



GROWTH AND UASGE OF COMMUNITY RADIO AMONG TRIBAL COMMUNITY

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Introduction

Development has been one of the major components of the knowledge system in the social sciences. Development is approached in a variety of ways by modern thinkers across disciplines. Scholars, Economists, Statesman, International Agencies such as UN are concerned with the problems afflicting the humanity.

Most developed countries of the world found it convenient to explore economic situation to political and historical blunders of the colonial era.

The political conflicts and strategies hegemonies witnessed the ideological division of the world throughout t he 20th century.

Development is not just material or economic growth according to many development scholars and theoreticians it goes beyond simple human need. Development is also recognized as social development, cultural advancement and political progress. It also embraces such areas as quality of life, better nutrition, material health, child and primary health care, individual and social transformation. However, the contemporary understanding goes far beyond economic progress and is concerned with issues such as human rights, environmental equilibrium and destiny of mankind.

Development Communication

Development Communication is a latest idea to receive international acclaim. A number of UN sponsored agencies and development organizations who are interested in the spread of education and literary in accomplishing development goal.

Mass Media were seen as harbingers of non formal education and a development multiplier in many pro – Asian countries. Development communication received wider recognition and a new weapon of socio economic development of the third world countries after Second World War.

Development communication is expected to involve, creating mechanism to broaden public access to information to reforms strengthening client's ability to listen to their constituencies and negotiate with stake holders, empowering grass roots organizations to achieve a more participatory and undertaking communication activities according to world bank group declaration on development communication.

Utilization of media to the promotion of social change was also conceived to be part of the process of development communication (Stevenson, 1992).

Mass Media were the prime mover in the diffusion of innovations and there by effective by change development and modernization. Mass media per so perceived to be agents of social change, good will and mass mobilization. All in all mass media were the dominant factors in the progress of society and economic development of the nation states.

Communication is an important social component and a major agent of social change.

Communication is regarded as a democratic, dialogic and participatory human activity according to Ashley Montague. The emergence of mass media as a result of application of communication technologies to the human uses, communication has assured institutional and organizational status. This has been largely responsible for advancing new perspectives to communication and knowledge.

Mass Communication was largely influenced by the emerging mass media effects on society. Mass communication media are seen as management forces that have the power to directly reach, transform and corrupt the minds of individuals so that their lives are ruined and vast social problems are created (Baver, Raymond A and Alice .H Baver 1960).

Mass media tools such as news papers, radio, cinema, TV, Video and the Internet are the survey the public opinion and the custodian of public knowledge. One of the key roles of mass media in a democracy is to stimulate mass media in a democracy is to stimulate mass thinking and persuade the masses towards better order and just society (Joseph. T. Klapper, 1949).



Mass media are also seen as agents of change. Daniel Lerner has demonstrated the fact that mass media can cause social change. Mass media ultimately cause change and there by disrupt the status quo also for the better service of the mankind. Mass media are expected to inform, educate and entertain. Media consumer besides making profit for the media operators in a free, competitive economy. Mass media are an important factors of our social life. Mass Media have the capacity to reach far, wide and diversified audience.

Tribal Development: India is a land of unique tribal culture. Tribals have been an integral part of our civilization. Tribals are considered the earliest among the present inhabitants of the country.

Banjaras and Soligas are concentrated in Yelandur and Kollegal taluks. Their population is more than 20,000. They belong to the scheduled tribe community. They are aware of mass media like Radio, T.V, Newspapers and Cinema. Radio is the most popular among them where as TV has started making inroads.

Importance of the Study

The present study was undertaken to explore now communication in general and Radio in particular have contributed in the tribal development process. The study has been attempted to understand how exposure, access and uses of Radio have brought changes in the lives of tribes.

Objectives

1. To study the communication network of tribal community.
2. To study about the ownership of Radio among tribes.
3. To know the favourite Radio programs among tribes.
4. To evaluate the consumption of Radio by tribal people.
5. To study whether Radio have contributed to the development of tribes
6. To know the utility of Radio.

Methodology

The research is an ethnographic study on the soligas of B.R. Hills. The study was designed based on qualitative techniques of research. Ethnography is a special kind of qualitative research.

An ethnographic study uses many data sources to systematically investigate individuals, groups, organizations or events. The methods for data collection were observation, questionnaire technique and in depth interviewing.

The ethnographic approach can be seen as interpretive social science. This is due to the fact that the ethnographer does not simply observe but interprets the meanings and the facts. It is the ethnographer’s task to understand and report meaning of behavior, customs, events and emotions from point to view people from which he is trying to learn (Spradley, 1979 in Johnson, 2000).

Selection of Tribal’s

Research was conducted in Yelandur and Kollegal Taluks which is 250 kms from Bangalore. The primary method of data collection was through participant observation. Questionnaires technique and in-depth interviewing were also major sources of data collection.

Findings and Analysis

Table 1: Profile of the Respondents

Sex	Male	Female	Total
Respondents	80	20	100
Percentage	80%	20%	100%

The above table shows that men are more in number (80%) in the Banjara and Soliga community compared to female (20%)

Table 2: Age Wise Distribution

Age group	Respondents	Percentage
15 – 20	13	13%
20 – 25	17	17%



25 – 30	19	19%
30 – 35	19	19%
35 – 40	13	13%
40 – 45	9	9%
45 – 50	0	0%
50 above	10	10%
Total	100	100%

Efforts were made to cover all the age group of tribals. Starting from teen aged tribal youths, the old aged tribal men and women samples were collected. This added to more variety and different types of opinions based on their ages.

Table 3: Educational Qualification

Education	Respondents	Percentage
Illiterate	54	54%
Primary School	20	20%
Middle School	10	10%
High School	14	14%
PUC	14	14%
Under Graduate	2	2%
Post Graduate	0	0%
Total	100	100%

Most of the Tribes are illiterate (54%) as they do not have easy access to schools. Tendency to pursue education among soligas is also less. Out of 100 respondents there were only two graduates. School dropouts were particularly observed after middle school. Poor economic conditions had forced them to dropout from the schools.

Table 4: Occupational Pattern

Education	Respondents	Percentage
Farmers	34	34%
Agricultural labourers	30	30%
Others	36	36%
Total	100	100%

Soliga and Banjaras are the most economically backward tribal community. The occupational pattern depicts their conditions. Majority of the soligas livelihood depends on agriculture but there are equal numbers of tribals who depend upon others type of livelihood also.

Table 5: Radio Consumption

Do you own a Radio set	Respondents	Percentage
Yes	79	79%
No	21	21%
Total	100	100%

Radio is the most popular means of mass media in tribal society. Nearly 79% of the total respondents owned radio sets. Radio sets added to the social prestige of the tribes.

Radio is the only mass media that has successfully penetrated the tribes. They find this means of mass media cheaper when compared to other types.

Table: 6 Favorite Radio Station

Favourite Radio Station	Respondents	Percentage
F.M	74	74%
A.M	26	26%
Others	0	0%
Total	100	100%



Surprisingly the reach of FM Stations of Bangalore, has made radio more popular in terms of entertainment. It is clear that the FM Stations are the most popular radio stations in the tribal community.

Table 7: Time Spent in Listening to Radio

How Many Hours Do You Listen to Radio	Respondents	Percentage
½ to 1 hour	19	19%
1 – 2 hours	2	2%
2 – 3 hours	9	9%
3 – 4 hours	3	3%
4 – 5 hours	15	15%
5 – 6 hours	31	31%
Do not listen	21	21%
Total	100	100%

Out of 100 respondents 31% of tribes listen to Radio for nearly five to six hours and 15% listen to radio for four to five hours. They always carried radio sets with them.

Table 8: Utility of Radio

Benefits from Radio	Respondents	Percentage
Education	25	25%
Information	15	15%
Entertainment	60	60%
Total	100	100%

Majority of the respondents (60%) use radio for entertainment purpose. Another 15% feel radio gave them some information they needed.

About 25% of the tribes who are educated use Radio for educating themselves. But the dominant preference was to entertainment.

Major Findings

1. Majority of the tribes belonged to the age group 25 – 35.
2. Majority of tribes were illiterates.
3. Agriculture is the main occupation of tribal groups.
4. Radio is the most popular means of mass media in tribal society.
5. 79% of respondents owned radio sets.
6. Radio listenership is more among tribes (76%).
7. Most of tribes use Radio for entertainment purpose (60%).
8. Only 15% of them use Radio for information.
9. About 25% of the tribes who are literates use Radio for educating themselves.

Conclusion

Mass communication facilities are greater in tribal communities. There is higher rate of illiteracy and isolation among tribes. The time spent in interpersonal communication is more where the pace of life is much slower, the channels of communication fewer. Radio is the major source of information to the tribal community.

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