

The Social Issues of Tribes and Role of Mass Media

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ABSTRACT

A tribe is viewed, developmentally or historically, as a social group existing before the development of, or outside, states. A tribe is a group of distinct people, dependent on their land for their livelihood, who are largely self-sufficient, and not integrated into the national society. It is perhaps the term most readily understood and used by the general public. This paper investigates the issues and challenges among the tribes and impact of mass media in India in terms of standard of living, education and other socio-demographic indicators. In this investigation the maternal health care practices, health condition, education and unemployment among the tribal women in comparison to the tribal women. Education as a means of advancement of capacity, well being and opportunity is uncontested and more so among communities on the periphery. Low literacy rates in tribal communities continue to indicate a need for overarching support that tactless issues from health, education and unemployment of non-tribal population. Education is essential for the human society to enable it to take up their due place in the social, economic and cultural life of modern India. But, even today education is far away from tribal life. As early as in the 18th century the missionaries came to India and began to spread their religious message. For that, they established education and health centers in the tribal areas. The isolationist policy of the colonial government encouraged Christian Missionaries activity in the tribal areas, Christian Missionaries, through their sustained work, introduced various social and educational reform measures in the tribal areas. The traditional folk media is the indigenous equivalent of exogenous mass media and facilitates change and progress in tribal societies by communicating socio-economic change. Traditional media is found in the expression of their daily social life of the people. The present paper examined that the social issues of tribes and role of mass media.

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

India is a home to a large variety of indigenous people. The Scheduled Tribe population represents one of the most economically impoverished and marginalized groups in India. With a population of more than 10.2 crores, India has the single largest tribal population in the world. This constitutes 8.6% of the total population of the country (Census of India, 2011). There is a general agreement that the health status of the tribal population in India is very poor, deficient in sanitary conditions, personal hygiene and health education. Tribal mother have high rates of anemia and girl children receive less than the desired nutritional intake. All told, the

whole tribal community is deficient inadequate food intake. The extent of knowledge and practice of family planning was also found to be low among the scheduled tribes. More particularly, there is a need for undertaking a region-specific study of Differentials in the socio-economic and demographic characteristics, Antenatal problems and care delivery care and postnatal care, current contraceptive use and reproductive health problems and Nutritional and anemia status. The mass media has a role in preserving traditional values and teaching it to next generations. Apart from, often it plays a crucial role in the communication of new ideas and new social

and political order. Most of tribal communities in the Northeast India rarely find their approaches, concerns, and issues properly addressed by the mainstream mass media. Here, traditional folk media mirror familiar details of everyday culture, validate rituals and institutions, educate non-literate groups, and maintains conformity to the accepted patterns of behavior. The Mass media is the indigenous equivalent of exogenous mass media and facilitates change and progress in tribal societies by communicating socio-economic change. Tribal community members, irrespective of their education and religious adaptations, turn to traditional folk media for consolidation and integrity. Traditional folk media leads to enculturation and adopts, and increase acceptance of new messages and incorporate outside symbols in its forms and presentations.

Constitution and Tribal Education

In post independence India fresh initiatives were taken for tribal development by replacing the earlier policy of indifference. The Government of India advocated a policy, which could combine the welfare and socio-economic elevation of the tribes. With the adoption of the constitution, the promotion of education of tribes has become a special responsibility of the Governments. The framers of our Constitution have given certain special facilities and securities to the tribes. These facilities and securities provide some protective discrimination to the tribes against the non-tribes. The creation of scheduled areas for tribe's performance in admissions to educational institutions and public services and the provision of incentives for education are some of mechanisms visualized to fulfill the constitutional directions.

Article 45 of the Constitution is more specific regarding obligation of the state. It directs the state to strive to provide with a period of 10 years from the commencement of the constitution free and compulsory education up to the age of 14 years. Article 46 of the Constitution directs to promote with special care the education and economic interest of the weaker sections of the society and

in particular scheduled caste and scheduled tribes. Beside the Constitutional provisions, the main bases of educational policy in India are several commissions and committees appointed from time to time to suggest reforms in the educational system so as to meet adequately the emerging educational needs and demands of the country.

Last 60 years

The history of tribal during the last 60 years is filled with stories of forced displacement, land, alienation and increasing marginalization, eruption of violence and the counter-violence by the state. Going by any parameters of development, the tribal always figure at tail end. The situation of the communities that have been pastoral or nomadic has been even worse". As a result, tribal continue to face economic deprivation and lack of access to basic services. Due to the absence of rehabilitation following Independence, tribes are dispersed across the country, and live on the periphery further away from urbanization. As Individualization and urbanization flourish, infrastructure such as roads, water, electricity are not reaching these tribal localities.

Status of Tribal Population in India

The tribal population constitutes a majority in the northeastern states of Mizoram and Lakshadweep (94.4%), Meghalaya (86.1%), and Nagaland (86.5%). The states with no Scheduled tribe groups are Punjab, Chandigarh, Haryana, Delhi and Pondicherry. India has total tribal population of 10.43 crores (Table 1) which is 8.6% of total population of India as per 2011 census.

Literacy Trends of tribes in India

Literacy is an important indicator of development among tribal groups. The trend of literacy of tribes in India from 1961 to 2011. The percentage of literacy of tribes was only 8.54% in 1961 which has increased to 63.1% in 2011. But female literacy of tribes is only 54.4% compared to male literacy of 71.7%. During the post Independence period, the Indian government implemented legislation and

allocated funds to facilitate access to enrollment in primary education (grades I-V) in India. As a result, both literacy rates and gross enrollment ratios of boys and girls across the general population have increased substantially during the past 50 years.

Review of Literature

Okere Samuel & Justina Sam-Okere (2013) analyzed that print media framing of women in the world of entrepreneurship can serve as an important tool for enhancing their socio-economic empowerment. Shailashree B. (2013), stated that the Role of Mass Media in political empowerment of women is very crucial in a country like India. Mass Media assists women in accessing resources for their development by means of exposure, knowledge and information. At last she concluded that Stree Shakthi Programs have brought social change in the village but it has not made the women politically conscious or politically empowered and the mass media have not really played any major role in their lives in making political decisions. The Journalist and activist Denis Giles said that tribal women are facing harassment by police on India's Andaman's Islands after here leased are first-hand testimony of the Jarawa tribe reporting the sexual exploitation of Jarawa women by poachers. Poachers enter the Jarawa's reserve illegally and steal the game the tribe relies on for survival and Jarawa man complaining that poachers bring alcohol and marijuana into the Jarawa forest and sexually abuse the Jarawa women. According to an I.L.O. report, in 1980 "women are 50 percent of the world's population do the two-thirds of the world's work hours, receive ten per cent of world property.

METHODOLOGY

This paper adopted Historical method for the researcher should use secondary source information for this study. The researcher used many reference books, journals and web. To analyze the facts in a given timescale, a descriptive methodology is used. For the purpose of this study, the facts and goals decided at the time of framing the policy were taken into consideration. Hence, mainly secondary sources were used for the study.

Media

Media is one of the most powerful instruments of communication. It can help to promote the right things on right time and gives real as well as strong aspects of the world about what is right or wrong also it also express that how can we store and distributes the views. The world is moving towards progress in every step of life.

But we cannot refuse the real fact that we all are bounded directly or indirectly with the loads of social problems and issues, which are affected by the people of the people and for the people. Social issues or matters include so many types such as poverty, violence, corruption, bribery, suppression of human rights, rape, discrimination and crime, killing in the name of honor. Today News Channels, Newspapers, radio, internet etc. help us to estimate the realities of live and focused on the every social matters with the pure and effect, it has a chance to explore the issues of society more openly.

Importance of Media in Social issues of Tribes

The media has got a vital role in molding a good society to develop our lifestyle and move it on the right path, because it always try to side with the truth and relevant factor. It is the best tool to spread awareness in social issues of tribes and the modern society either it be political, social or economic and giving us latest sight about what is happening in our world.

Mass media and social Change

Change is the universal thing in human society. Every society has experienced change internally or externally. Social change is any change that had taken place in a society. According to New World Encyclopedia "Social change is a general term which refers to change in the nature, the social institutions, the social behavior or the social relations of a society, community of people, or other social structures; any event or action that affects a group of individuals that have shared values or characteristics; acts of advocacy for the cause of changing society in a

normative way". Thus, social change is an ever-present phenomenon in every society.

Role of Mass Media

Mass media have also an impact on traditional media. Print media like signboard, billboard etc. are popularly used today even in rural areas. In traditional media system communication are done mainly through human means to spread some events and news. Mobile communication, Internet and social media also utilized by people to communicate message. Modern public address system is rapidly replacing traditional means for announcement. Instead of erecting plain stone to commemorate some important event of an old people, now-a-days inscription are used in memorial stone. Blowing of horn is very rare which was very important to announce or proclaim autumn seasons. However, the tradition remains the same even though its practice is not very regular.

CONCLUSION

The present paper revealed that media like news paper, television and radio are used by the tribal groups only for entertainment, social awareness and also provide empowerment to the tribes. Media are not too much important in their day to day life. The present study also shows that tribal women play very outstanding role for the advancement of the tribal society. It is also the fact that we can't able

to change the situation unless or until empowered them through education. So, media are only succeeded to promote women empowerment when the tribal peoples are educationally developed and participate to make a developed society as well as a developed nation. The attitude of the tribal parents toward education should be improved through proper counseling and guidance. Easy access and more opportunities should be provided to the tribes in order to bring them to the mainstream of educational, economic, social and cultural development. There is an urgent need for various govt. interventions, planners, mass Medias and policy makers to address this problem and allocate more funds in the central and state budgets for tribe's development.

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