DEPICTION OF TRIBAL ISSUES AND MAINSTREAM MEDIA

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Abstract

Media is an inevitable part of our day-to-day lives. Media, the fourth pillar of democracy, is performing its function of surveillance ideally. Media always accomplish the role of being a bridging factor in between the policymakers and the masses. Not only do they fulfill the role of informer to group of people, but the media is also responsible for creating awareness and promoting several governmental policies due to its traverse nature. The country's mainstream media is the most dedicated channel for promoting and executing significant policies. As defined by the Webster dictionary, mainstream media comprises those mediums collectively that impact a vast group of people. This paper examines the connection between the mainstream media and their depiction of issues related to tribes of India. In India, tribes are generally considered individuals without composed content or any religious book to take after their religion. Instead, they do not have any sort of clear political perspective or conviction framework. This paper is descriptive research based on secondary data, and here researcher analyzed how media is catering to the major issues and challenges of tribal of India. In sum, the interviewing researcher also summarized that there is a gap in the depiction of tribal issues in mainstream media.

Paper Identification

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Introduction

We are all aware of the power of media, how they can act as catalysts to social change, and how any issue can get maximum interest and ultimately lead to change. If we talk about India as a nation, it is a multicultural, multidimensional, and multilingual country. If we talk about the needs and expectations of each state, it is evident that every state has its own value system, societal depiction, and own pattern of living, and in taking them all on one common platform, media is that bridging entity that is presenting their needs, desires, and issues to all. To establish this, we have so many communication theories and research which clearly indicate that media can alter our reality, media can build public opinion, and even change our thought processes. In one of his studies, Macquail (1983) also explains that the duplicity of meanings expressed in media differs as per the audiences and the professional gains of the media source.

Although their interpretation totally depends on different factors like the sender, the respondents, and the point of view of that information. Such studies like this indicate a paradigm shift of media from mission to profession.

Mainstream media is the traditional form of media comprising print and electronic media, which would impact the vast population. In India, this mainstream media usually has its base at the capital of India, and they more or less face the allegation of not being fair with the issues of another part of India while reporting.

Tribes and historical background:

As per the Constitution of India, we can divide India into three major divisions of tribal, villages, and towns. The tribe is a word that is derived from the Latin word "Tribus," which means original ethnic division. This came from the ancient roman state.

In India, tribes are usually considered those who are not having any written text or any religious book to follow their religion. Instead, they do not have any kind of explicit political viewpoint or belief system. The term was coined in the British period for the need for administrative convenience.

If we see the structure of the tribes in India the top linkn of the tribal society if totally based on kinship and this is not just a principle of social organization but it's a principle of dividing labor, dividing powers and distinguishing privileges. David Mandelbaum (l972)

Article 46 of the Indian Constitution states *that "The State shall promote, with special care, the education and economic interests of the weaker sections of the people, and, in particular of the Scheduled Castes and Scheduled Tribes, and shall protect them from social injustice and all forms of social exploitation."* (Indian Constitution)

Being so protective of a tribe and their ethnicity, the Indian government feels the need for a full-fledged ministry dealing with the need and issues of tribals in India. Moreover, to cater to the need in 1999, the ministry of tribal affairs came into existence by the bifurcation of the ministry of social justice and empowerment. Here they cater to the overall subjects like promoting voluntary efforts on tribal welfare. The main objectives were to make policy, planning, and coordination of programs for the development of tribes in India.

Tribes in India shape the most significant extent of the aggregate populace in Lakshadweep and Mizoram, taken after by Nagaland and Meghalaya. Madhya Pradesh has the most extensive number of Scheduled Tribes taken after by Bihar. The Bastar locale of Madhya Pradesh comprises the most extensive number of Scheduled Tribes. There are no Scheduled Tribes in Punjab, Delhi, Chandigarh, Pondicherry, Haryana, Jammu, and Kashmir. There are more than 50 tribal groups in India. Most tribals belong to the Negrito, Australoid, and Mongoloid racial stocks.(Annual Report Ministry of Tribal)

It is indisputable that the slow integration of tribal communities into mainstream society has impacted tribal society, culture, and economy. Communication with the mainstream has been primarily sluggish and on terms that the indigenous groups find challenging to understand. That is why many tribal individuals today are preoccupied with ideas of resistance and limitation to the overwhelming power of the non-tribal world.

It is said that the tribal population's Human Development Index (HDI) is lower than the rest of the population in terms of all aspects such as education, health, income, and so on. Furthermore, the infrastructure gap between tribal communities and the rest of the areas is constantly widening. .(Annual Report Ministry of Tribal)

Tribal issues

Tribes are also the undivided part of our social strata, as researchers already discussed that tribes hold a unique position as per our Constitution also but being an integral part of society, they are living a life that is more into isolation and less into social celebration, and

that is the reason behind the issues and challenges which are faced by tribes in India. The significant challenges are related to isolation. The tribes of India are topographically isolated from whatever remains of the populace. Some of them live in unapproachable physical territories, such as profound valleys, thick woodlands, slopes, moun-tains, and so on. It is troublesome for them to set up relations with others; consequently, socially, they are far from the enlightened world. This sort of physical and additionally social disengagement or detachment has added to different issues. The tribal culture is unique concerning the socialized individuals' lifestyle. The tribal neglect to comprehend the cultivated individuals, their traditions and practices, convictions and dispositions, etc. They are suspicious of the cultivated individuals. They are sticking perseveringly to their traditions and traditions. During the British control, some remote Christian ministers endeavored to propagate their religion in a portion of the tribal territories, especially in the North-Eastern areas. (Ministyry of Tribal Affairs).

The tribes have their own social issues, moreover. They are conventional and custom-bound. They; have turned into the casualties of superstitious convictions, old-fashioned and useless practices, and destructive propensities. Tyke marriage, child murder, manslaughter, creature give up, trade of spouses, dark enchantment, and other unsafe practices are as yet found among them. They have confidence in phantoms and spirits. They want to keep up every one of these practices as a rule and their individual tribal character. Thus, "the tribals are the tribesmen, to begin with, the tribesmen last and the tribesmen constantly."

The major issue in the life of the tribals in illetarcy as more than 85 percent of them are illetarate or not so qualified. They do not understand the policies and the coordination manage by the central government.. They are not aware about the facilities they can have interms to getting admission to the colleges or schools. They are not aware that how they can get the jobs and how they can contact to the people in power. For this the visibility of the issues in the mainstream india is an essential factor

"The tribals cannot appreciate the modern concept of health and sanitation due to illiteracy and ignorance. They do not take much care of their own health. They believe that hostile spirits and ghosts cause diseases. They have their own traditional means of diagnosis and cure. A good number of them fall prey to the diseases such as skin disease, forest fever, typhoid, T.B., leprosy, malaria, venereal diseases, smallpox, etc. Contact with outsiders further added to a few more diseases in the tribal areas." (Annaual Report of Misnistry of Tribal Affairs)

As the researcher discussed earlier, media is also an integral part of the masses. Every individual or organization is dependent on the media for seeking information. Media is called the fourth pillar of democracy and the most crucial pillar as well, and this is that part of democracy that actually enhances the functioning of all other pillars seamlessly.

To analyze the issue researcher used the qualitative research design. Moreover, while observing the major leading television news channels of India like NDTV, AajTak, and ABP News, the researcher found that all these channels are providing significantly less news which is associated with the tribal issues in India understanding the reason the researcher took interview of few journalists who are associated to media industry itself. In the interview, the researcher would like to find out why leading news channels are not portraying these prominent issues of tribes.

Discussion

While analyzing it researcher asked to interviewees about the factors of giving less air time to such issues, and in response to this, the majority of them said that leading television channels are actually Delhi-centric, and their main emphasis is always on knowing that how Delhi is reacting on any issue.In response to other

questions, interviewees also state that ownership heavily emphasizes selecting news stories and apply gatekeeping model according to the need of TRP and their monetary benefits.While interviewing, the researcher also found that audiences feel devastated when they never understand how the media industry selects their news stories, specifically on television. According to a research conducted by Tiki Balas in 2009 on understanding the gap between the cognitive approach of audience and news editor, researcher concluded that there is a significant gap in the selection approach of news between audience and news editors. In this similar research, he also concluded that audiences ask for something totally opposite to what they see on television, and to clarify it, they explained that audiences only watch it because they do not have any other option left, not because of its cognitive interest.

In sum, the interviewing researcher also summarized that there is a gap in the depiction of tribal issues in mainstream media.

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