

Exposure To Traditional Media And Socio-Economic Status Of Rural Area In Manipur

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Abstract: One of the major problems of rural development in developing country like India is the lack of an effective communication strategy with appropriate media to educate the masses as well as to transfer the development messages related to agriculture, health, education, rural welfare and other subjects. In India various methods of communication were used for development and to interact with the masses that have various levels of understanding and knowledge. With the emergence of modern mass media, traditional media are lacking behind. Although different types of traditional media are continue to play important role in the process of communication for socio-economic development in rural areas. This article brings a brief about the socio-economic status of the rural masses and exposure to traditional media in the state of Manipur.

Keywords: Traditional media, rural development, communication, socio-economic, exposure to media.

I. INTRODUCTION

Traditional media as a mean of development and educational communication have been discovered about 45 years ago in India. It is significant tool in the process of motivating people in desired direction. It helps rural mass to accept social changes because it is familiar to audience and have positive feeling about what they hear. They are most appropriate for bringing about changes in attitude as they are informal and unscripted in nature. Traditional media can be the most effective in rural area, tribal area and among illiterates as they do not understand the language of modern communication. Therefore, traditional media is nothing but the tool of communication having special characteristics to express socio-cultural, religious, moral and emotional needs of the people of society to which they belong. Also for the rural masses their socio-economic status is also important in exposure to various media.

II. LITERATURE REVIEW

Traditional media of communication can be defined as the “act of communication by employing vocal, verbal-musical

and visual folk art forms, transmitted to society or group of societies from one generation to another. They are indigenous modes and have served the society as tools of communication for ages” (Parmar, 1975). The characteristics of these media are that they have been integrated into the socio-cultural pattern of community. The traditional media of communication are local, less costly and easily available. These media establish good rapport with the audience and appeal to their emotions.

Traditional media forms are the religion of a community which is based on various beliefs, rites and myths and bear values that have been used for moral, religious and socio-political purposes. Traditional media passes the cultural values of one generation to another in society and through it the younger generation learns about their culture. Unlike modern media, traditional folk media is the medium which cater to the ethno-rural communities through folk art forms such as dances, folk tales etc. which was passed down in a society from generation to generation.

Folk forms of communication have immense potential. They have the capacity to modify and fit into changing socio-cultural and political situations. Thus contemporary issues and problems can be effectively communicated through folk forms. Further, since traditional media have simplified realism

and suggestively to rural symbols, the rural audience can easily relate themselves to the message. Another aspect of traditional media is that they have the advantage of a spontaneous response of audience to their traditions as well as the capacity to provide entertainment and enjoyment through folk performance.

The traditional folk dances, fairs and festivals form a part of the cultural life of any group. They serve as the media for exchange of information with regard to social, economic and religious activities. The folk dance include dances performed during ceremonies and festivals, tribal dances, ritual dances associated with invoking God's blessing and dances preserved by professional families in rural areas to earn their livelihood (Pamar:1975).

TYPES OF TRADITIONAL MEDIA

Traditional media is a very useful form of communication. It exists in numerous forms and practiced in different parts of the country.

Broadly traditional media can be classified as:

- ✓ Traditional folk theatre
- ✓ Puppetry
- ✓ Folk oral literature and folk music,
- ✓ Traditional youth clubs,
- ✓ Folk dances, fairs, and festivals,
- ✓ Traditional motifs and ritual drawings and
- ✓ Sound signals

III. ROLE OF TRADITIONAL MEDIA IN RURAL DEVELOPMENT

The traditional media can be effectively used to communicate developmental information and message for rural development. The advantages of traditional media in communicating development information to rural people are as follows:

- ✓ Folk media involves substantial participation of the audience which increases the effectiveness of communication.
- ✓ The audience of folk media can easily identify themselves with these media since they appeal to their emotion.
- ✓ The traditional media attract and sustain the interest of the audience as they contain the elements of entertainment.
- ✓ The folk media create greater confidence and arouse motivation to change because the communication takes place within the cultural pattern of rural society.
- ✓ The folk media will more effective in rural areas which have the problems of illiteracy, resistance to change and inadequate spread of mass media.
- ✓ Folk media will be more flexible to accommodate new themes and is less costly when compared to electronic media.
- ✓ Folk and modern media can be integrated, complementing each other for effective communication for rural development

SUMANG- LEELA

Sumang- Leela is a popular Manipuri folk theatre which is performed in the courtyards, mandop or sometimes on a raised podium by groups of peoples surrounded on all sides by spectators. The term 'Shumang' means open courtyard and 'Leela' means play or performance. Literary Shumang-Leela means play on the open courtyard. It has two types, Nupa Shumang- Leela which is performed by male artists and Nupi Shumang-Leela performed by female artists. Shumang-Leela features stage preliminaries, an invocation in the beginning and benediction at the end of the performance, stylish movements, prominent make-up, etc. musical instruments are also used in this folk theatre.

OBJECTIVES OF THE STUDY

To find out whether there is any interconnection between exposure to traditional media of the rural people on account of the difference in the people's socio-economic status.

IV. RESEARCH METHODOLOGY

For the study, Pungdongbam village from Imphal East district of Manipur will be taken.

Empirical, qualitative as well as quantitative data will be collected from the selected areas of the study through ethnographic field work.

VARIABLES/ PARAMETERS OF THE STUDY

Socio-economic status: The socio-economic status of the respondents is studied in terms of their educational attainment, occupation, income and monthly savings.

POPULATION AND SAMPLE

The heads of the households of the area constituted the Universe for the study. 300 sample size were taken for the study.

ANALYSES OF DATA

The collected data were carried out through statistical analysis. Association between attributes and variables was significance.

V. ANALYTICAL INTERPRETATION OF DATA

Age (in Years)	Edn. Qualification	Occupation			Annual Income (in Rs.)				
		White- Collar Employment	Agriculture	Total	Below Rs.30000	Rs.30000 to Rs.50000	Rs.50000 to Rs.100000	Above Rs.100000	Total
Under 30	Illiterate	0	0	0	0	0	0	0	0
	Primary	0	6	6	6	0	0	0	6

	Up to High School	6	22	28	10	8	2	8	28
	Up to Higher Secondary	2	4	6	0	2	2	2	6
	Total	8	32	40	16	10	4	10	40
31 - 40	Illiterate	0	2	2	2	0	0	0	2
	Primary	0	11	11	9	2	0	0	11
	Up to High School	2	58	60	38	14	6	2	60
	Up to Higher Secondary	0	14	14	8	6	0	0	14
	Total	2	85	87	57	22	6	2	87
41 - 50	Illiterate	0	6	6	4	2	0	0	6
	Primary	0	12	12	6	2	4	0	12
	Up to High School	8	48	56	16	24	8	8	56
	Up to Higher Secondary	3	11	14	0	10	4	0	14
	Total	11	77	88	26	38	16	8	88
Above 50	Illiterate	0	6	6	2	0	2	2	6
	Primary	0	29	29	23	4	0	2	29
	Up to High School	6	28	34	16	6	10	2	34
	Up to Higher Secondary	7	9	16	0	8	6	2	16
	Total	13	72	85	41	18	18	8	85
Total		34	266	300	140	88	44	28	300

Table 1: Socio- economic status of the respondents

Table 1 shows that 34 out of 300 respondents are white-collar employees with 11.3 per cent and 266 are agriculturists with 88.7 per cent. This indicates the occupation of the village is mainly on agriculture and their source of income depends on it. Occupation and income depends on each other and the average rate of the income of the respondents is low.

Age (in Years)	Sex														
	Male					Female				Total					
	Participation in Traditional media					Participation in Traditional media				Participation in Traditional media					
	Talks and Discussion	Festivals	Lila, Drama and Festivals	Talks Discussion and Festivals	All	Total	Lila, Drama and Festivals	All	Total	Talks and Discussion	Festivals	Lila, Drama and Festivals	Talks Discussion and Festivals	All	Total
Under 30	0	2	12	2	16	32	8	0	8	0	2	20	2	16	40
31 - 40	4	2	17	0	34	57	20	10	30	4	2	37	0	44	87
41 - 50	0	0	6	2	60	68	4	16	20	0	0	10	2	76	88
Above 50	2	0	9	4	42	57	18	10	28	2	0	27	4	52	85
Total	6	4	44	8	152	214	50	36	86	6	4	94	8	188	300
Percentage	2	1.3	14.7	2.7	50.7	71.3	16.7	12	28.7	2	1.3	31.3	2.7	62.7	100

Table 2: Exposure to Traditional Media

Table (2) shows that 62.7 per cent of respondents were exposed to all forms of traditional media.

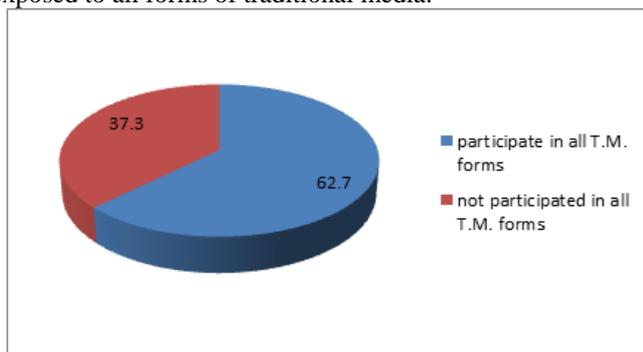


Figure 1: Exposure to Traditional Media (T.M.)

VI. SOCIO-ECONOMIC STATUS AND EXTEND OF EXPOSURE TO THE TRADITIONAL MEDIA

Educational Attainment	Exposure to Traditional Media					Total
	Talks and Discussion	Festivals	Lila, Drama and Festivals	Talks, Discussion and Festivals	All	
Illiterate	0	0	4	0	10	14
Primary	0	0	36	0	22	58
Up to High School	6	4	44	8	116	178
Up to Higher Secondary	0	0	10	0	40	50
Total	6	4	94	8	188	300

Table 3: Education and Exposure to the Traditional Media

Chi-square value = 42.802 with p-value = 0.000. The test is highly significant.

The above table (3) shows that educational attainment of the respondents and exposure to the medium is highly associated. Lila, Drama and festivals are highly access to the respondents both illiterates and literates. Educated are more participated in talks and discussion.

Occupation	Exposure to Traditional Media					Total
	Talks and Discussion	Festivals	Lila, Drama and Festivals	Talks, Discussion and Festivals	All	
White-collar employment	2	0	5	1	26	34
Agriculture	4	4	89	7	162	266
Total	6	4	94	8	188	300

Table 4: Occupation and Exposure to the Traditional Media

Chi-square value = 7.961 with p-value = 0.093. The test is insignificant.

Table 4 shows that, there is no association between the occupation and exposure to the traditional media. Both white-collar employees and agriculturists are highly exposed to the medium.

Income Groups (Annual)	Exposure to Traditional Media					Total
	Talks and Discussion	Festivals	Lila, Drama and Festivals	Talks, Discussion and Festivals	All	
Below 30000	2	0	8	2	16	28
30000 to 50000	0	4	18	2	64	88
50000 to 100000	0	0	8	2	34	44
Above 100000	4	0	60	2	74	140
Total	6	4	94	8	188	300

Table 5: Income and Exposure to the Traditional Media

Chi-square value = 36.995 with p-value = 0.000. The test is highly significant.

Table 5 gives the details of the exposure of the respondents and their annual income. Exposure of the higher level of income groups to the medium is very high.

Monthly saving (in Rs.)	Exposure to Traditional Media					Total
	Talks and Discussion	Festivals	Lila, Drama and Festivals	Talks, Discussion and Festivals	All	
Nil	2	0	12	0	6	20
500 to 1000	2	0	2	2	16	24
1000 to 5000	0	2	22	0	80	104

5000 to 10000	0	2	2	2	20	26
Above 10000	2	0	56	2	66	126
Total	6	4	94	8	188	300

Table 6: Monthly Savings and Exposure to the Traditional Media

Chi-square value = 82.401 with p-value = 0.000. The test is highly significant.

The association between monthly savings of the respondents and exposure to the traditional is revealed in e table 6.

Respondents who have more monthly savings were greater exposure to the medium highly, as fair, festivals need expenditures.

VII. CONCLUSION

Exposure to the media is found to increase with increase in educational attainment. The educated are more exposed to all forms of traditional media, but less educated as well as illiterates are also access to the medium. As traditional media is popular in rural areas that employ a combination of indigenous vocal, verbal-music and visual folk art. Income, monthly savings and exposure to the traditional media are found to be related factors too. Since income is found to influence many of human behaviors. Increase in mass media exposure of the respondents is very consisted with their increase in income level. Also higher monthly savings groups have greater exposure to the medium. Thus, the study found

that socio-economic status is highly associated with exposure to the traditional media.

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