



## ROLE OF MEDIA IN POLITICAL PARTICIPATION OF SCHEDULED TRIBES

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### Abstract

*This article sets out from the most underlying belief that media becomes a part of daily life and a day never passes without it. In today's fast moving mechanical world each and every one wants show one up man ship with everyone. Education and economic potential play a vital role in one's life. Globalization brings all the people under one roof. Where media plays a vital role in the dissemination process through newspaper, television and radio. As media transcend barriers like distance, money, education it has accessibility to anyone. Tribes living in hilly and socially isolated places, too, have started accessing media for various purposes dictated by their interest. But the real question before us is, how tribes use the available media and how perception differs among them. The present study describes the cultural background of Karnataka tribes their experiences of various mass media. Further it explores their exposure towards media and changes effected in their daily life. on exposure towards the media and their perception. Conventional anthropological methods like observation, unstructured interviews were also supplemented data collection efforts. The results highlight the role of media in tribal life and their experience.*

*The reason behind it is the free Television scheme by the government. But most of them are treats Television as entertainment and recreation medium only. The villages connected by road transportation facilities are showing some positive response over the media. But, the use of newspaper is very low. Even the educated or college going students are not able to get newspaper in their villages. The government and media should expose the tribal into the lime light. They should be given much care and attention for the development. These kinds of preparations help the nation to go forward and help the people to take part in the national development.*

**Key Words:** Mass Media, Political Participation, Tribal Development Etc.

### Introduction

Media has rapidly grown in importance as a forum for political activism in its different forms. Media platforms, such as Radio, television, News paper and Cinema provide new ways to stimulate citizen engagement in political life, where elections and electoral campaigns have a central role.

Personal communication via media brings politicians and parties closer to their potential voters. It allows politicians to communicate faster and reach citizens in a more targeted manner and vice versa, without the intermediate role of mass media. Reactions, feedback, conversations and debates are generated online as well as support and participation for offline events. Messages posted to personal networks are multiplied when shared, which allow new audiences to be reached.

Although the presence of media is spreading and media use patterns are changing, online political engagement is largely restricted to people already active in politics and on the Internet. Other audiences are less responsive. For example, television news together with print and online newspapers are still the most important sources of political information in most EU Member States.

Media has reshaped structures and methods of contemporary political communication by influencing the way politicians interact with citizens and each other. However, the role of this phenomenon in increasing political engagement and electoral participation is neither clear nor simple.

### Mass Media and Political Participation

The mass media is the major instrument for advancing popular understands of politics controlled usually by the rulers. It acts upon as communication channel of message sent by them to the mass to the of majority people. The term "Political Participation' refers to those voluntary activities by which members of a society share in the selection of rules directly or indirectly, in the formation of public policy these activities typically include voting, seeking information, discussing and proselytizing, attending meetings, contributing financially, and communicating with representatives. The more active forms of participation include formal enrolment in a party, canvassing and registering voters, speech writing and speech making, working in comings and competing for public and party office".



### **Historical Facts**

From the 1850 ST community is referred to as the depressed class. During British period the Minto-Marley report, Montang - Chelmsford reforms report, Simon Commission etc. proposed the issue of reservation of seats for depressed class (SC & ST's) in provincial and central legislations. In 1935 British passed the government of India Act 1935 in which reservation of seats for depressed class was incorporated in to the act. After independence the constitution assembly continued the prevailing definition of Schedule Tribes and gave the president of India and governance of states responsibility to compile a full listing of tribes and also the power to edit it later as required. The actual complete listing of tribes was made with the Constitution (Schedule Tribes) Order 1950. Article 366(25) of the constitution of India refer the Schedule Tribes as those communities, who are scheduled in accordance with Article 342 of the constitution. The essential characteristics of Schedule Tribes are identified by the Locur committee. Indications of primitive tribes, distinctive culture, shyness of contact with the community at large, geographical isolation and backwardness are most identified features of ST's community. There is 7.5 % percent reservation facility for employment opportunities and they are experiencing political reservations also at present based on their population.

The tribal development projects should be designed after proper analysis of the situations and consultation with the specialists and beneficiaries. The tribal development project authorities should design the development projects in consultation with the tribal women beneficiaries. The future agenda for the policy makers, administrators and other professionals at the grassroots level must deal with expansion of communications media, manpower development, resource mobilization, improving the delivery system, implementation of development programmes, involvement of women and weaker sections in the implementation of programmes and evaluation of the role of communications media should also be addressed.

### **Political History of Scheduled Tribes in Karnataka**

Political history of Scheduled Tribes in Karnataka, this article exclusive concern to identify the history political participation and administration of scheduled tribes in Karnataka. From History of Karnataka, it can be seen that the Valmiki people were rulers of some places such as Chitradurga, Surpur, Keladi, etc. In Karnataka the Valmiki community is also called as Nayaka, Beda, Talavara. All these people are known as Valmikis. The Beda (means Hunters), Talavar (means Natives) also use Nayak as the last names. Now Beda and Talavar communities also identified as Nayaks. The Bedas are the Bedars and the Bedars are Vedars. While Vedars are a subcaste of Tamil Murburaja community, these people known as Valmikis are a subcaste of Telugu Mudiraj community today.

### **Objectives**

1. To study the media role in creating awareness among scheduled tribes on their political participation.
2. To study the reach of Media in scheduled tribal community.
3. To study whether Media have contributed to the political participation of scheduled tribes.

### **Methodology**

The research is an ethnographic study on the Nayaka Scheduled tribes of Chikkabalapura District. 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 Scheduled Tribal's**

Research was conducted in Shidlaghatta and Gowribidanur Taluks which is 68 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

### 1. Age:

Sl. No.	Age Group	Number of respondents	Percentage
1	18 - 25 years	44	44%
2	26 – 40 years	30	30%
3	41-50 years	21	21%
4	51 years above	05	5%
5	Total	100	100%

The above table shows that the age between 18 to 25 years 44%, 26 to 40 years 30%, 41 to 50 years 21% and 51 above years 5%. The highest data collection by the age group between 18 to 25 years.

### 2. Educational qualification

Sl. No.	Educational qualification	Number of respondents	Percentage
1	Illiterate	04	4%
2	Up-to primary education	59	59%
3	Up-to higher secondary education	25	25%
4	Graduate	12	12%
5	Total	100	100%

The above table shows that the education qualification from the respondent illiterates group 4%, up to primary education 59%, up to secondary education 25% and graduation 12%.

### 3. Occupational status

Sl. No.	Occupation	Number of respondents	Percentage
1	Business/Professional	04	04%
2	Agriculture	48	48%
3	House-Wife	06	6%
4	Labours	15	15%
5	Student	18	18%
6	Self employment	09	9%
7	Total	100	100%

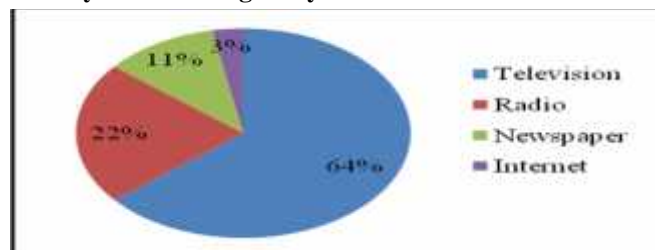
The above table shows that occupational status by respondent. In primary, secondary and third sector, business / professional 4%, agriculture 48%, house wife 6%, labourer 15%, student 18% and self employment 9%.

### 4. Family Income (in Rs./ Year)

Sl. No.	Income	Number of respondents	Percentage
1	Below Rs.10,000	64	63%
2	Rs.10,000-Rs.50,000	29	31%
3	Above Rs.50,000	06	6%
4	Total	100	100%

The above table shows that family income by the respondent group below 10,000 (ten thousand) 63%, Rs.10,000/- to 50,000 31%, above Rs.50.000 thousand 6%. And it also give a result about below 10.000 thousand 63% of people family living below poverty line.

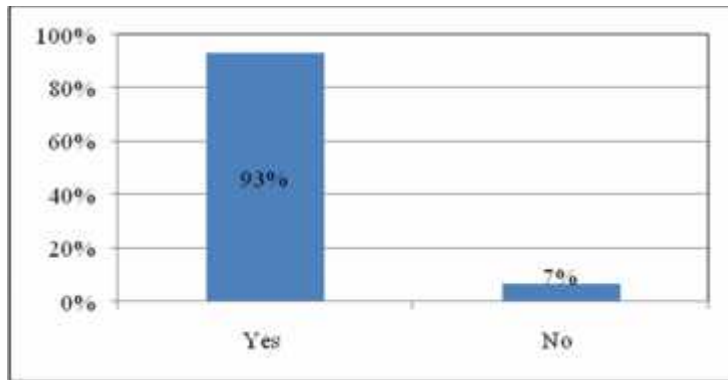
### 5. Which kind of media do you access at your house regularly?





The above graph indicates that which kind of media people they access in every day regularly television 64%, radio 22%, newspaper 11% and internet 3%. Even respondent if they live in below poverty line also easily they can access television.

**6. Did you watch or read news on Radio/TV/Newspapers to pay attention to political issues?**



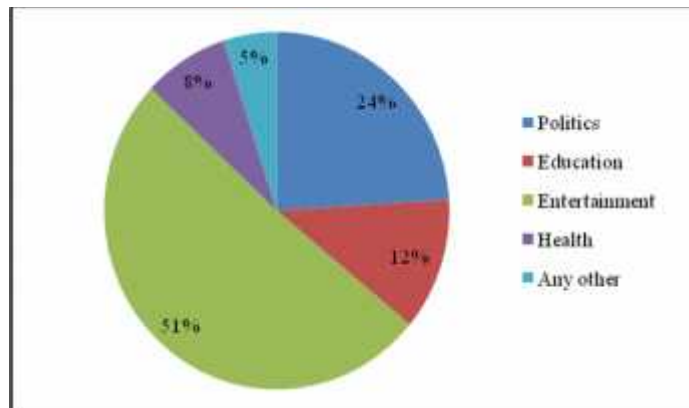
The above graph shows that in present situation they will access in every day to know the political issues from the mass media. 93% people they told they will watch/read TV/Newspaper/Radio regularly. Remaining 7% of the people they will not access in political issues in mass media.

**7. If you are not reading /watching the political issues in newspapers, radio and television mention the reasons?**

Sl. No.	Reason	Number of Respondants	Percentage
1	Illiterate	02	2%
2	Poor to subscribe tv/ radio/ newspapers/ magazines	02	2%
3	Not interested	03	3%
4	Suppressed by family members to read	--	--
5	Any other	--	--
6	Total	07	7%

The above table indicating that in globalization era 7% of the people they will not ready to use Mass Media because 2% of them illiterate, another 2% from poor background, remaining 3% they are not ready to use/ access because of they are not interested.

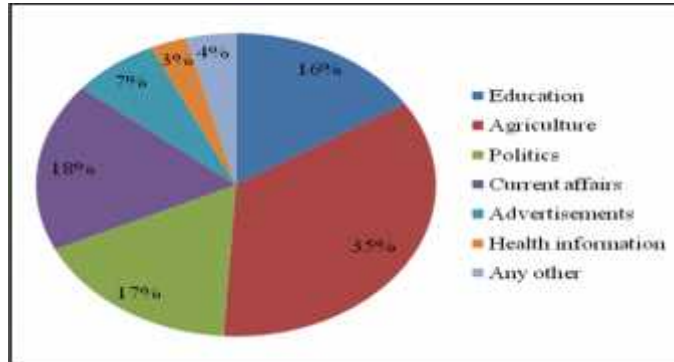
**8. State, in which aspects you are more interested in mass media?**



The above graph indicates that what is more interested getting from the mass media they told different more interest in that 24% of the respondent they shows interest to know about political issues, 12% of respondent to get related to education information, 51% of the respondent to get entertainment, to know health related issues 8% of the respondent, remaining 5% of respondent they are accessing mass media for the other reasons. Most of the respondents they will access mass media to get entertainment.

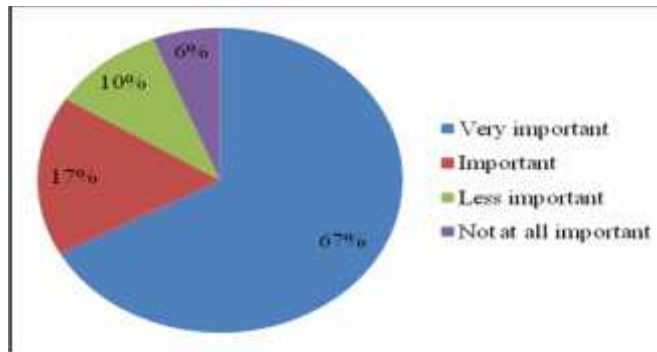


### 9. What kind of information do you expect from media?



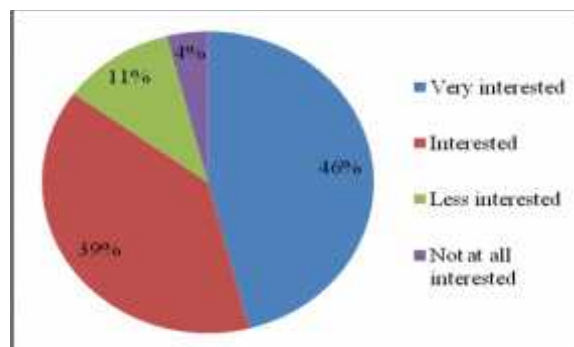
The above graph indicates that what kind of information respondent expect from media for that respondent given several expectations. In that 16% for the education, 35% for the agriculture, 17% for the politics, 18% for the current affairs, 7% for the Advertisements, 3% for the health information and 4% for the any other information. This study area covers rural area in that farmers most expect agriculture and its related information from the media.

### 10. How important is Media to your daily life?



The above graph shows that, how important is mass media in their daily life 67% of the respondent is telling mass media is very important, 17% of the respondent is telling mass media is important, 10% of the respondent is telling less important, 6% of the respondent telling mass media is not at all important and it also indicates mass media is very important in their daily life.

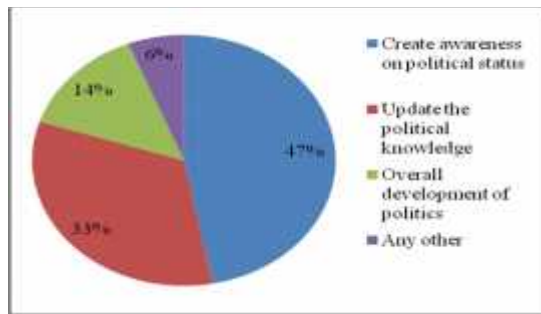
### 11. How interested would you say about Political News?



The above graph indicates that, to know about political news 46% of the respondent is saying very interested, 39% of the respondent is saying interested, 11% of the respondent saying less interested and 4% of the respondent not all interested. In the present situation to know about political news mass media playing very important role.

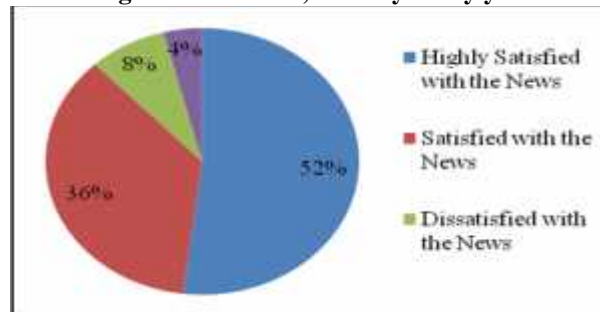


## 12. How media is useful for political participation?



The above graph indicates that how media is useful to getting political participation information regarding to that 47% of the respondent getting useful from the mass media to create awareness on political status. 33% of the respondent getting useful from the mass media to update the political knowledge, 14% of the respondent getting useful from the mass media to overall development of politics and 6% of the respondent getting useful from the mass media to any other information. In total highest number respondent using mass media to know create awareness on present political status.

## 13. Taking into account all the information (political news) you receive from all kinds of media, i.e. newspapers, TV, radio, internet, social networking sites and so on, would you say you are:



The above graph shows that getting information regarding to know respondent they are getting information related to political news 52% of the respondent highly satisfied with the news, 36% of the respondent satisfied with the news, 8% of the respondent dissatisfied with the news, 4% of the respondent highly dissatisfied with the news. In conclusion says that what are they getting information related to political news from the mass media respondents are highly satisfied.

## Conclusion

The above study clearly shows that the scheduled tribes are aware of mass media and they are able to access more easily. They are also very keen to know about the political status of our state and reservation for them in politics. In this context due the influence of mass media, tribal people have become more aware of the events happening outside their community and it might increase in political participation of them in large number in order to benefit their community in socio and economic factor.

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