

Role of Media in the transmission of Human Values in Tribal Areas - An Analytical Study

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ABSTRACT

The impact and effect of media on society is substantial. The content broadcasts by the media have a deep impact on the minds of people. This also helps in the formation of personality and gives direction to the society. In the era of technological advancement, it is the need of the hour that media should produce and disseminate contents which awakens human values which leads a change in the society. So, in the present research study, the impacts of media in the formation of human values have been analyzed on the basis of tribal society of Sonbhadra district of Uttar Pradesh. On the one side, the media help in highlighting the problems of addiction and on the other side it inspires people to stay away from it. Today, even in the tribal society, the influence of media can be seen positive or negative. With this, media is also giving preference to western civilization while producing the content. Due to this, the media has had more negative impact than positive among the tribal society. But, media has also started defining the values of tribal society in a new way.

The media is called as the mirror of society, but is the media proving capable enough of showing the right image of society? Under the influence of markets and capitalism, we have turned away from society. It is also the responsibility of the media to raise the human values in the society. The present media has been reduced to just entertainment and glamour **Christians** [1]. That's why the purpose has been lost.

Media is an important unit of society. Due to the credibility of the media, society gives importance to its words **Maio**[2]. Therefore; he must become a catalyst in the process of social change. Media has always been an important pillar of the society. The media not only gives news of events but also forms public opinion. This provides a strong power to the media and wherever there is power there is a possibility of use of that power.

In some countries, where there are powerful media groups, it is said that it influences election results by portraying events and people in those countries in certain ways. In India too, some time ago, the relationship between prominent people and leaders of the communication world came to light. In addition to preserving human values, media has made a meaningful effort for human development by harmonizing with nature and has also provided a positive attitude towards personality development.

After the present study, it can be suggested that the government should take human values seriously and seek advice from educationists, psychologists, sociologists, and experts of other fields to suppress the decline in human values. True and clear signals from the top leadership of the country will have far-reaching implications to keep this trend under control **Rokeach**[3].

Keywords: *Media, Human Values, Communication, Development and Tribal Community*

INTRODUCTION

Societies have always been shaped more by the nature of the media by which people communicate than by the content of the communication. -**Marshall McLuhan**

Values are an important component of our behavior or ethical code of conduct. These values are ideals or standards that serve as guidelines for a society or organization or individual. These values developed through various institutions are deeply ingrained in our minds. Media from time to time has done the work of providing transparency and depth to human values **Christians**[1]. The media has also acted as a mirror whenever there has been a decline in values. In the present research study, how did media work to establish human values in tribal areas and protect the tribal culture and at the same time work to give a standard to human values?

In present time media is a tool to exchange different types or formats of information between people connected through different social media applications through internet. People are connected through internet and exchange information with each other, it is called virtual community. They are connected globally. People living in remote area can

know about metro cities and abroad. Even in tribal areas, modern forms of media, which have included ICT, have spread positive and negative thinking.

In the development of human values, the cultural transmission process takes place **Michael[4]**. These cultural transmissions are of three types: Horizontal, Vertical and Oblique. The first, horizontal Transmission takes place among the community members where families transfer the human values. Especially in this transmission process, the older generation transmits the younger generation about their values and rituals. The second, Vertical Transmission takes place among the community members where any member of the community who having knowledge about the community transmit the human values to other members of the community. And the third, the Oblique Transmission process takes place among the community members and the social institutions. Here, in this process, the social institution such as community groups, community schools transmit the human values to the members of the community. In tribal society, the family is very conscious of its values and is also committed to its social values. The media intervenes in the tribal society very rarely. Nevertheless, the media is playing an important role in human values and their observance **Tanrikulu[5]**.

In the development of human values, media act as a catalyst. Especially, the role of print media is most important in tribal areas. Print media worked strongly in the transmission of Human Values by associating with educational institutions and NGOs in the tribal areas. In this; educational institutions contribute to value development at two levels - the level of basic education and the level of higher education. Core values have a greater impact, whereas higher educational institutions are able to develop practical values **Martín E., Fox, F. d. C., Martín-Barbero[6]**. Personality change is more likely at higher levels. The process of coming in contact with different ideologies also starts from higher educational institutions. The effect of freedom, equality, on-violence, and moral education through various courses is also helpful in value development. Teachers and student groups also play an important role in this process **Chilana[7]**. It is thus clear that media, family, society, and education play a very important role in the development of human values. The way in the interconnected life of the present environment through digital systems especially Facebook, Twitter, Blog, Whatsapp, etc. ideas are being exchanged. Much faster than that, mutual conflicts and disputes are also increasing. Negative things are coming more on Facebook and WhatsApp. The choice of words is not being taken into account. Trying to impose views on each other. In the name of freedom of expression, derogatory words are being used. While religious sentiments are being hurt due to this, objectionable videos and photos are being put on the works of great men. All this is happening due to a lack of education. The day a person's education will start going in the right direction **Johnston[8]**. On that day his thinking will also become positive.

Comment on the basis of caste race people is trying to pollute society. It is also affecting today's young generation. The new generation is seeing all these observations in the digital system. As a result, what is wrong and what is right. She does not know this. If there is no courtesy in the use of this system, then there will be big disputes at the social level along with the street mohallas and the innocent public will bear the brunt of this.

Tribal Communities

Indian Tribal Society is a social group **Parahakaran[9]**. According to Indian tribal traditions, tribal societies reside within a fixed and general topography. Tribes are those human communities who live in a different definite territory and have a different culture, different customs, and different language and they marry only in their own community. Simply put, tribes have their own descendants, ancestors, and deities in general. They are usually worship the nature. In the Indian Constitution, where they have been called 'Scheduled Tribes', on the other hand, they are also known by many other names such as tribal, primitive-caste, forest dweller, prehistoric, uncivilized caste, illiterate, illiterate and tribal group, etc. Although the original source of Indian tribes is once considered to be species like Proto Australoid and Mongols spread over the entire land area of the country. Another source of these is also the Negrito species, whose descendants are still present in the Andaman and Nicobar Islands.

Raghavan[10] It is worth mentioning that unity in diversity is the identity of Indian culture and at the root of this is definitely the tribe located in different regions of India, who live in different regions and give a unique identity to Indian culture through their culture.

Even today in India, there is a diversification of culture along with tribes from north to south and east to west **Beasley [11]**. The status of tribes across India can be easily taken by understanding their geographical distribution.

On a geographical basis, the tribes of India are divided into different parts such as the North and Northeast region, Central region, South region, and Island region **Real[12]**.

The Terai region of the Himalayas and the North-Eastern region are included under the North and Northeast region. Kashmir, Himachal Pradesh, Southern Uttar Pradesh, Bihar, Uttarakhand, and all the states of the Northeast come under

this region. Tribes like Bakarwal, Gurjar, Tharu, Buxa, Raji, Jaunsari, Shouka, Bhotia, Gaddi, Kinnauri, Garo, Khasi, Jaintia, etc. live in these areas. In the present research, tribal areas of the Himalayan Terai region and North-Eastern region have been included under the North and Northeast region and analyzed on the basis of their political consciousness and values.

Media and Human Values in Tribal Communities

Value-inculcating potential of media

The following examples illustrate how the media can promote values among people:

- 1) Media has been in various forms since antiquity and has always played an important role in shaping the
- 2) There are currently more than 50,000 newspapers published in India, along with numerous TV and radio stations.
- 3) Values, social hierarchies, and cultural standards that are pushed by the media and the meanings they determine may have an impact on the "cognitive group" of people.
- 4) In the present era, the media has a significant impact on how the public feels. It reveals the reality and aids in our decision-making.
- 5) The expression and effect of opinions, actions, mentalities, values, and social standards expressed in the media, whether positive or negative, affects people's broad understanding of important facets of culture and civilization.
- 6) The media serves the public's interests by promoting awareness when necessary.
- 7) It aids in attitude change, the instillation of positive ideals, and familiarity with cultural heritage.
- 8) As a tool for communication, the media helps kids understand concepts and get accurate knowledge. They assist in making explanations simpler and more vivid.
- 9) The media contributes to social change.
- 10) The media actively combats corruption, injustice, and oppression as the fourth pillar of justice.

A meaningful life is not only long, it is also necessary to have a purpose. If the objectives of life are fulfilled with human values, then justice is done right with the natural. The first priority in the human values of tribal society is the right and meaningful use of natural resources. Sustainable development has become the most important topic of discussion in this time **Plaisance[13]**.

Tribal people in India are called 'Adivasi'. The tribal have a long and rich cultural past which they have maintained as their way of life over the years. Earlier each clan had a chief to guard it. Gradually, the chief assumed political and military power and came to be recognized as the ruler. Thus there emerged republics and monarchies **Hyde ([14]**. Tribes were associated with larger kingdoms. Each tribe had its own system of administration. Indian Tribal Society is a social group. According to Indian tribal traditions, tribal societies reside within a fixed and general topography **Ward[15]**. These members usually marry within their own group. Tribes follow their own political organization which maintains harmony **Johnston[8]**. Religion is of paramount importance in the Indian tribal society. A tribal political and social organization is always based on religion, a typical Indian tribal social group believes in blood relations among its members.

CONCLUSION

In the presented research, it was concluded that the media is being used more for differences and inspiration, due to which human values are being degraded in the true sense. In tribal areas, the media has inspired to give more importance to the values of the outside world. Tribal society has already developed as a civilized and cultured society before the advent of media. But after the arrival of the media, by adopting modern values, it has worked to establish itself. Print media did not play any special role in establishing values but electronic media did the work of irrigating human values, due to which tribal human values got international recognition. Relevance is defined by the fact that the media's delivery of information causes young people to have particular feelings, viewpoints, and perceptions that shape their conduct. Issue: Stereotypical ideas that are introduced into the news flow help shape society's attitude toward certain phenomena, automatically causing a positive or negative reaction to a specific event in the mass consciousness. This is a problem because the media frequently uses techniques to subtly influence people.

With the advent of social media, tribal values were presented in a negative manner. Tribal society started the work of making their society literate to defend their values with media literacy. The media did the work of promoting and disseminating human values and also protecting the values from time to time **Tiles & Oberdiek[16]**. Today, India has achieved the status of the world's sixth-largest economy, but there is still a section that is marginalized. Under this section, those tribes living a value-based life come who are living in remote areas and facing many problems. The root of their problems is also their value-based living. Which is a natural nutrient and is better for the future of human beings? But the media did not understand these values and did the work of accepting them too late. Active role of media can lead to development of values. This research study shows that positive or negative scenes or pictures have an effect on the

mind of tribal youth. Positive visuals spread positivity and negative visuals spread negativity. It means that the eyes influence and hurt the mind. From which it can be clearly said that through positive content media can protect human values or provide better moral education.

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