(010-A&H-06-02) LINGUISTIC INTEGRATION: TELUGU AND TECHNOLOGY

Significance of the Program:

In the contemporary world, the fusion of traditional languages with modern technology has become imperative. As digital communication continues to evolve, the integration of Telugu language and technology holds significance in bridging cultural heritage with the digital landscape. This course aims to provide insights into the multifaceted aspects of Telugu language and literature, combining traditional studies with cutting-edge technological applications. By exploring the intersection of language and technology, students will gain a nuanced understanding of how Telugu adapts to the demands of the modern era.

Career Options:

Upon completion of this program, students can explore diverse career paths that leverage their proficiency in Contemporary Telugu and technological skills:

- Language Technology Specialist
- Digital Content Creator in Telugu
- Social Media Language Strategist
- Telugu Language App Developer
- Cultural and Linguistic Consultant for Tech Companies

Outcomes of the Program:

1. **Digital Language Proficiency:**
   - Gain proficiency in using digital tools for Telugu language learning and analysis like Animaker, Canva, Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI) etc.
   - Navigate online platforms and social media in Telugu for effective communication.
   - Create awareness in both Traditional and Modern grammar.

2. **Cultural Integration:**
   - Understand the role of Telugu language in the digital age and its impact on cultural integration.
   - Explore how technology contributes to the preservation and promotion of Telugu culture.
   - Learning ethical aspects through Satakams, Panchatantram, etc which throws light towards valuable Telugu culture.

3. **Innovative Language Technologies:**
   - Identify and analyse innovative language technologies for Telugu, such as natural language processing and machine translation.
   - Explore opportunities for Telugu language applications in emerging technologies.
   - Preparing suitable apps like Goutami ,Desh ,Ankur etc to use Telugu script for communication purpose.

4. **Digital Storytelling:**
   - Develop skills in digital storytelling in Telugu through multimedia content creation.
   - Utilize digital platforms for sharing Telugu literature and cultural narratives
   - Kathanilayam of Kalipatnam Rama Rao, Social Stories of Ravi sastry etc. which creates creative ability in Telugu

Major Course Outline:

1. **Language Proficiency**
   - Telugu Language and Grammar:
   - Phonetics and phonology of Telugu
   - Morphology and syntax
   - Semantics and pragmatics

2. **Digital Telugu Linguistics:**
   - Introduction to language technology applications in Telugu.
   - Digital tools for linguistic analysis and research.

3. **Contemporary Telugu Literature:**
   - Study of modern Telugu literature and its digital expressions.
   - Exploration of Telugu literary trends in the digital era.
   - Introduction to Epics, Mahamaya's, Prabandhas Biography and Auto biography – Various literary forms.

4. **Multimedia Integration:**
   - Incorporate multimedia elements in Telugu language learning materials.
   - Create digital content that enhances the understanding and appreciation of Telugu literature.

5. **Technology in Language Preservation:**
   - Explore digital archives and preservation methods for Telugu language resources.

- Understand the role of technology in documenting and safeguarding linguistic heritage.
- Teaching Learning process to protect and preserve important Telugu Cultural preservation.

6. **Interdisciplinary Projects:**
   - Collaborate with technology and media departments for interdisciplinary projects.
   - Apply Telugu language skills in real-world, technology-driven contexts.