

# **Language Planning Agencies: The Case of Telugu**

A Thesis Submitted for the Degree of  
**Doctor of Philosophy**  
**In**  
**Applied Linguistics**

**By**

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June, 2000

**To  
My Mother**

For whatever I am,  
I owe it to her

## DECLARATION

I hereby declare that, the work presented in this thesis has been carried out by me under the supervision of Dr. **B. R. Bapuji**, and Prof. **Udaya Narayana Singh**, Centre for Applied Linguistics and Translation Studies, School of Humanities, University of Hyderabad. I also declare that this work has not been submitted for a degree or diploma of any other university.




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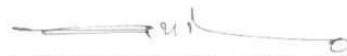
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## CERTIFICATE

This is to certify that Mr. G.V.K.S. Narayana Reddy has worked under our joint supervision for his Ph.D. thesis entitled "Language Planning Agencies: The Case of Telugu", at Centre for Applied Linguistics and Translation Studies. School of Humanities. University of Hyderabad. We further certify that, this is his bona fide work and does not constitute part of any material submitted for a degree here or elsewhere.

  
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# Introduction

## INTRODUCTION

Language planning has long been one of sociolinguistics' success stories. It was a domain of application in which new insights in the non-arbitrary relationship between languages and societies could be converted into implementable, practical problems of literacy, standardization of language, and the development of educational facilities. As a result of the World War II, the paradigms of 'development' and 'modernization' of newly (became) independent countries had called for the attention of many social scientists to translate their 'scientific' endeavors into 'political' decisions, which in turn, were supported and sponsored by the state agencies in one way or the other. As a matter of fact, the process of language planning and the agencies that carry out this process form a part of this scenario.

The present thesis deals with the Telugu language planning agencies. It is organized into eight chapters. The first chapter, titled 'Concept of Language Planning: Revisited', discusses the concept of language planning in general, the terminology used by different scholars to denote the process of language planning, typology of language planning activities, need for language planning, types of language planning etc. At the end of this chapter, an attempt is made to offer a general definition of language planning.

In the second chapter, language situation, planning and language planning agencies around the globe are briefly discussed. For convenience, the data are presented continent wise, and within a continent, the different countries are discussed in alphabetical order. The data for different language planning agencies around the globe, however, is primarily based on Rubin

(1979). In the chapter that follows, the language policies in India are discussed from a historical point of view. In this chapter, the language planning activities that are undertaken in different periods and their influence on the Indian society were discussed. The data in this chapter are presented under four sub-headings: pre-colonial period, colonial period, period of national movement, and the post-independent period.

Chapters from 4 to 8 are specifically devoted to the Telugu language planning agencies. In chapter 4, the role of rival elites as agents of Telugu language planning during the 19<sup>th</sup> and 20<sup>th</sup> centuries is discussed. In chapters 5-8, a detailed discussion is made about the Telugu language planning agencies. Chapter 5 deals with Translation Cell and Translation Directorate, which were established in 1964. Chapter 6 deals with the Andhra Pradesh Official Language Act of 1966 and the subsequent developments which resulted in the establishment of separate Official Language Cell in the Secretariat and Official Language Commission in 1974. Chapter 7 describes the role and functions of Telugu Academy and in Chapter 8, the Telugu University is depicted in detail. Chapters 5—8, the data are presented mainly in terms of the organizational setup of respective language planning agencies, duties, proclaimed objectives and achieved goals and their role in the modernizing and developing Telugu as official language of the Andhra Pradesh.

The final chapter includes observations made and conclusions drawn in this study.