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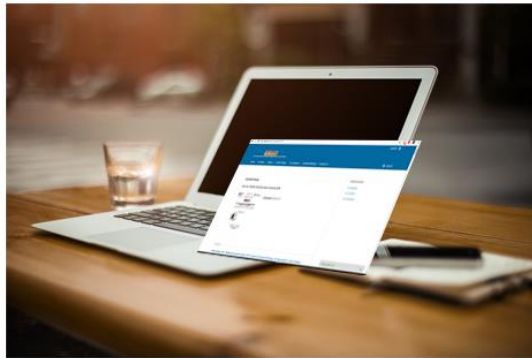
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CULTURAL INCORPORATION THROUGH LANGUAGE TEACHING IN INDIA**ABSTRACT**

Communication plays an important role in our day-to-day lives. It can be used in expressing our thoughts, emotions, feelings, ideas and opinions may be in conformity and in discontentment. Successful Language Teaching plays a significant role in the mode of communication. As India is primarily a multi-lingual country, language plays an essential part in elevating cultural communication. There are dissimilar ways we converse with people throughout the country. The approach in which one keeps up a correspondence with others symbolizes their intelligence, skill, communal status, groups and the ethics which are accepted based on the language in turn leading to incorporation. If the communication is transferred with superior intention retaining the above said features, then it can lead to the well-built reactions, but if it is in the divergent side it may cause tensions and clashes, relating to social distinctiveness and belonging. Thus, Language Teaching influences our thoughts, approaches and manners, leading to cultural assimilation through various approaches in India. This paper tries to explicate and discuss varied socio-linguistic deviations on a variety of aspects related to masculinity, race, civilization, group, caste and beliefs. Finally, the paper also suggests some approaches for successful cross-cultural communication which leads to compress cultural differences leading to harmony.

Key words: Multi-Lingual, Social Distinctiveness, Language Teaching, Cultural Assimilation, Socio-linguistics, Harmony

INTRODUCTION

Language plays as a connecting bridge between the sender and the receiver. It is also the important tool played in the process of communication. It is the most powerful weapon of all human symbols which plays an important role in connecting ideas with the rest of the world. Language also plays as a key role in representing one's own source of continuity and identity in spreading their culture. As everyone is aware of the fact that India is a well known country of the oldest civilization in the world, where people related from different cultures, traditions, religions and languages live together, which leads to Unity in Diversity. Unity in Diversity has been one of the greatest characteristics of the nation, which binds people of all religions together in one bond of humanity. Language plays an essential role in binding people together and this language can be acquired with the ideal teaching. Acquisition of a language is essential as they include the process of delivering one's thoughts, emotions, feelings, ideas and opinions. The said aspects may be received and sent in agreement and displeasure based on the situation and context. Perhaps, strong language skills are an asset, which leads to an effective communication, as everyone is aware that language is the most essential part of our living and leading life. Learning a language is an essential part of the professional life, as it provides an opportunity to learn about other peoples and cultures.

When classroom teaching is concerned, we experience, students with various levels of thinking, with diverse attitudes and with different perspectives. Classroom teaching should always be a student centric. Students' involvement must be the primary aspect of Language Teaching. An effective teaching always leads to effective learning. In the process of teaching, Language plays an imperative role in interpretation of the information to the student in a constructive way. It is very hard to imagine teaching without a Language, without which it would have been difficult to

face this competitive world. Language connects the people from corner of the world to another corner. Language is the link through which ones feelings, thoughts, emotions, feelings, ideas and opinions carried forward reflecting true meaning. It acts as one of the effective medium in transforming the true values of the people.

India is a great country with varied belief, customs, ritual and morals. People from different background and diverse culture live together, without any bias to a particular person or group. All people are treated equally and equal importance is given to all without any discrimination. They are living with unity and proving the fact that 'Unity in Diversity'. Each belief has its linguistic expressions and particular language. Every religion is as important as another and provide a secure for belonging to a definite culture and tradition. Thus, language and religion serve as markers of group identity. Religions which practice the languages create stature for that religion. Strong language skills are an asset for an effective communication. Language is the most important part of our being and which helps us to learn about other cultures, beliefs, traditions and ideals.

The relationship between language and culture is definitely defined as it provides a foundation to the idea of learning an aspect of culture.

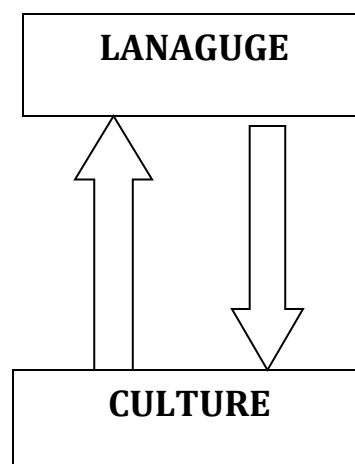
RELATIONSHIP BETWEEN LANGUAGE AND CULTURE

Language and culture are, of course, interconnected with each other. The language we first start speaking helps us to share our world view with a thought process, by understanding and analyzing. It also educates us to study others attitudes. Besides, the culture of a society closely affects its language. Language also influences the past culture, by representing the facts about the past and educating the history of one's culture by relating it to the existing one.

Culture Leads Language. Language is used to communicate one's ideas about the culture. Culture needs to keep up as it changes language. People become aware of the new cultural trends using the language. Language thus helps to spread culture.

Simultaneously, learning a language helps us to get exposed to new ideas which emerge from different cultures, which is a part of India. It also provides a platform for knowing the culture from where it has emerged and how it has been continuing in the present. Growth is the nature of culture and language helps culture to grow. Among all the tools used for cultural improvement, language is one of the major tools of culture.

LANGUAGE AND CULTURE ARE INTERCONNECTED



Language is the verbal and written representation of culture. So, language serves as a strong bondage between cultures and people by conveying the information which is required to continue their existence which is purely based on the culture for their identity. Use of language makes one specific, as it represents the culture they follow.

The culture of a people finds reflection in the language they employ as they value certain things. The certain things which they value will be reflected by the language they use.

IMPORTANCE OF LANGUAGE IN COMMUNICATION

As a part of communication, Language plays an important role in conveying the information. It is considered as one of the essential means of communication among all the members of the

society. If one wants to express their views, language is a fundamental aspect, without which one cannot correspond. When we deal with communication, in the terms of linguistics, it is considered as a multidisciplinary attempt. Communication takes place in three ways one is verbal, non-verbal and written modes.

Language acts as an effective tool:

- ✓ To learn and gain knowledge
- ✓ To convey ideas
- ✓ To communicate thoughts, sentiments and dreams
- ✓ To build cultural binds
- ✓ To make communal individuality

DIFFERENT LANGUAGES USED IN INDIA FOR COMMUNICATION



Different languages are spoken in India such as Sanskrit, Urdu, Hindi, English, Kannada, Bengali, Oriya, Konkani, Marathi, Punjabi, Marathi, Kashmiri, Malayalam, Assamese, Telugu, Gujarati etc., which leads to togetherness, where exchange of ideas, customs, traditions, habits

etc., takes place with the help of communication which is connected through language. While, one starts transmitting the information or starts interchanging information they try to communicate in an efficient manner. Communication is said to be effective, only when it is conveyed with the positive tone, speech and accent. The response will be positive or negative, based on these aspects with which the speaker tries to communicate.

The manner in which one corresponds with others represents their intelligence, skill, communal status, groups and the principles which are accepted based on the language in turn leading to integration. Language helps in conveying messages with good intention which leads to strong reactions leading to social and cultural integration. If the same language is used on the contrary side, it may cause tensions and leads to conflicts resulting in social disturbances.

India is a sub-continent colonized by diverse people. The mother tongue of one state is Greek or Latin to another. Under these conditions English acts as the 'lingua Franca' in making easier the relations with each other. Thus, English has directly helped India to attain unity in diversity. English Language plays an important role in India and also throughout the world. It is considered as a global language and thus it is the most spoken language today in the present world. It is also the official language in many countries and as per the latest survey, many people in the world use English as a part of communication. English has its unique importance in India, as it has played an important role in building modern India. At present in this universal world, English is one of the major languages which is used as a means of communication. It helps various natives of different regional dialects to communicate with each other, leading to cultural integration within and outside India. English Language has enhanced the Indian language and culture and widened our outlook on life from the universal perspective.

LANGUAGE TEACHING LEADS TO CULTURAL INTEGRATION

Language teaching plays an important role in building culture integration. Language Teaching creates a communicative competence among the learners. We experience learners wherein they will be involved in learning the culture, knowledge and facing the competence in this globalized world. In Language teaching main focus central focus will be on culture, so that students focus will be on a communicative approach to the fullest extent possible. The main purpose of language teaching is to provide learners with consequential relations with native or non-native

speakers of the target language. With language teaching learners will have long-lasting benefits of their language knowledge skills. Language teaching motivates to cultural learning. Thus, Language teaching leads to gain cultural knowledge, which develops a positive attitude towards other cultures. It increases their understanding towards their own culture by encouraging them to learn, as to how to speak and write.

Different language speakers share their culture across social and national boundaries which connect nationally and universally. Language Teaching influences the learner's ideas, approaches and manners, leading to cultural integration through various approaches in India. Teaching culture should be included into the language textbooks and classroom performances. Language Teachers play a vital role in finding solutions to the practical issues which leads to cultural integration into their teaching practices with their own approaches. These approaches should be familiar with that of the culture.

CONCLUSION

Cross-cultural misunderstandings may occur whenever there are cultural differences. These misunderstandings may happen under the situations such as different nationalities, religions or between any ethnic crowds. Intercultural conflicts may arise due to the misunderstandings of the people, may be with regard to their values, goals, concerns, resources and communicative approach. Mostly a cultural misunderstanding may arise when a word, gesture, object, social context, etc has different meanings in two cultures. In this regard, Language teaching plays a significant role, as it involves in successful instructional strategies which in turn helps them to practice in establishing an intercultural understanding in the classroom. Language teaching provides a platform for the learners to gain knowledge and also in choosing, gathering and accumulating cultural resources in an effective manner. Language teaching also facilitates the learner to identify and value the differences between the two cultures and making them to know or frame his own identity.

Integration of culture into language teaching encourages in spreading of humanistic values and also educating them regarding one's culture, traditions, religions and the other policy matters which in turn may cause to self-identity in this global world. Successful language teaching leads

to successful cultural integration, where learners can act flexibly. When learners are projected in the right direction through language teaching, it definitely leads to successful cross-cultural communication resulting in reducing cultural conflicts. When cultural conflicts are reduced, it definitely leads to peace and harmony.

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