social parameters as caste, income, age, literacy level, etc. on
linguistic behaviour can be thoroughly studied in a rural setting.
Therefore, this study has chosen a rural setting as its field of study.

2.2.1 Sample Village

Two villages, namely, Nanjai Kolanalli and Punjai Kolanalli have
been selected as sample villages for this study. These two villages
are located near Kodumudi in Periyar District of Tamilnadu. These two
villages have been selected as sample villages for this study for
the following reasons:

1. These villages have all the three major communities of
   people, namely, forward community, backward community and
   scheduled community, within their limits.

2. They are located at a distance of about thirty kilometers
   from the nearest urban centre namely, Erode, and hence, the
   influence of urban features over these villages may be
   considered as negligible or very less.

3. These two villages are mainly engaged in agriculture and
   their population figures are given below (Census of India,
   1981):

   Nanjai Kolanalli - 2140  (Village Panchayat)
   Punjai Kolanalli - 9779  (Town Panchayat)