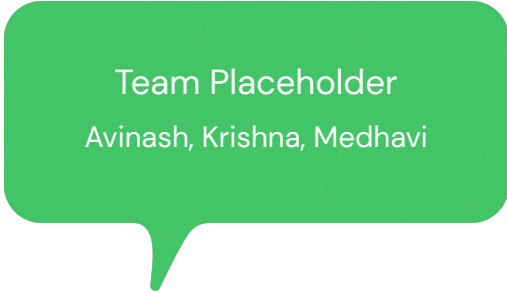


DEP 302

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Team Placeholder
Avinash, Krishna, Medhavi

Language and The Indian Education System

April 22, 2021

Index

1

Previously

2

The Problem

3

Identifying User Groups

4

The Idea

5

System intervention

6

Progress

Insights

English associated with liberalism

Indian languages associated with Conservatism

English symbol of better life

Development of city is a major element

Community buildup is a natural way of handling threat to culture, religion

Regional language conflicts and westernization

Gender disparity wrt languages (English)

Equal Multilingualism leads to common language English

Aspirations for the future

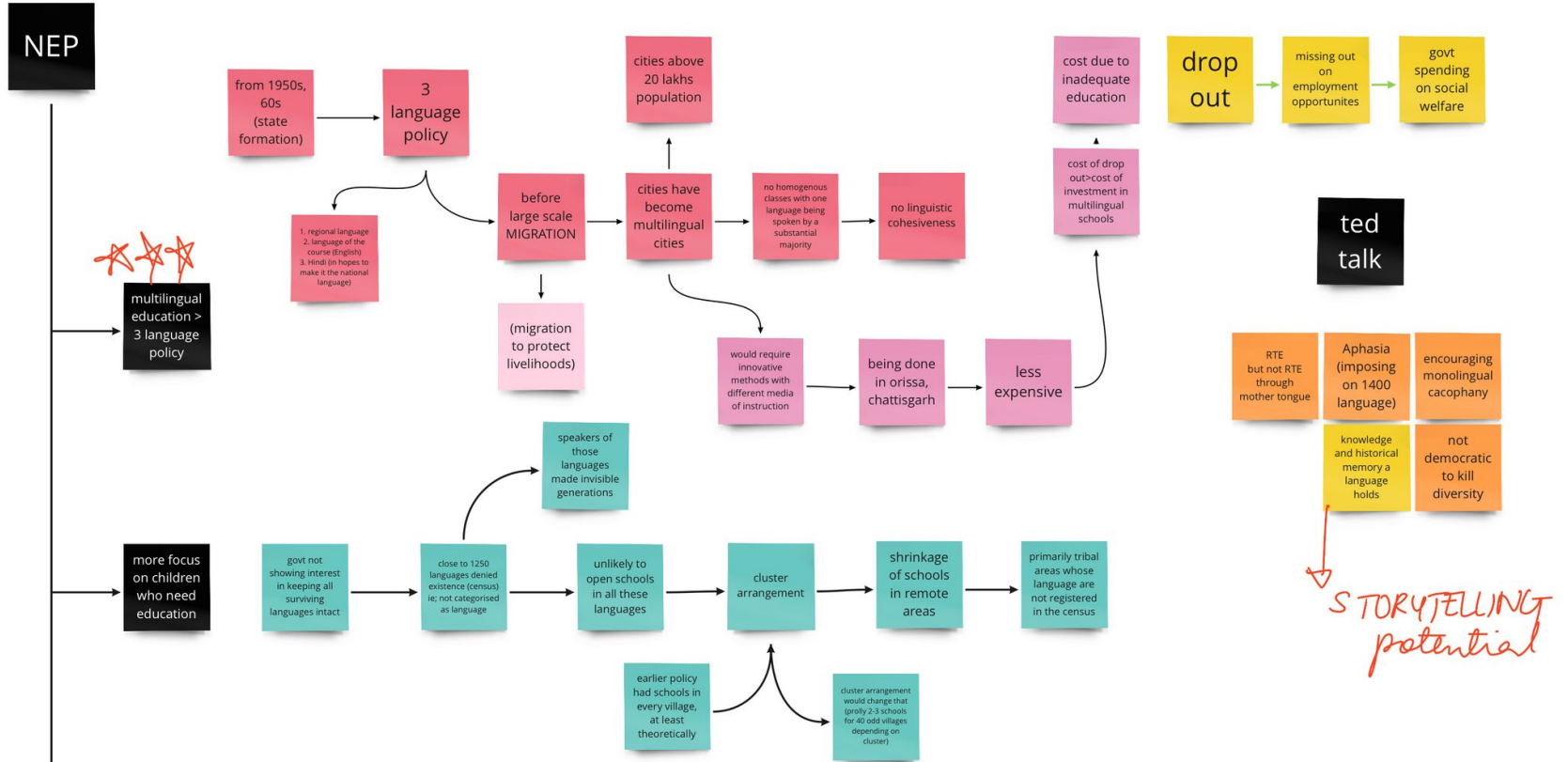
Expectations from education, returns from the investment

Inclusivity

National identity and brain drain

"Why us and not them"

Lessons from Devy

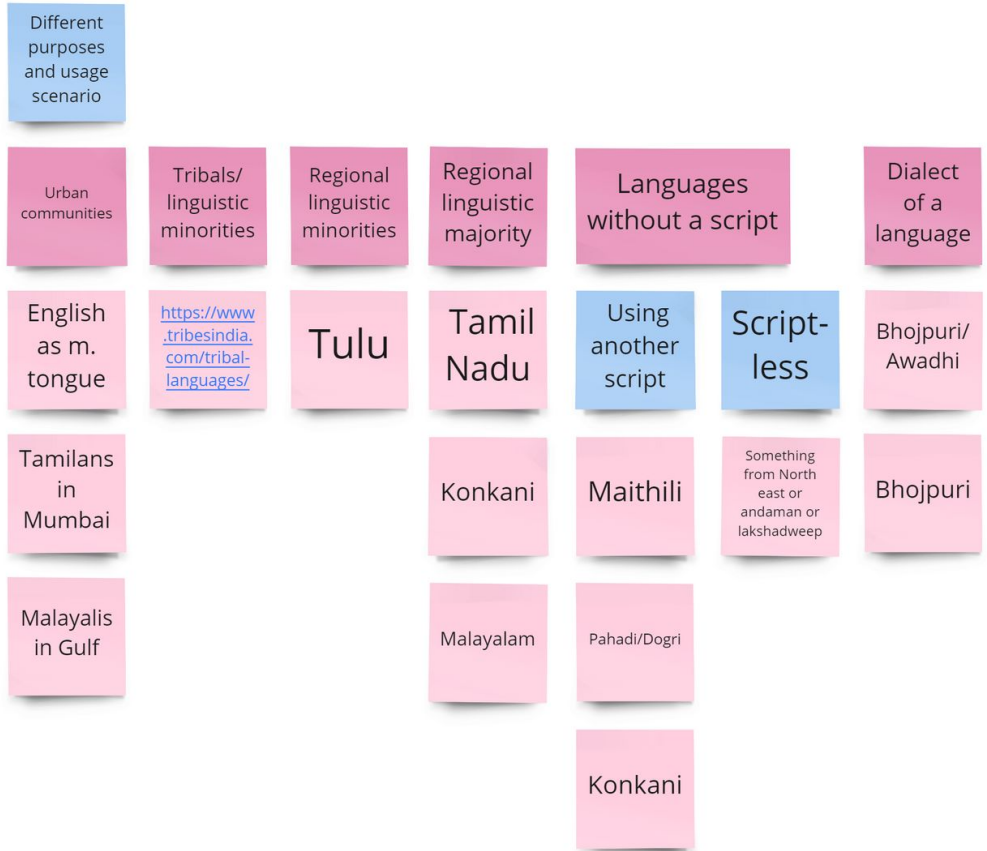


A green speech bubble with a white outline and a tail pointing downwards and to the left. The text "The Problem" is written inside in white.

The Problem

**Promoting multilingualism
through storytelling in the
Indian context**

User/ Target groups?



SYSTEMIC INTERVENTION THROUGH CHILDREN'S BOOKS

Pratham Books launches Adi Kahani series

June 27, 2014

Odisha Channel Bureau Bhubaneswar, June 28: Pratham Books launched the first set of ten books in four tribal languages and four story cards for the reading pleasure of children at Bakul Foundation, Bhubaneswar. Tribal children face many challenges when they enrol in schools, the least among them is to learn in a language that is different from their mother tongue. The State of Odisha has recognized this, and has taken the lead in imparting education in the mother tongue, in the early grades. The educational journey of lakhs of tribal children will be easier and more rooted in their own reality and culture. Drawing inspiration from this, three organizations, Pratham Books, Ignus-ERG with the support of Bernard van Leer Foundation, held workshops with authors speaking Saura, Munda, Kui and Juanga languages. This has led to a unique partnership to publish books for children in these tribal languages, according to a press release issued on Friday. The books are in bilingual format. Using Odia script, they have charming stories for beginner readers drawn from the rich oral tradition of these languages and the illustrations use tribal art with contemporary twist. The event started with the launch of the books by Padmashri D.P. Pattnayak (eminent



LEARNING AID

promoting language and its learning; exposure

literary/film festivals? (like hornbill is to music festivals?)

Could cater to wider range

Parents bringing their children; ya audience

Short films that have subtitles/bilingual

<https://www.languemagazine.com/2019/07/10/learning-language-through-film/>

would be with mascot character talking

Multilingual books?

<https://worldkidlit.wordpress.com/2019/09/10/15-bilingual-childrens-book-publishers/>

Both Indian languages

Not vernacular + English

possibly have illustrated books

or the character in the sides of a text book

digital media to provide exposure to literature/content for all age groups



mascots of different states as a group of friends

multilingual tales as adventures involving few of them

The Idea

Language mascots

Official government usage

Official mascots

Like the Maharaja of Air India

used in the Department of Official Languages

Should be - Department of Indian Languages

Or DIL in short :)

Educational curriculum

Text books illustrations

Linguistic storytelling, cultural relativity

Modern applications

Promotional

Social media posts

Ad campaigns

Language movements

People campaigns

storytelling through folktales

easier for people to learn other conversational languages

helps people keep in touch with their heritage

New age spin on cultures, traditions and history

History

Of their community

Of their linguistic struggles

Iconic idols, revolutionaries

Liberalism

Promoting inclusivity

Gender disparity

New age folklores

Like Swami and friends or Shankaran Pillai

Avoiding backfiring

Racial and linguistic profiling

Becoming symbols of hatred



WESTERN TRAGOPAN
for Pritty's Pahari tales

Giving an identity to language?

associating languages with characters

don't want to reinforce stereotypes

eg: ramayana

state icons



வணக்கம்



How did birds become the corporate mascots of language learning?

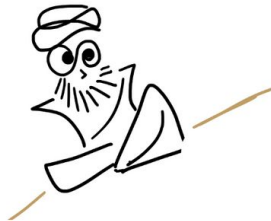
Discussion

Duolingo, Glossika, LanguageBird, Speechling...

Many companies that offer language learning products/services use an owl, parrot, or some other bird as their app logo and corporate mascot.

For some of us, owls are a cultural connotation of wisdom, but not every culture characterizes them this way (many do not). Parrots are sometimes associated with repetition and imitation (is that what learning a language is all about?). And while many species of birds are extremely intelligent, many other animals are as well (dolphins, elephants, octopus, etc.).

How do you feel about associating birds with language learning? Does something else come to mind when you think about learning another language?



Design outputs

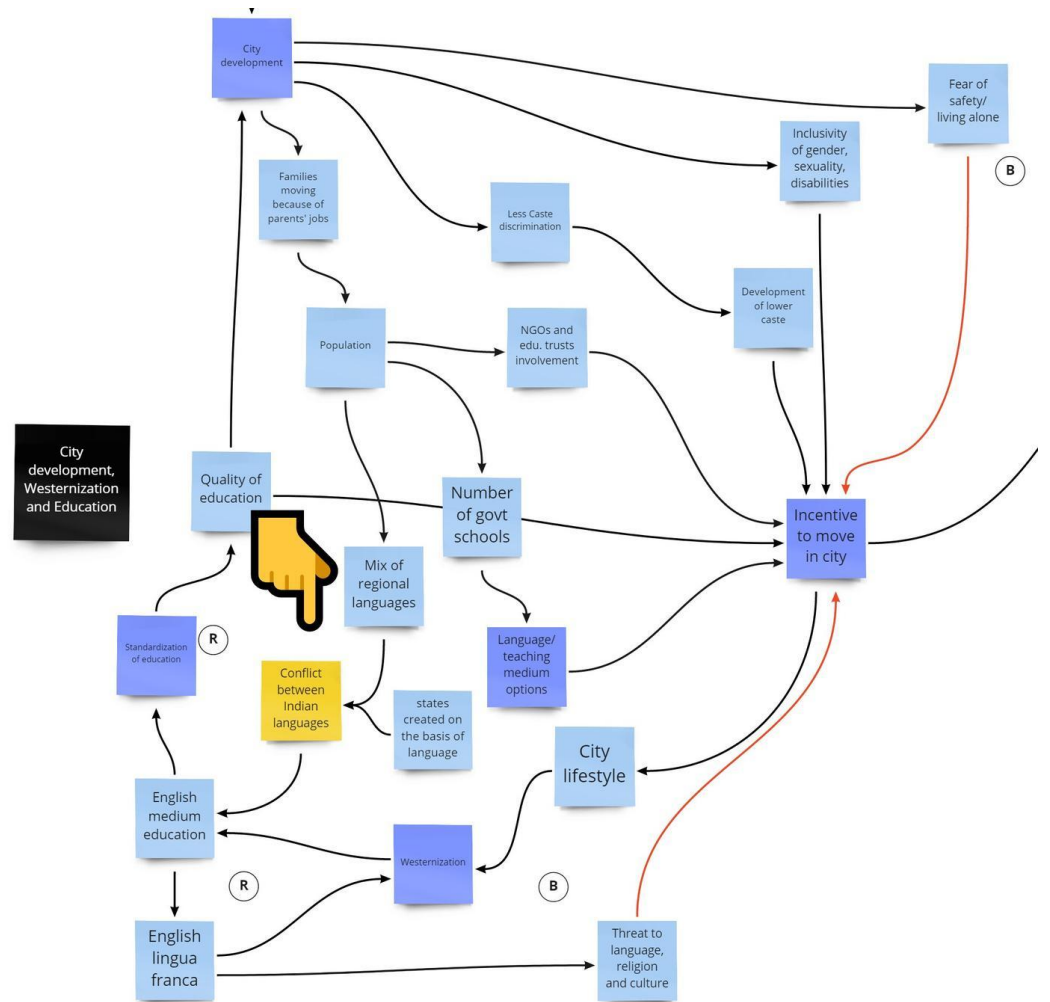
Multilingual series

Inclusivity/ liberalism series

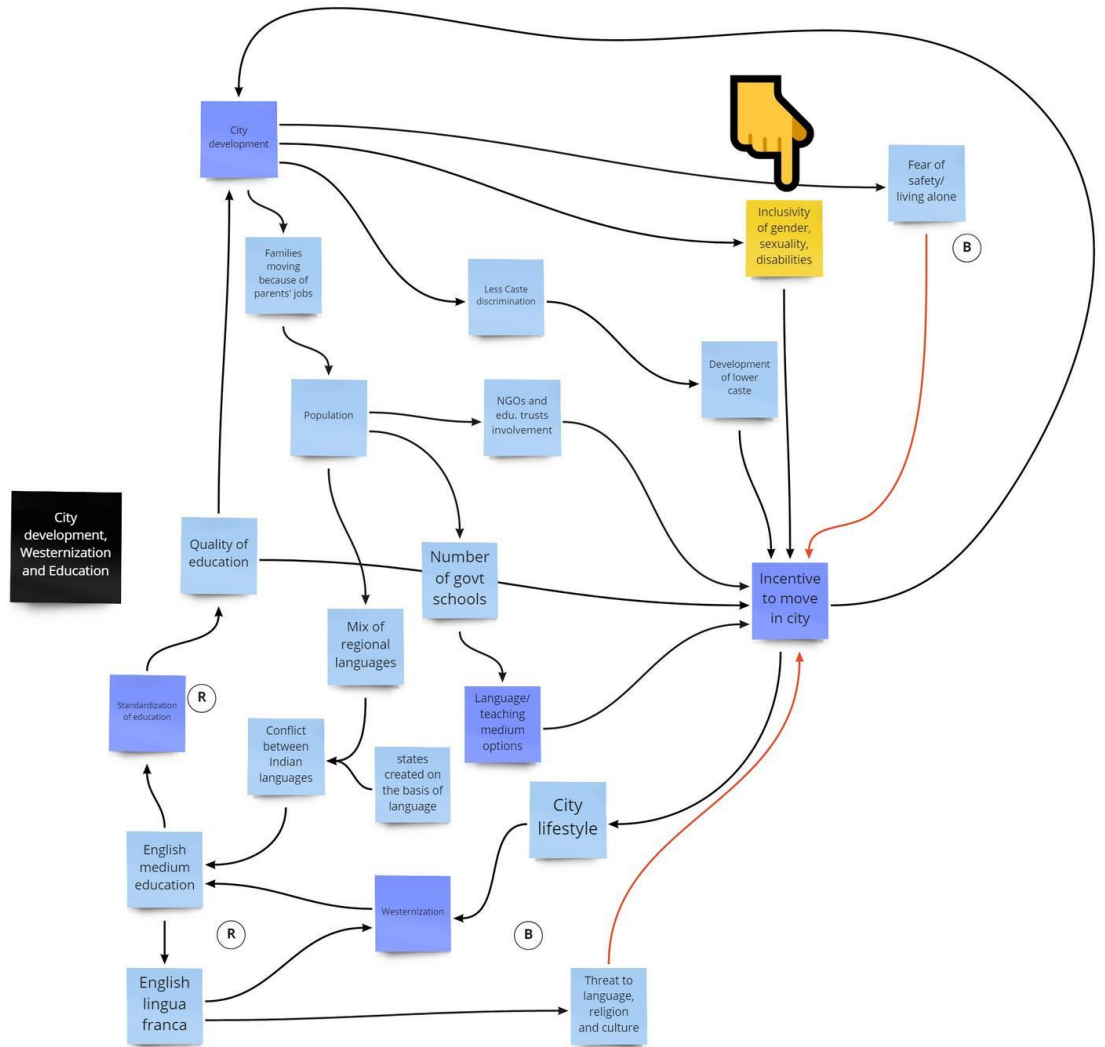
Sticker/ meme series

Educational series

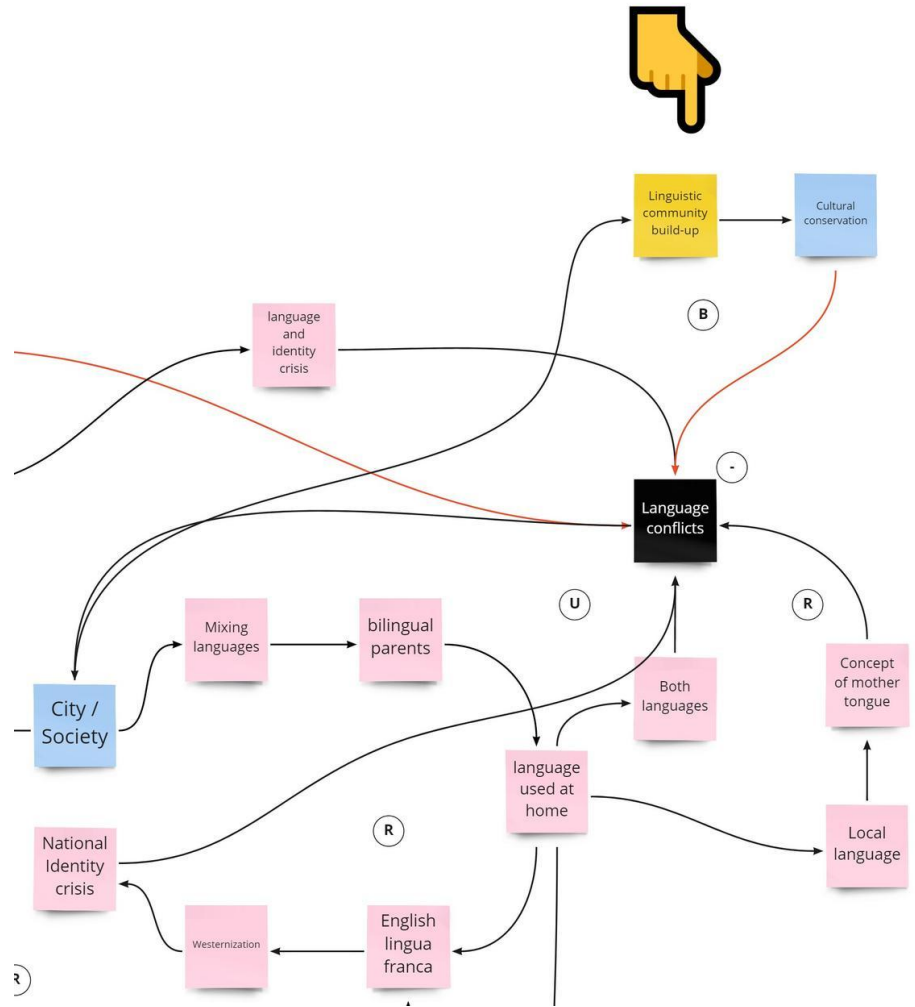
Multilingual series- Storytelling



Inclusivity series



Social Media series



New age spin on cultures, traditions and history

History

Of their community

Of their linguistic struggles

Iconic idols, revolutionaries

Liberalism

Promoting inclusivity

Gender disparity

New age folklores

Like Swami and friends or Shankaran Pillai

Modern applications

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Language movements

People campaigns

1st degree language

Malayalam
Kich

Tamil
Me

Kannada
Raffi

Hindi

2nd degree language

Pahadi
Pity

Konkani

Maithili
Madhvi's mom

3rd degree language

Tulu



Final output

Final
output

social
media

Storybooks

stickers

History

memes

folklores

posts

mascot



Thank you!