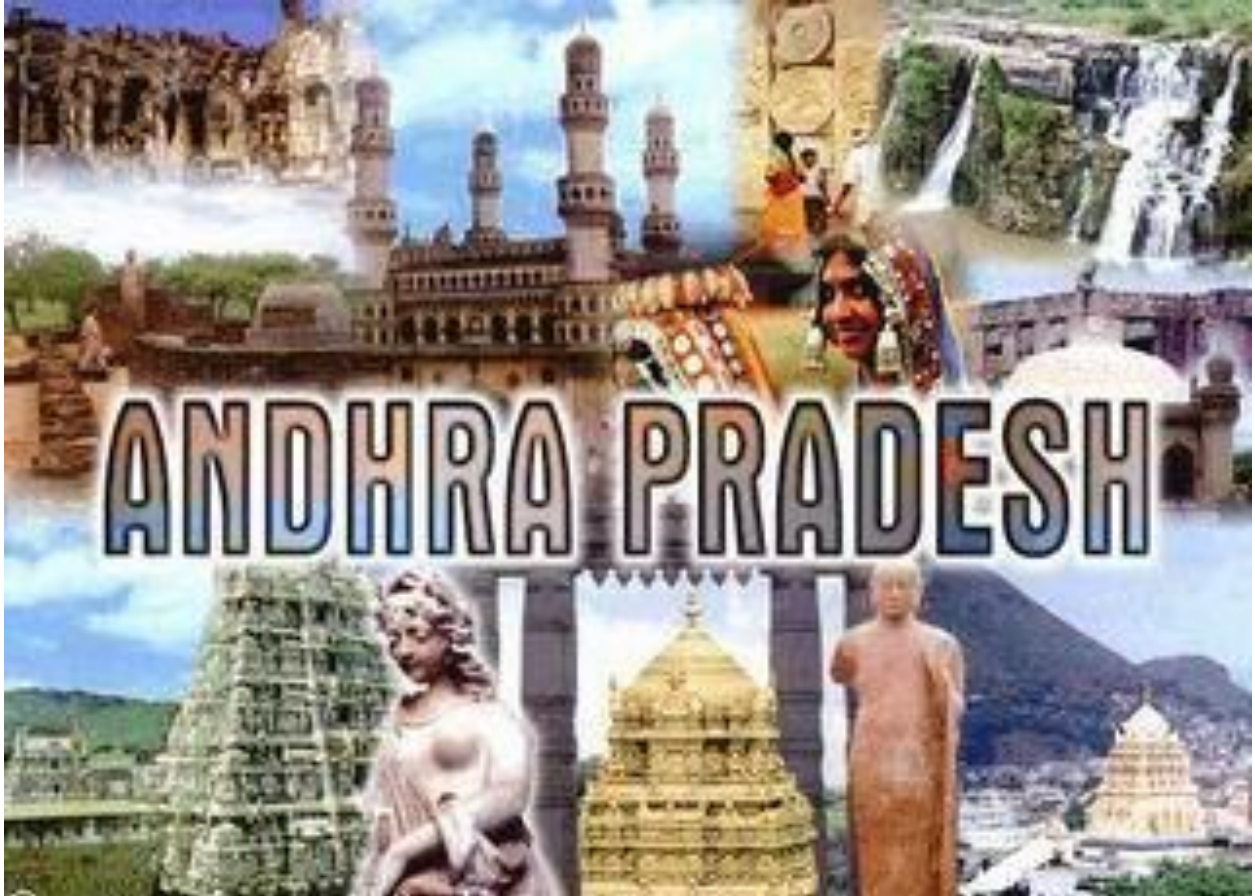


The Language and Culture of



Telugu

**Compiled by: Jessica Jimenez, B.S. and Halya
Lenard, B.S.**

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Geographical Region

Andhra Pradesh, the main state Telugu is spoken in, is located in southeast India. To the north of Andhra Pradesh are the states of Madhya Pradesh, Chattisgarh, and Orissa. To the east lies the Bay of Bengal. To the south are the states of Tamil Nadu and Karnataka. To the west is Maharashtra. The capital of Andhra Pradesh is the city of Hyderabad. It covers an area of 275,045 sq. km. It is divided into three zones of Coastal Plains, Eastern Ghats, and the plains. The climate is tropical.



Above picture retrieved from: <http://indiamicrofinance.com/files/2010/04/andhra-pradesh-microfinance.jpg>

Demographics

Population: 75,727,541 (2001 Census)

5th Largest State in India-based on geographical area and size of population

Districts: 23

Town: 210

Villages: 28,123

Literacy Rate: 61.11%

Highest in capitol city of Hyderabad: 79.04%

Unemployment rate: 6.67%

The main staples grown are rice, jowar, bajra, maize, red gram, Bengal gram, black gram, green gram, horse gram, chillies, onions, groundnut, castor, sesamum, sunflower, cashewnut, cotton, tobacco, sugarcane, coconut, turmeric, bananas, and mangoes.

Andhra Pradesh is governed by an elected governor and an appointed Chief Minister with a bicameral legislature. The Legislative Assembly consists of 295 members.



Governor
Sri E.S. Lakshmi Narasimhan



Sri Nallari Kiran Kumar Reddy
Hon'ble Chief Minister
Government of Andhra Pradesh

The Legilsative Assemby



above images retrieved from
<http://www.aponline.gov.in/apportal/index>

History of Telugu

Telugu is part of the Dravidian language family, which includes 24 other languages spoken in South Asia. It is known as the “Italian of the East.” Sanskrit and English have heavily influenced its vocabulary, as well as Persian and Arabic words. Culturally, Telugu is closer to its southern neighbors (Tamil and Kannada), historically it’s closer to its northern neighbors (Gondi, Konda, Kui, Kuvi, Pengo, and Manda). There are four stages in the history of the Telugu language.

- 1) 200 B.C.-500 A.D.
- 2) 500 A.D.-1100
- 3) 1100-1400
- 4) 1400-1900

In the first stage, Telugu was heavily influenced by Prakrit and Sanskrit. Early literature existed in Telugu at this time. In the second period, the literary languages developed among the courts of kings and scholars. Telugu went through some phonetic changes in the dialect spoken by the people and the dialect used in literature. In the third stage, the literary dialect became highly stylized and rigid. In the last stage, changes that occurred ultimately led to modern day Telugu. In 1966, Telugu became the official language of the State, and in 1969 became the official language for medium of instruction in higher education.

<http://www.aponline.gov.in/Quick%20links/HIST-CULT/languages.html>

Geographical Distribution and Linguistic Community

Telugu is the official language of the state of Andhra Pradesh in southeast India. Telugu is spoken by over 45 million people in Andhra Pradesh. It is the second most spoken language in India, preceded by Hindi.

It is also spoken in the states of: Karnataka, Tamil Nadu, Orissa, Maharashtra, and Chattisgarh. Other languages spoken in Andhra Pradesh are Urdu, Hindi, Banjara, English, Tamil, Kannada, Marathi and Oriya.

Population in the U.S.

According to the U.S. 2000 Census, the top 5 states with Telugu speakers over the age of 5, are California (13,825), New Jersey (9,130), Texas (7,570), Illinois (6,465), and Michigan (5,445).

Social Aspects

Culture

Religion

Religion is followed with the highest regard in Andhra Pradesh. The main religions in Andhra Pradesh are Hinduism, Islam, Christianity and Buddhism. Hinduism is the most popular religion. Muslims are highly concentrated in the cities of Hyderabad and Secunderabad.

Arts and Crafts

Andhra Pradesh is known for many different handicrafts that have been traditionally passed down over generations for centuries. It is known for Banjara embroidery, bidri, bronze castings, budithi, crochet lace, dokra, filigree, folk paintings, ilkat, kalamkari and block printed fabrics, lacquerware, nirmal, pupets toys and dolls, sari, sheet metal, stone carvings and wood carvings. Andhra Pradesh is well known for its handlooms and textiles and its silk sarees.

Kalamkari is an art that is only found in Andhra Pradesh and two other nearby states. It uses a quill and vegetables dyes to use wooden blocks carved into designs for printing.



Kalamkari-Style Block Printed Chanderi Sari



Banjara embroidery



lacquerware
AP govt website

above images retrieved

from:

<http://www.exoticindiaart.com/product/textiles/kalamkari-style-block-printed-chanderi-sari-from-madhya-pradesh-SAG30/>

<http://www.indialine.com/travel/andhrapradesh/arts-crafts.html>

<http://www.onlytravelguide.com/andhra-pradesh/arts-crafts/lacquer-ware.php>

Festivals and Holidays

Festivals and holidays are an important part of the residents of Andhra Pradesh. They celebrate each and every occasion with “ardor and fervor.” Festivals holidays depend on the lunar calendar and the dates change every year. However, national holiday have fixed dates.

National Holidays

Republic Day-January 26

Independence Day-August 15

Gandhi Jayanti-October 2

Examples of Festivals

Ugadi-Telugu New Year day. A special chutney called Paccadi is prepared with neem flowers, jarrery (sugar) and new tamarind. The whole family eats the chutney after it is offered to the deity. The family celebrates by wearing new clothes. At 3:00 pm a Brahmin will recite the panchangam for nearby residents. The panchangam tells about the new year, rain fall, agriculture, prices, education, eclipses, and auspicious days for marriages, health and astrological forecasts. In the evenings, bullock-cart races, physical duels, running races or cardgames and other competitioston amy be held.

Deepvali-which means row of lights. It is celebrated on the new moon day called Amavasya. It is believed on this day a demon called Narkasuara was killed, Lord Rama returned to Ayodhya after salying Ravana, Emperor Bali donated his kingdom to Vaman, and King Vikramarka descended to his throne. On this day the Goddess of wealth, Lakshmi is worshipped. This festival is celebrated with firecrackers and lamps and by using 14 varities of vegetables and leaves in curries cooked on that day.

Kirshna Ashtami-celebrates the birth of Lord Krishna. To celebrate, families make mandapam and a “utti” is hung in the center decorated with special festoons. This “utti” is tied to a pulley,and a group of people will try to break it while water is splashed on them. The families offers a special offering of butter mixed with jaggery and dry ginger. The families fast during this day.

http://www.aptourism.in/tourists-site/tourists_fairnsfestivals2.html

<http://www.bharatonline.com/andhra-pradesh/travel-tips/holidays.html>

Cuisine

Andhra Pradesh is famous for hot and spicy cuisine. Cuisine is influenced by Hindu and Muslim styles of eating. The Andhra cuisine is mainly vegetarian. The staple food is rice. Pulihara, tamarind rice with green chilies, is a common dish. Pickles and chutneys are also very popular. The cuisine of Hyderabad (the capitol city) is famous for non-vegetarian food. A popular dish

there are kebabs.

The Chowki dinner of Andhra Pradesh is very famous. It is served on a low table (Chowki) around which 8 people can sit. This is served in typical Nawabi style, where authentic Hyderabadi food is served course by course. Along with the exotic dinner, the majestic Deccan ambiance accompanied by traditional entertainment like Ghazals.

Local Grocery Stores & Restaurants

Austin

Gandhi Bazar (Northwest Austin)

12809 N FM 620 #3

Austin, TX 78750

(512) 249-7600

<http://gandhibazar.com/index.html>

Gandhi Bazar (North Austin)

2121 W. Parmer Ln #113

Austin, TX 78727

(512) 837-9701

Curry in Hurry (North Austin)

2121 W. Parmer Ln #114A

Austin, TX 78727

(512) 821-0000

<http://www.curryinhurriaustin.com/>

TarkaIndian Kitchen- South Austin

5207 Brodie Lane

Austin, TX 78745

(512) 892-2008

<http://www.tarkaindiankitchen.com/>

Tarka Round Rock

201 University Blvd.

Round Rock, TX 78665

(512) 246-1922

Clay Pit

1601 Guadalupe St.

Austin, TX 78701

(512) 322-5131

San Antonio

New India Bazar

8466 Fredericksburg Rd.
San Antonio, TX 78229
(210) 614-8600

India Store
5751 Evans Rd.
San Antonio, TX 78238
(210) 681-3100
<http://www.indiastoresa.com/index.html>Little India Grocery

Sangeet Video & Groceries
2411 NE Loop 410 #102
San Antonio, TX 78217
(210) 675-4527

Taste of Malabar
5999 De Zavala Road
San Antonio, TX 78249
(210) 775-6286

Linguistic Features

Telugu has four regional dialects, Northern, Southern, Eastern and Central. Education level distinguishes Telugu pronunciation more than regional or caste differences. Illiterate monolingual Telugu speakers lack the phonemes that standard Telugu has. There are 10 aspirated consonants, 4 fricatives, and 2 retroflex consonants that this group is missing.

Phonology

Telugu has 12 primary vowels, 23 primary consonants, and 10 aspirated consonant symbols that are used in words that have been borrowed from Sanskrit and modern-day Indo-Aryan languages. The order of Telugu characters is based on phonological features. For example, consonants are arranged in order of place/manner of articulation, by unvoiced then voiced, and by nasal realizations (if any).

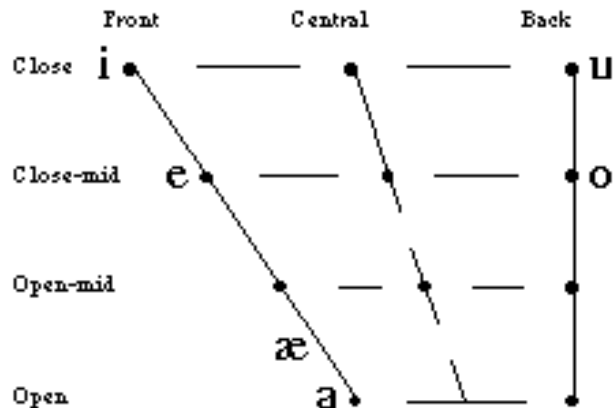
Table 1: Consonants

	Bilabial	Labio-dental	Dental-Alveolar	Retroflex	Palato-alveolar	Palatal	Dorso-velar	Glottal
Stops	p (ph) b (bh)		t (th) d (dh)	ʈ (ṭh) ḍ (ḍh)	c (ch) j (jh)		k (kh) g (gh)	
Nasals	m		n		(ɳ)			
Fricatives		(f)	s	(ʂ)		(ś)		(h)
Laterals			l	(ɭ)				
Trill			r					
Approx.	w					y		

Table 2: Vowels

	Front	Back
High	i ii	u uu
Mid	e ee	o oo
Low	ā	a aa

VOWELS



Where symbols appear in pairs, the one to the right represents a rounded vowel.

The primary consonants listed above are pronounced with the vowel /a/. All consonants and vowels have secondary forms that are used with consonants clusters and double consonants.

When a vowel follows a consonant clusters, the addition of the vowel's secondary form is added to the symbol.

The Telugu symbol of o is an unspecified nasal. It's point of articulation is influenced by the following consonant. For example in the word *pampu* (to send), this nasal is pronounced as the labial nasal /m/, since /p/ is a labial stop.

Telugu has two diphthongs: /ai/ and /au/.

When /w/ occurs before a back vowel, it is pronounced similarly to English /w/, but without lip rounding. When it precedes a front vowel, /w/ is pronounced as a labiodental fricative [v].

Long vowels are twice as long as short vowels.

The front/low vowel /ae/ is only used in the Central and Eastern dialects. The consonants that are in parentheses are part of standard Telugu.

Samples of Telugu Symbols: Vowels

అ	ఆ	ఇ	ఈ	ఉ	ఊ	ఋ
a	ā	i	ī	u	ū	ṛ
[ʌ]	[aː]	[i]	[iː]	[u]	[uː]	[ri/ru]
ఋ	ఎ	ఏ	ఐ	ఒ	ఓ	ఔ
ṛ	e	ē	ai	o	ō	au
[ri, ru]	[e]	[eː]	[aj]	[o]	[oː]	[aw]

Vowel diacritics

క	కా	కి	కీ	కు	కూ	కృ
ka	kā	ki	kī	ku	kū	kr
కా	కె	కే	కై	కో	కౌ	కౌ
kā	ke	kē	kai	ko	kō	kau

Morphology

The morphology of Telugu is agglutinating, which means the building of words from component morphemes that retain their form and meaning in the process of combining. Suffixes are frequently attached to a form of the noun, which is called the “oblique stem.” Telugu nouns have 3 forms-singular, plural and honorific. There is only two parts of speech categories-nouns and verbs. Other categories are derived from combining nominal and verbal elements.

Telugu has a two-way gender system, which differs in singular and plural forms. Singular nouns are divided into masculine vs. nonmasculine. In plural, nouns are divided into human vs. nonhuman.

Telugu has personal pronouns in first and second person only. First person plural has two forms-inclusive and exclusive. The inclusive form is chosen when the person being addressed is included in the reference, otherwise, the exclusive form is used.

For third-person pronouns, demonstrative pronouns are used (except for reflexive pronouns). Forms of these pronouns must account for gender, number, and various degrees of formality. Only third-person reflexive forms exist. To distinguish case, case suffixes are added to their oblique stems.

Telugu has no indefinite or definite articles, but has demonstrative determiners for that, this and which.

Telugu verbs agree in person, number, and when using third person-gender. Because there are no adverbs, for example, Telugu uses suffixes to describe the intensity of an action or negation. Telugu has 3 tenses to code for-past, future-habitual, and durative. All are coded with suffixes. In a finite verb, the order of morphemes is: verb stem+tense suffix+ agreement suffix.

	<u>Nominative</u>	<u>Oblique-Genitive</u>
Singular:		
first person	neenu	naa
second person	niiwu/nuwwu	nii
Plural:		
first person inclusive	manam(u)	mana
first person exclusive	meem(u)	maa
second person	miiru	mii

Syntax

Telugu consists of complex predicate constructions, in which the verb is multiplied when combined with other inflected elements.

Basic syntax of the essential components of sentence structure in the Telugu language consists of the subject-object-verb, in which the normal predicate is fixed in the final position. In some cases non-predicate elements display variations in order of words.

Grammatical relations are expressed through case morphology as opposed to word order. The *accusative suffix* marks the direct object. While the dative suffix marks the indirect object. The normative case is unmarked (morphologically), and is the case of subjects, third-person predicates, and inanimate direct objects.

In the Telugu language there are two negative verbs that negate other predicates, *kaa* and *lee*. Morphological expression of both tense/aspect distinctions do not exist within the same word. Tense and aspect distinctions can be made in negative sentences that express negation in a syntactic manner within a complex verbal production. When tense and aspect of morphology is not present then the verb can be inferred as future.

The Telugu language employs the widespread use of participles. Primarily, utilizing more than one verb per sentence is not allowed. The first verbs in a sentence take place of a participle. However, there are instances in which multiple verbs are utilized in the quotative construction.

Other multifaceted predicate constructions are present within the Telugu language such as, “light verb” constructions. Such type of constructions generally includes cases in which a noun that has been borrowed from Sanskrit or English exists with a Telugu verb.

The formation of relative clauses in Telugu primarily consists of the use of a relative participle rather than a relative pronoun. The use of dative-markers for subjects with select verbs is common in this language, and generally Telugu sentences are grammatical lacking an explicit object.

The use of passive construction in reference to syntax in the Telugu language is created by combining the finite form of the verb along with the infinite of the primary verb is infrequently utilized. The structure more universally used is the past participle in conjunction with the finite form of the verb.

Pragmatics

There are inadequate resources available that are specific to the Telugu linguistic community. Pragmatic characteristics associated with the Telugu language currently do not exist, exclusively. Although there are factors that should be considered with regards to this linguistic community when interacting in various settings.

Communication - Factors to Consider

There is a great difference in cultures between the North of India and the South, as well as between rural and urban families. Traditionally the South worships more the Hindu god of Vishnu.

The division of castes is essential to keep in mind while working with Hindu families, and the States of Bihar and Uttar Pradesh (UP) uphold these divisions more than other states.

Parent care is the task of the eldest son and his wife. Parent care by the daughter is infrequent as she marries and goes to live with the family of her husband. Devotion to the family is essential.

As a rule, an Indian woman is not only married to her husband but is committed to serve and obey his parents and close relatives as her duty.

The relationship between a therapist/helper and a patient/client can be very familiar like close family relatives.

Stress might not be perceived as requiring the expertise of psychologists/psychiatrists; instead indigenous forms of medicine and healing, such as yoga, exorcizing evil spirits, Ayurvedic and homeopathic medicines, and religion are seen as the real medicine of the mind and heart.

Acceptable Behaviors (Do's)

- Do try to work in conjunction with the traditional healers of the community of your client.
- Do try to greet your client saying “*Namaskar ji*” or “*Pranaam*” for the sophisticated meaning of “I bow down to you to greet you dear Sir/Madam”.
- Do put your hands together in the form of praying below your chin, when greeting, and slightly bow or nod.
- Do let the woman lead the salutation greeting, if you are a male, wait to see whether the woman extends her hand or bows to you, if you are a woman, you can take the lead on what you feel comfortable or take the lead on.

- Do be aware that shaking your head from one side to the other of the neck in a fast motion, can both mean “yes” and “no” and generally means that there is an understanding.
- Do try to use professional titles such as Professor and Doctor, or Mr., Mrs. and Miss.
- Do create the process of decision-making as slow and thoughtful.
- Do realize that if you are in session with the elderly member of the family, it is important to have them take the lead of the conversation. Also you should greet them first out of respect.
- Do be aware of the different festivals which occur during the year and that are followed by your clients.

Unacceptable Behaviors (Don'ts)

- Do not point your feet towards the person out of respect, if you happen to touch your client with your feet, do apologize.
- Do not grasp your ears as this expresses repentance.
- Do not point to an object in your office with your finger, rather you should do so with your chin.
- Do not backslap as this is not a sign of affection.
- Do not use your left hand to accept gifts or hand shake, as is seen as unclean.
- If you are sharing a meal with your clients, don't hesitate to also eat with your hands as this is more than accepted and respected.
- Do not whistle as this is considered impolite.
- Do not open gifts that are offered to you or expect your clients to open them in front of you either.
- Do not pat the head of a child as it is considered the seat of the soul.
- Do not discuss the issue of caste unless the family brings it up.
- Don't bring up the bad things about India, before the family might.
- Do not to bring up controversial topics like riots between Hindus and Muslims or the partition— especially among Punjabis, unless they bring it up.

Words and Phrases

Useful Phrases

Basics

I	Nenu
You	Nunnu, meeru (with respect)
Your	Needi
He	Atanu
She	Aame
It	Adi

Greetings

Hello	Vandanalu
How are you?	Neevu ela umnaavu?
I am fine	Nenu kshemamгаа umnaanu
Good Night	Subha rathrilu
Thank You	Dandalu

Common Phrases

What is your name?	Mee peru emant?
Where are you from?	Meeru yaavuru?
Did you have your lunch?	Neevu bojhanam chesava?
Please come home	Ma intiki meeru raavali
Please take your seat	Mee jaagala kookkondra
I will see you again.	Malli kaluddaam

Sample Telugu Speakers

http://accent.gmu.edu/browse_language.php?function=find&language=telugu

Adapted from: Krishnamurti, B. (2003); Steever, S. (ed). (1998).

Linguistic Community

Telugu is the native language of the South-Central group of Dravidian family languages. This language belongs to Telugu sub-group along with Chench, Savara, and Waddar, which are all languages that are spoken in the Andhra Pradesh state of India.

Related Languages: Telugu is related to six other languages of the South-Central Dravidian that are spoken in Andhra Pradesh, Madhya Pradesh, and Orissa. These languages are non-literary and include the following: Gondi, Konda, Kui, Kuvi, Manda, and Pengo.

Linguistic Features

Telugu is not a uniform language, it consists of four regional dialects, including the following: Northern, Southern, Eastern, and Central. Regional distinctions are noticeable among educated speakers.

There are varying differences in dialect of the Telugu language due to regional, caste, and educational level.

Possible Errors and Reasons, Linguistic Transfer

Educational levels may influence and distinguish Telugu pronunciations: For example: Illiterate monolingual Telugu speakers- may lack phonemes that standard Telugu has acquired through borrowing from Sanskrit and English.

Uneducated speakers may lack the following: 10 aspirated consonants, 4 fricatives, and 2 retroflex consonants.

Example: Educated speaker pronounce the word coffee- > /kaafii/ while and Uneducated speaker, lacking labiodental fricative /f/, uses the labial stop /p/ - > /kaapii/

Consonant clusters are absent from grammar of uneducated speakers.

Speech-Language Pathologists and Audiologists who speak Telugu

Austin Speech Labs

7800 Shoal Creek Blvd

Suite 240s

Austin, TX 78757

[Map of this location.](#)

512-294-6300

Email: staff@austinspeechlabs.org

Director: Shilpa Shamapant

Facility Type: Speech/language clinic

Payment Type: Reduced

www.asha.org/proserv

Telugu Associations

There are local cultural associations whose focus and mission is to preserve and promote the Telugu culture.

American Telugu Association

<http://www.ataworld.org/>

Telugu Association of North America

<http://www.tana.org/>

Telugu Cultural Association Austin

<http://www.austintelugu.org/index.html>

Houston Telugu Cultural Association

<http://teluguhouston.org/tcahouston/>

Telugu Association of San Antonio

<http://www.tasatexas.org/>

North America Telugu Society

<https://www.natsworld.org/>

Test and Assessment Materials

At the present time there is a lack of assessment/ diagnostic resources available to assess the Telugu language. The lack of diagnostic/ assessment measures that are sensitive and specific to the Telugu language is appalling. Due to the inadequacy of diagnostic measures speech-language pathologists may experience difficulties that may impede their ability to diagnose and treat individuals from this population. Therefore, it is important that further research is conducted to create and devise assessments that will assist speech language pathologists in assessing the Telugu language.

Current research has documented the use of computational approaches for linguistic or statistical processing of natural language texts, such as the Telugu language. Reportedly, the use of an interdisciplinary meta-analysis approach to assessing applications in the Telugu language has been utilized. Korrapati, (2010) conducted a research study with the primary purpose of bridging the gaps in current literature to examine the area of applied linguistics research concerned with natural language processing of the Telugu language.

Korrapati, R. (2010). COMPUTATIONAL LINGUISTICS: SPECIAL REFERENCE TO APPLICATIONS IN TELUGU LANGUAGE USING INTERDISCIPLINARY META ANALYSIS APPROACH. Summer Internet Proceedings, 1277-81. Retrieved from EBSCOhost.

Additional Resources

Websites

- <http://www.aponline.gov.in/apportal/index.asp?i=1>
- <http://www.videsh.com/>

Local Telugu Culture

- <http://texasindianmovies.com/AustinTeluguMovies.aspx>
- <http://www.austinindia.org/>
- <http://www.sanantonioindian.net/desi/telugu-movies.asp>

Video clips

Intro to Andhra Pradesh

- <http://www.youtube.com/watch?v=A4aTvxV9Ndk>

Telugu Lesson

- <http://www.youtube.com/watch?v=c-rvTTFdhws>

Telugu Alphabet Rhyme Song (for kids)

- <http://www.youtube.com/watch?v=ZJd6zhnP7nQ&feature=fvwrel>

Telugu Rhyme Song-Gummadi amma Gummadi

- <http://www.youtube.com/watch?v=Zgkwm4xvx6c&feature=BFa&list=SP55E891092D3D3557&index=5>

Therapy Materials

The following link is for an interactive Telugu website that contains worksheets and materials for children that can be used in therapy. This website is unique in that it provides and incorporates the use of the English language along with the Telugu language. The website includes materials such as, stories, games, rhymes, and additional learning materials to promote academic subjects such as math and reading.

<http://www.balabharathi.com/Default.aspx>

Research Articles

The following is a list of articles that provide relevant information about the Telugu language, culture and characteristics of the language :

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Mitchell, L. (2009). *Language, Emotion, and Politics in South India: The Making of a Mother Tongue*. Bloomington, IN: Indiana UP. Retrieved from EBSCOhost.

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Telugu. (2010). *Columbia Electronic Encyclopedia, 6th Edition*, 1. Retrieved from EBSCOhost.

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Andhra pradesh fact file: census. (2002). Retrieved from <http://www.aponline.gov.in/apportal/HomePageLinks/Population.htm>

Andhra pradesh languages (2002). Retrieved from <http://www.aponline.gov.in/Quick%20links/HIST-CULT/languages.html>

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