

A REVIEW STUDY ON TRIBAL AND MASS MEDIA SOCIAL ISSUES ABSTRACT

Dr. Kamlesh Meena

¹Assistant Regional Director, Indira Gandhi National Open University
IGNOU Regional Center Khanna Punjab

Corresponding Author:**Dr. Kamlesh Meena**

Assistant Regional Director, Indira Gandhi National Open University IGNOU Regional Center Khanna Punjab.

Email: drkamleshmeena12august@gmail.com

Mobile 9929245565

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Abstract

A tribe is regarded as a social group existing before the formation of or beyond states either in terms of its development or its history. A tribe is a group of separate people who are mainly autonomous and not incorporated in national societies, depending on their territory for subsistence. It is probably the word that the general public understands and uses most easily.

Keywords: Social issues, tribes, role, media, awareness;

Introduction

A significant number of indigenous peoples live in India. One of the most economically deprived and disadvantaged groups in India is the Scheduled Tribe people. India has the biggest tribal population in the world and has more than 10.2 crores. This makes up 8.6% of the country's population (Census of India, 2011). There is widespread agreement that Indians have extremely low health status, poor sanitary conditions, poor personal cleanliness and inadequate health education. There is also universal agreement. Mother tribe has high anemia rates and girls get less than the recommended food intake. In short, there is insufficient food intake for the entire tribal group. The amount of family planning knowledge and practice among the programmatic tribes was similarly low. Specifically, the research of socio-economic and demographic differences, antenatal issues and care, post-borne care, current contraceptive usage and problems of reproductive health, and nutrition and anemia is needed. The mass media have a responsibility to play in maintaining and transmitting traditional values to future generations. In addition, it is frequently essential to communicate new ideas and new social and political structures. The mainstream mass media seldom addresses most indigenous groups inside northeastern India their methods, problems, and questions. In this context, traditional people media reflect family aspects of daily culture, legitimize rituals and institutions, educate non-educated groups and keep them in line with recognized behavioral patterns. The mass media is an indigenous analogue of external mass media that enables tribal society to evolve and advance via the communications of socio-economic transformation. Tribal people rely to the traditional mass media for consolidation and integrity regardless of their education and religious adaption. Traditional folk media lead to the enculturation and adoption of new messages and improve their acceptability and integrate outside symbols in their forms and presentations.

Use Of Mass Media

Mass media can be used for various purposes:

News & Current Affairs: One of the most important responsibilities of the media today is to keep people informed about what is going on in their communities and around the world. They cover a wide range of topics, including weather, governance, war, fitness, economics, science, fashion, and music.

Entertainment: The original purpose of various "media means" was to entertain the masses. Radio, television, cinemas, and magazines devote the majority of their budgets to entertaining items and programs. The demand for more entertainment is increasing as a result of the growing population and changing lifestyle. Every year, the entertainment industry transacts billions of dollars.

Public Announcements: Various authorities and agencies make use of the media to disseminate information to the general public. This could include things like a storm or epidemic warning, flight and train delays, and so on. In some cases, such as tenders and changes in property ownership, it is required by law to publish notices in the newspaper.

Education: Because the media's reach and power are so vast, it can be used to educate people for very little money. Imagine a classroom with thousands of students taught by a single teacher in every city. Unfortunately, due to the media's profit-driven approach and the government's lack of interest, very little work is done to spread education.

Political Awareness: The political system is supervised by the media. It will be a powerful force in the nation's development if it plays its role honestly. It has a significant impact on bringing ordinary people closer to their leaders. All major political situations, decisions, and scenarios are covered in detail by the media. As a result, people will have a better understanding of their rights and will be able to make better decisions.

Tools Of Media

Television: One of the most important forms of mass communication is television. Every day, the average person can watch at least one hour of television. Some people prefer to get their news from television, while others prefer to watch dramas or variety shows. We can watch a variety of programs on television based on our preferences. "Television was introduced to the United States of America at the 1939 World's Fair in New York," according to Nielsen media research (1998).

The first commercially available television stations were licensed and approved by the Federal Communications Commission after two years. Around 9% of American homes had television sets in 1950". Since 1985, about 98 percent of households have owned a television (Bushman, 2001).

Newspaper and Magazine: Newspapers and magazines are the most common print media tools for disseminating news to their readers on a regular basis. On a daily basis, hundreds of thousands of newspapers and magazines around the world provide information to the public in the form of news, articles, features, columns, and other items.

Radio: Radio, as the most effective electronic medium of communication, is also the first to report breaking news, like newspapers, and broadcasts several news bulletins every 24 hours.

Internet: Since the World Wide Web's inception about 15 years ago, the number of people using the internet has grown at an exponential rate. Nobody knows how many people have access to the internet. According to the NUA Internet Survey (2002), the number of internet users in 2002 was estimated to be around 600 million. People are becoming increasingly reliant on technology and the Internet to conduct their day-to-day and work activities, thanks to the popularity of the WWW and the pervasiveness of computer technology in general.

Although the internet emerged as a new medium of communication and a new society, it is not integrated into the society in which we live, resulting in a slew of issues. We can accept a great deal of information via the internet because people from all over the world can share information on the network. However, while the internet contains a wealth of information, it also contains false and useless information.

Advertising: Advertising is a type of mass communication. The advertisement market has progressed to the point where we can see an advertisement every minute. Because every product must be sold in today's infinity competition society, most products now include advertisements. Customers now live in a sea of advertising. People are exposed to advertising from the moment they open their eyes until they go to bed, via television, radio, newspapers, magazines, and catalogs.

According to Human Communication Research (1998), an adult can be exposed to 3,000 advertisements in a single day and only remember 10 of them. The market for advertisements has matured. However, because advertisements serve the functions of information, entertainment, and persuasion, they may not only cause people to change their lifestyles, but also promote decadent culture such as alcohol, cigarettes, and sex.

Ellickson and his co-authors investigate the link between different types of alcohol advertising and subsequent drinking among adolescents in the United States, as well as whether exposure to an alcohol and drug prevention program mitigates any such link. Variables were created for four types of alcohol advertising - television, in-store displays, magazines, and concession stands.

Social Development: Social development is a broad term that refers to how a society is progressing. A society develops into a modern society with a rational outlook and scientific temperament over time. People are not emotionally attached to traditional forms of social structure and values, and they are quick to adapt to change, open to new ideas, and willing to embark on a new path. They are not dogmatic, gullible, or superstitious in the least. The social structure is democratic rather than authoritarian, as it was in traditional societies. The political system is democratic and secular. Within constitutional bounds, citizens have autonomy and the freedom to choose their own path.

Both social and economic development are mutually beneficial processes. They are the two halves of a coin. Both are dependent on each other's progress. The term 'social' is not precise enough to be easily comprehended. Education, occupation, and income are all factors in social development. However, there is a distinction between social and psychological terms such as attitudes, motivations, ideas, and values; however, treating the term social as opposed to the term "economic" would include these psychological terms within the sphere of society. All non-economic factors are included in the term "social." Economic development is dependent on social development. According to J.A. Pansoien, social development is a self-contained field that must be defined in its own terms. Social development can be defined as changes in the social field that are compatible with and conducive to economic development (Singh, 2015).

Development Communication: The concept of media development can be found in the 1972 agenda-setting theory, which is also known as the development media theory. That was described by McCombs and Shaw "The media not only tells us what to think, but also what we should think about. The press can influence the public's perception of specific issues. The media's influencing power is used as a resource for development policies. The agenda-setting theory's main concept is that while media may not completely change one's point of view on a given issue, it does tend to change one's perception of what is good." Kumar et al., 2010.

TRIBAL DEVELOPMENT: The presence of distinct groups of people known variously at different times -

Ashura, Vanara, Kinnara, Rakshasa, and others during ancient times - has always been known to the Indian administration. During medieval times, tribals were known as Kol, Bhil, Kirata, and others, and during modern times, they were known as Girijan, Adivasi, Vanavasi, and others. The dominant groups have described them as distinct because of their comparatively more isolated habitation in hilly and forest areas, as well as their distinct social, economic, and cultural lives.

The British colonial connotation attributed to certain ethnic groups in India is a legacy of colonial rule. The term is still used to refer to India's exotic indigenous people who live outside of cities and townships. Tribes are now found living in forests, hills, and terrains that are rich in minerals, hydraulic, and forest resources, and have an exotic culture that is unique to modern people. Therefore, the outsiders designate them with various names like 'adivasi' (original inhabitants) 'jana' or 'janjati' (folk community) 'admjati' (primitive community) 'vanvasi' (forest dwellers) 'pahari' (hill people) and so on.

Tribal Communities In India: India's tribes account for 8.2% of the country's total population. In comparison to any other country, our country has the most tribes. Tribes come in a variety of shapes and sizes. There are 461 tribal communities in India, according to the Anthropological Survey of India, with 174 sub-groups. There are 212 tribes in India, spread across the country. Geographically, linguistically, and racially, this community is divided.

Importance of Media in Social issues of Tribes: The media has a key function to play in shaping a decent society in order to grow and advance our way of life, since it constantly seeks to match truth with the element that is important. It is the greatest instrument to raise awareness of what is occurring in our globe in social problems of the many nations and the contemporary civilization, whether political, social, or economic.

Mass media and social Change: In human civilization, change is the universal thing. Inwardly or outwardly, every civilization has undergone transformation. Social change is any change that has occurred in a society. According to the New World Encyclopedia, 'social change is the general concept that means change in nature, in social institutions, in social behavior, in social relations of a society, in people's communities or in other social structures; any event or action affecting a group of people with shared values or properties; Social transformation is therefore in every culture a constant phenomenon.

Role of Mass Media: In the conventional media too, mass press has an effect. Today, even in rural regions, print media such as signboard, billboard etc. is popular. Communication in traditional media systems is primarily through human methods to disseminate certain events and news. Also used by individuals for message communicating is mobile communication, the Internet, and social media.

Conclusion

The article shows that media such as newsprint, television and radio only provide enjoyment and social consciousness within tribal communities and give the tribes empowerment. In their daily lives, media aren't very essential. The current research also demonstrates that the role of tribal women for the development of tribal civilization is extremely important. Furthermore, until or until we empower them through knowledge, we can't alter the condition. The media can only support women's empowerment through education and involvement of indigenous peoples in making a developed, developed and evolved society. A good counseling and mentoring should enhance the attitude of tribal parents towards education.

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