



South Asia Language Resource Center

SALRC GRANT PROPOSAL APPLICATION FORM 2005-2006

Proposal title
DUAL SCRIPT COURSE IN PUNJABI

Language(s)
PUNJABI

Project period (Earliest start date is 8/15/2005;
project must be completed by 8/14/2006)
08/15/2005 – 08/14/2006

Is this proposal an extension or expansion of a
previously SALRC funded project?
NO

Faculty PI
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LEARNING & TEACHING

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Have you previously received SALRC funding
for an unrelated project?
NO

Requested funding amount
\$ 24,070

Institution
Regents of the University of California

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Description of proposal (Please do not exceed three pages.):

You must respond to the points covered in the RFP including technology, timeline, budget, pedagogical approach and the unique aspect of this project compared to existing materials.

The University of California Consortium for Language Learning & Teaching (UCCLLT) seeks \$24,070 in funding from the SALRC in order to expand and democratize the training capability of the Web-based course in Punjabi under development beginning in July 2005. The UCCLLT has been awarded a three-year Title VI grant from the U.S. Department of Education to produce a state-of-the art, content- and culture-based course in the Gurmukhi script, the standard medium of instruction at U.S. campuses. With the support of a grant from SALRC, we will extend the parameters of the Punjabi course



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by concurrently developing the instructional materials in the Persian script, which ideally should be an integral component of any Punjabi course.

Among the many features that classify Punjabi as a difficult language is this dual-script phenomenon. Most importantly, this linguistic feature has serious cultural ramifications. Punjabi is the language of citizens of the Punjab, a region that was divided between India and Pakistan in the 1947 partition. Approximately 70% of all Punjabis in the world are Pakistani and Muslim and cannot read the Gurmukhi script employed by Indian Punjabis. The same is obviously true of Punjabi speakers in diaspora. No Indian or Indo-American heritage speakers of Punjabi can read the Persian script; no Pakistani or Pakistani American can read Gurmukhi.

Prior to the partition of the Punjab, the demographic groups that included Muslims, Hindus, and Sikhs comprised one linguistic community. They are now in the process of becoming somewhat distinct linguistic communities, with Amritsar as the cultural center of the East Punjab, and Lahore as the center of the West. The Eastern Punjab has become more Sanscritized, while the Western Punjab has become more Persianized. The heritage students in the U.S. are the first generation of Punjabi speakers from two distinct linguistic communities.

The UC Punjabi course will not underplay the differences but will capture the common denominators and underscore the common riches of the culture (art, literature, etc.) that unite the divided Punjab.

The proposed Punjabi course will be web-based and will meet an urgent need for new instructional materials both in face-to-face courses and distance-learning delivery options. It will provide what simply does not exist – a coherent, content-based full-year course of instruction with a solid foundation in modern methodology. Developed by renowned Punjabi linguist Professor Gurinder Singh Mann (UC Santa Barbara) and Professor Robert Blake, director of the UCCLLT, a nationally known expert in computer assisted language instruction and distance learning technology, the proposed course in Punjabi will focus on the particular needs of the U.S. student. Professor Mann will be assisted in



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developing and webbing the course materials by experienced graduate student researchers (GSR) capable of working in this sophisticated pedagogical and technical environment. The Title VI grant funds one advanced-level (Level IV) GSR proficient in the Gurmukhi script at 100% for summer 2005, at 50% for academic year 2005-2006, and at 100% for summer 2006. A grant from the SALRC will fund a Level IV GSR proficient in the Persian script for the same period: 100% for one month summer 2005; 50% for nine months academic year 2005-2006; 100% for two months summer 2006, for a total of \$24,070 as detailed in the proposal budget. Under this plan, the Punjabi course will be produced simultaneously in the two scripts.

The Web materials will include a variety of activities to bolster speaking, listening, reading, and writing skills. There will be a host of collaborative and portfolio activities with instantaneous feedback, all aimed at facilitating learning and supporting the distance learner: exercises based on pictures, video and audio clips that relate to pronunciation; reading strategies and reading comprehension; vocabulary and grammar; practice tests, all embedded with the textbook units and covering a wide variety of cultural topics.

The Punjabi project is fortunate to have access to the tech support of the UCCLLT and UC Santa Barbara and also to the Web Flash-based templates, developed for *Spanish Without Walls* and *Arabic Without Walls* that all meet the Unicode standard necessary to process the two Punjabi scripts. The scripts will be embedded in all the HTML materials produced and will be readily accessible to all users having recent versions of Web browsers that have been set to Unicode (UTF-8). All fonts displayed on Web pages are tagged with identifiers. A word processor tags a given text as being in a particular font, in the case of the Punjabi documents, a Unicode font. The instructions for how to interpret this font are then saved along with the actual content.. The tags allow an up-to-date browser to read the document and display it in the proper fashion according to Unicode.

Chat programs for the course will also be Unicode compliant. Fonts will still have to be installed, but the materials will have a technical introduction page that will offer direct access to the scripts and



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installation method. Similarly, students will be able to input the scripts electronically, again using Unicode fonts. The UCCLLT has experience with using Unicode fonts as a result of producing its *Arabic Without Walls* course.

As a project of the UCCLLT, the Punjabi distance course will benefit from the collective expertise of language and instructional technology practitioners across the UC system. In addition, Punjabi scholars such as Ravinder Dhillon, Stanford University, Atamjit Singh, San Jose State University, and Pashaura Singh, University of Michigan, will serve as consultants on the project. The infrastructure is soundly in place for implementing distance-taught language courses within UC, and the UCCLLT is committed to sharing all developed instructional programs with interested institutions nationwide.



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SALRC Grant Proposal Budget 2005-2006

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Category (1)	Amount requested	Matching funds (2)
Personnel (3)		
1 GSR IV for Gurinder Mann @\$18.09/hr		
\$3,147/1 month Summer 05 @ 100%		
\$14,162/Academic Year 05-06 @ 50%		
\$6,294/2 months Summer 06 @ 100%		
Total GSR Salary	\$23,603	
GSR Benefits (.013 AY & .03 Summer)	\$467	
In State Fees		\$8,960.0
Software		
Equipment (4)		
Travel (5)		
Other (6)		
Indirect costs (7) (Federal Approved rate of 51.5%)	Indirect costs will not be permitted on grants under \$50,000.	\$12,396.0
Total	\$24,070	\$21,356.0

Notes:

1. Include descriptive information that will help the reviewer understand the budget.
2. If you already have institutional commitment for matching funds, list them here.
If you propose to seek additional funding from elsewhere to help fund this grant, mention that in the narrative.
3. Indicate hours or percent of time and benefits amounts separately.
e.g. Graduate student to digitize audio materials. 35 hrs. X \$10/hr. + 2.4% benefits



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4. Any equipment purchased with this grant will become the property of the relevant department or program at the home institution of the grantee.
5. Foreign travel will ordinarily not be permitted. Include only travel that is essential to the project.
6. Include reviewers or consultants here but not anyone who would be on your institution's payroll.
e.g. Project reviewer from Univ. of Kansas. Trans, \$500; Meals and lodging, \$500. Fee, \$500.
Any special needs or supplies not covered elsewhere should be included in Other.
7. Make certain that your institution is aware that indirect costs will not be supported in this program for grants