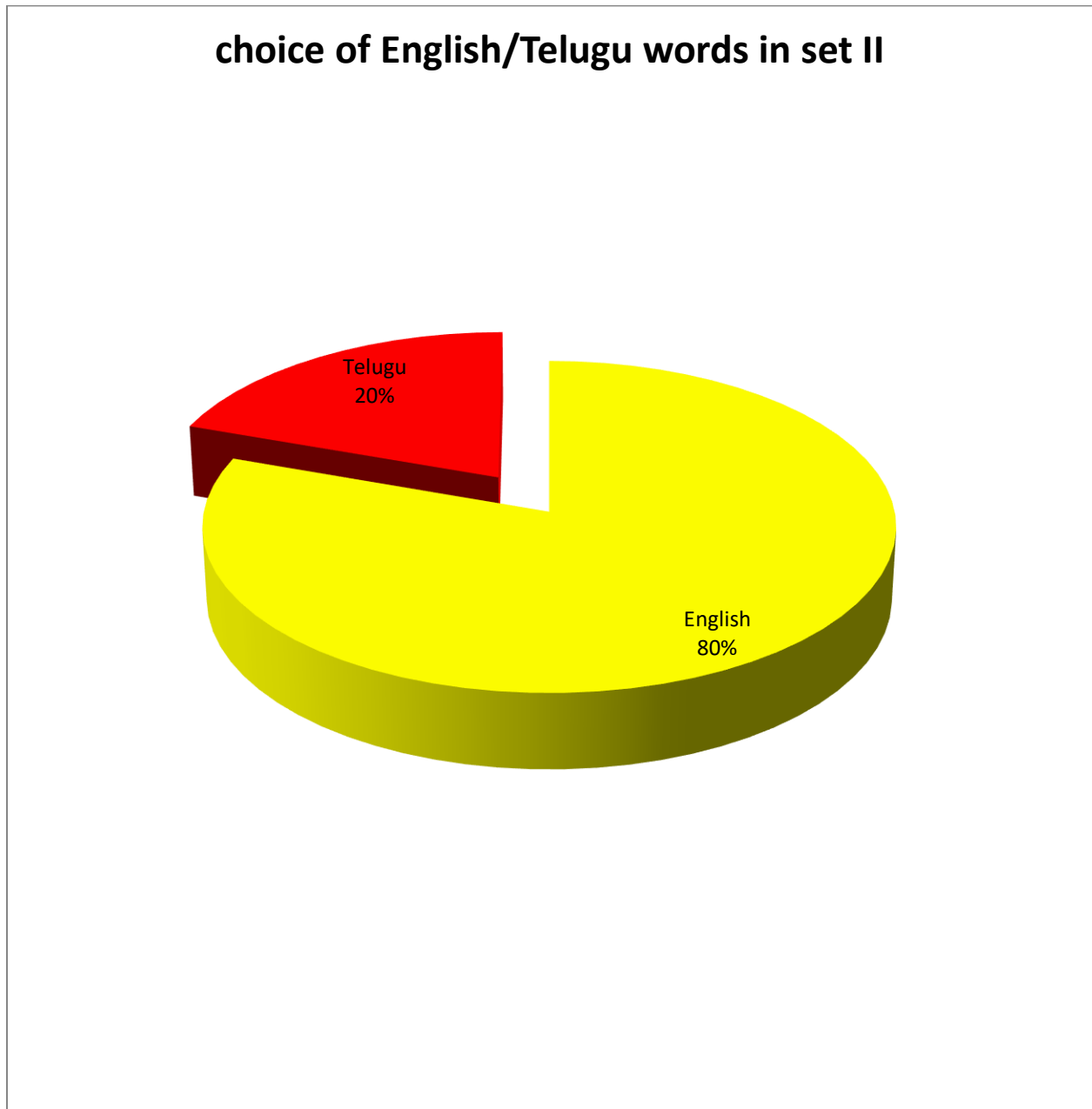
The above given result is interpreted in the form of pie charts for a better understanding of the survey

**Pie chart showing the average number of respondent's choice of English/Telugu words in the set of words related to religion and tradition. ( Set I)**

## choice of Eglish/Telugu words in set I



Pie chart showing preference of English/Telugu words in the set of words (set II) related to modern technology and education



#### **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 to 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 associated 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.