

A Study on the perception of Audience towards North-East tribal culture: with special reference to MP tribal Museum

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Abstract:

From ancient time theatre, plays, folk arts and music etc. has been used to communicate from sender to audience. However, while holding up the mirror for reflection may be the highest objective, the dramatic form is foremost used to simply tell stories. Communication is a two way process, when it comes in aspect of cultural communication, performer communicate with an audience and cause them to reflect, he/she must themselves have undergone an internal communication and that internal communication reflects back. The value of arts and culture to society has long been debated. We know that arts and culture play an important role in promoting social and economic goals through local regeneration, attracting tourists, the development of talent and innovation, improving health and wellbeing, and delivering essential services. The present work deals with how cultural activity helps people for better knowing about the others culture and tradition and to study the audience perception. The research was carried out at Madhya Pradesh Tribal Museum, Bhopal.

Index Terms: *Cultural Communication, Media, Tribal Culture, Audience Perception*

Introduction:

The north East India encompasses many tribes with varied cultures mixing into the mainstream of India's national life. North East India is indeed a paradise unexplored and one of the most treasured and a cauldron of different people and cultures. It offers a mixed culture of Hindu, Christianity, Muslim and Buddhism. Buddhist culture occupies an important place and large number of ethnic group perform it. Every tribal group of these states has its own unique tribal culture, tribal folk dance and food and crafts. North-East comprises of seven states, often called the seven sister states (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura). The tribes here mark their festivals and rituals with their inherited dance and song forms.

The term "culture" refers to the complex collection of knowledge, folklore, language, rules, rituals, habits, lifestyles, attitudes, beliefs, and customs that link and give a common identity to a particular group of people at a specific point in time. When we talk about the cultural communication it clearly stands as to communicate via culture. Cultural communication is short word with huge meaning in itself. From ancient time theatre, plays, folk arts and music etc. has been used to communicate from sender to audience. However, while holding up the mirror for reflection may be the highest objective, the dramatic form is foremost used to simply tell stories. Communication is a two way process, when it comes in aspect of cultural communication, performer communicate with an audience and cause them to reflect, he/she must themselves have undergone an internal communication and that internal communication reflects back. The value of arts and culture to society has long been debated. We know that arts and culture play an important role in promoting social and economic

goals through local regeneration, attracting tourists, the development of talent and innovation, improving health and wellbeing, and delivering essential services. These benefits are 'instrumental' because art and culture can be a means to achieve ends beyond the immediate intrinsic experience and value of the art itself. The present work deals with how cultural activity helps people for better knowing about the others culture and tradition and to study the audience perception. The research was carried out at Madhya Pradesh Tribal Museum, Bhopal where 7 day cultural program dedicated to North East tribal culture was held. Bhopal is a cultural city with a lot of artistic activities happening throughout the year. The people of Bhopal also actively participate and involve in such events. The present portfolio study is directed towards understanding the attitude of cultural audience who attended this cultural event.

Theoretical Framework

The transmission of cultures and communication through arts festivals among people can be understand through Narrative transportation theory. This theory proposes that when people lose themselves in a story, their attitudes and intentions change to reflect that story. The mental state of narrative transportation can explain the persuasive effect of stories on people, who may experience narrative transportation when certain contextual and personal preconditions are met, as Green and Brock postulate for the transportation-imagery model. Narrative transportation occurs whenever the story receiver experiences a feeling of entering a world evoked by the narrative because of empathy for the story characters and imagination of the story plot.

Review of Literature

In the case study titled Uncharted territory: Visitor books of Indian museums. The Madhya Pradesh Tribal Museum in Bhopal by Inna Ross touches all aspects of tribal museum of Bhopal which is the centre of our study. Visitor books for the general public are rather uncommon in India. As far as research is concerned, they are still mostly uncharted territory. This article explores their potential for providing information about the visitors to museums in India: their expectations and experiences, even their consciousness as citizens. Taking the visitor book of the Madhya Pradesh Tribal Museum in Bhopal in central India as an example, the article shows how the priorities of Indian commentators differ significantly from what researchers have found in visitor books of museums in the West – in terms of the issues addressed, of the form and style of the comments, and of the social references. This piece of research is part of a larger study examining how the historically foreign concept of the museum can be culturally adopted and made its own by an Indian public.

In the ch-3 of The Tribal Culture in India, L.P. Vidyarthi opines that the internal movements of these people in the country tells us about the history of these tribes in particular and the tribal people in general that they cannot be considered to be the autochthones of their present tracts as continuous migration has been taking place in the tribal regions. The strength of tribal organisation has helped them to survive in a totally different kind of world. Men were warriors. They lived in forest using their skill and physical might to defend themselves against wild animals. Their life is an outcome of the balance among the forces of nature surrounding them.

The research paper by Tame Ramya on Tribal Culture And Folklore Of Arunachal Pradesh: A Study In Kurung Kumey District, In an ethnographic research to study about a community, it is vital to analyse their problems looking at from various perspectives. The study of the cultural priorities of tribal people has enabled the researchers to look at the problems, beyond the extent to which, an outsider can perceive.

Objectives of the study

1. To study the effectiveness of cultural communication
2. To study the audience source of information for this cultural event
3. To study the perception of audience towards tribal culture

Methodology:

Descriptive Research Design is used for this study. The sampling technique used for the feedback study was Purposive Sampling under Non-Probability Sampling Technique. The respondent chosen were according to the purpose of the study. The planned sample framework was 130 but the researchers got back 122 questionnaires. The tool for collecting the data for the study was survey using questionnaire. The study was done in Tribal Museum (Bhopal) during its 5th Anniversary of Tribal Museum organized by Madhya Pradesh Government from 6th June to 10th June 2018. The researchers collected the data from the venue from the date 6th June to 10th June.

Data analysis and Interpretation

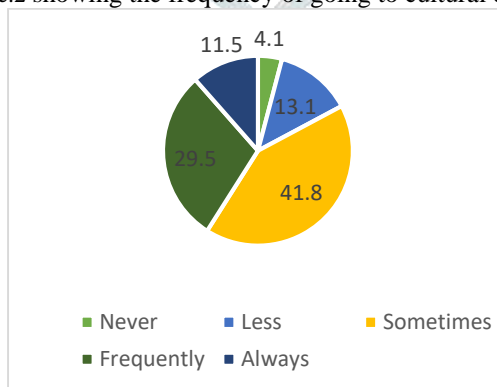
The Data gathered for this study is organized, coded and analysed using Statistical Packages for Social Science (SPSS) where Frequency and Percentage were used to present the result of the study.

Table.1 Demographic representation of respondents.

| Gender | Percentage |
|---------------|------------|
| Female | 28.7 |
| Male | 71.3 |
| Total | 100% |
| Age | Percentage |
| 15-30 | 46.7 |
| 31-45 | 29.5 |
| 46-60 | 16.4 |
| 61-75 | 4.4 |
| Total | 100% |
| Occupation | Percentage |
| Service | 42 |
| Self-Employed | 11 |
| Students | 50 |
| Others | 19 |
| Total | 100% |

Out of all, maximum number of participants belonged to the age group of 15-30 years (46.7%). Male respondents were more (71.3%) as compared to female respondents (28.7%). Maximum (50%) respondent are of school and college students from different age group have participated in this study.

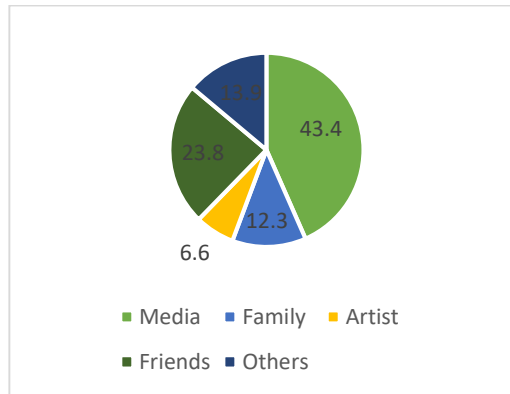
Table.2 showing the frequency of going to cultural events



According to the data obtain, the 41.1% of respondents sometimes attend or go for the cultural programs whereas 29.5% respondents Frequently go for these programs, 13.1% respondents have less interest in attending cultural programs while 11.5% respondent always attend the cultural events and 4.1% respondent had never attended cultural event earlier.

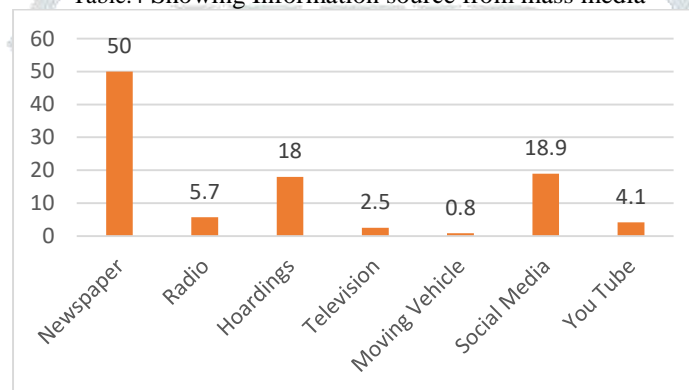
Table.3 source of information about the cultural event

| Response | Frequency | Percentage |
|----------|-----------|------------|
| Media | 53 | 43.4 |
| Family | 15 | 12.3 |
| Artist | 8 | 6.6 |
| Friends | 29 | 23.8 |
| Others | 17 | 13.9 |
| Total | 122 | 100% |



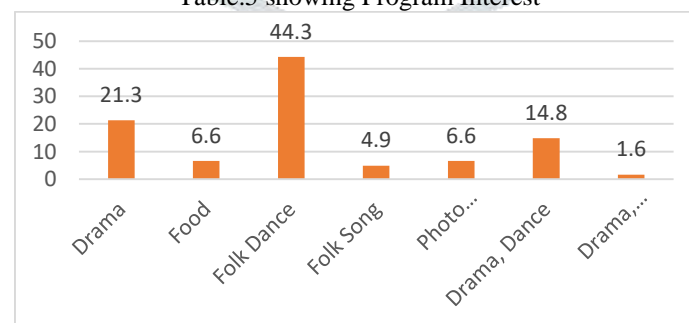
Response for the source of information about cultural event, **43.4%** respondent gets the information from the media, 23.8% of respondents get information from their friends, 13.9% respondents gets information from other sources and 12.3% respondent gets information from their family and relatives whereas 6.6% of respondent gets information through their artistic circle.

Table.4 Showing Information source from mass media



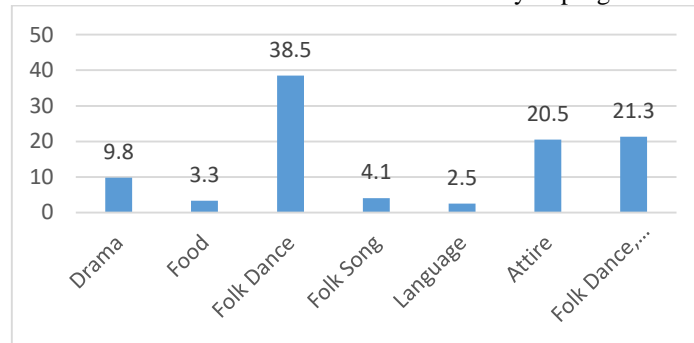
According to the data analysis, Maximum (**50%**) of the respondents gets information from newspapers as it shows that newspaper is the most effective medium, 18.9% respondent gets the information from social media, hoarding becomes the source for of the 18% respondent. 5.7% respondents gets information by radio. 4.1% chooses YouTube as a source, whereas 2.5% get the information through television each with least information source. Moving Vehicle informs 0.8% respondent.

Table.5 showing Program Interest



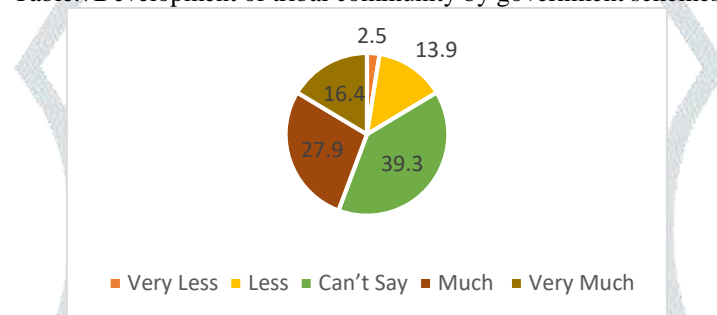
In this cultural event respondent are mostly interested in folk dance. 39.3% respondent shows interest in folk dance. 21.3% shows interest in drama whereas 14.8% of respondent interest in folk dance and drama, 6.6% respondent are interested in food stalls and photo exhibition respectively. Respondent interested in folk dance and folk song and drama are 1.6%.

Table.6 the most effective cultural activity in program



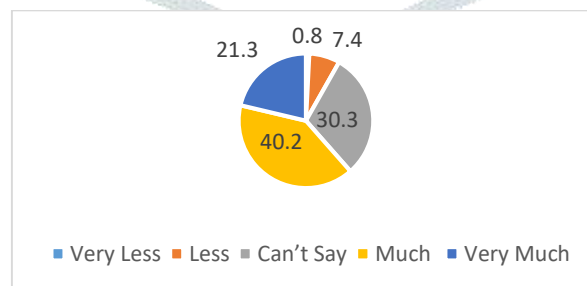
According to the data analysis, 38.5% of the respondent shows that folk dance is the most attractive cultural activity in this program, 21.3% respondent attracts towards folk dance and attire whereas 20.5% attracts toward attire. 9.8% respondent shows drama as a point of attraction. 4.1% respondent attract towards folk song. 3.3% respondent attracts towards the food and 2.5% attracts towards language.

Table.7 Development of tribal community by government schemes



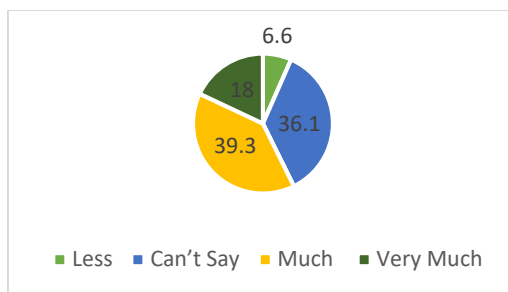
According to the data analysis, most of the respondent i.e.39.3% have no opinion about the development of tribal community by government schemes .27.9% of the respondent says that there is much development of tribal community by government schemes whereas 16.4% of respondent are very much agree with the development by government schemes. 13.9% of respondent says that there is less development of tribal by government schemes and 2.5% of the respondent are very less agree about the development of tribal community by government schemes.

Table.8 liking the concept of North East Community



40.2% of the respondent much like the concept of North East community whereas 30.3% of respondent don't have any opinion about it. 21.3% of respondent very much like the concept. 7.4% respondent less like the concept of North East Community whereas 0.8% respondent very less like the concept.

Table.9 Function of North East Community relevant for Knowledge about the Community



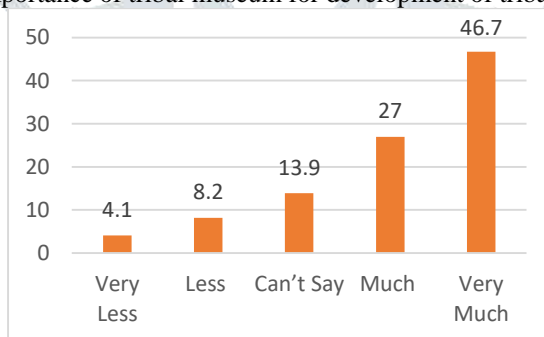
39.3% of respondent says that these type of function are much relevant for the knowledge about the community whereas 36.1% of respondent don't have any opinion about it. 18% of the respondent says that these programs are very much relevant for gaining knowledge about the Community.

Table.10 effect of media on tribal community

| Responses | Food | Livelihood | Attire | Religious Thoughts | Habitat | Social Environment |
|-----------|------|------------|--------|--------------------|---------|--------------------|
| Very Less | 1.6 | 0.8 | 1.6 | 4.1 | 0 | 2.5 |
| Less | 5.7 | 4.9 | 9.8 | 14.8 | 14.8 | 9.8 |
| Can't Say | 39.3 | 41.8 | 24.6 | 39.3 | 32.8 | 33.6 |
| Much | 41 | 37.7 | 37.7 | 23.8 | 33.6 | 34.4 |
| Very Much | 12.3 | 14.8 | 26.2 | 18 | 18.9 | 19.7 |

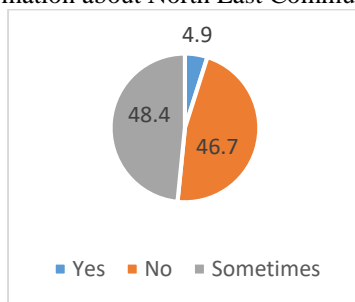
Media have effect on tribal community, in respect to this Food culture of tribal community, Maximum (41%) of the respondent says that media have much effect on food culture. Maximum (41.8%) respondent have no opinion about the effect of media on livelihood of tribal community. In respect to Attire of tribal community, Maximum (37.7%) of the respondent says that media have much effect on Attire of tribal community. Maximum (39.3%) respondent have no opinion about the effect of media on Religious thought of tribal community. In respect to the Food culture of tribal community, Maximum (33.6%) of the respondent says that media have much effect on Habitat. Maximum (41%) of the respondent says that media have much effect on Social Environment of tribal community.

Table.11 importance of tribal museum for development of tribal community



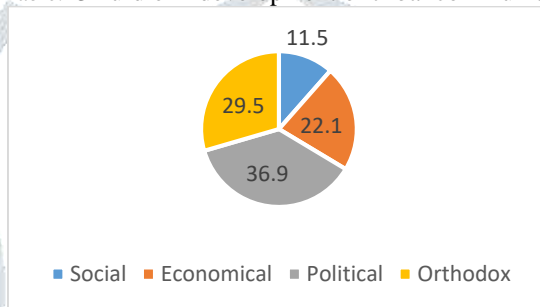
According to data analysis, 46.7% respondent says that tribal museums are very much important for development of tribal community. 27% of the respondent says that tribal museums are much important for development of tribal community whereas 13.9% of respondent have no opinion about it. 8.2% respondent says that tribal museums have less important for development of tribal community. 4.1% of respondent says that tribal museums are very less important for development of tribal community.

Table.12 hurdle getting information about North East Community through cultural program



48.4% of the respondent says that they sometimes feel hurdle getting information about North East community. 46.7% respondent have no hurdle getting information through cultural programs whereas, 4.9% respondent feel hurdle getting information about North East community through cultural programs.

Table.13 hurdle in development of tribal community



36.9% respondent feels that Political phenomenon are the most influential hurdle in the development of tribal culture. in further analysis it was found that 29.5% respondent feels that Orthodox is the hurdle for development whereas 22.1% respondent says that Economical issues limits the development of tribal culture. 11.5% respondent says that Social issues are the hurdle for development of tribal cultural.

Table.14 Importance of following for the development of tribal.

| Response | Documentary | Newspaper | Television | Magazines | Radio Programmes | Cinema | Social Media | Advertisements | Internet | Cultural Event |
|-----------|-------------|-----------|------------|-----------|------------------|--------|--------------|----------------|----------|----------------|
| Very Much | 44.3 | 48.4 | 53.3 | 45.1 | 40.2 | 43.4 | 50 | 41 | 50.8 | 79.5 |
| Little | 46.7 | 47.5 | 36.9 | 41 | 46.7 | 45.1 | 37.7 | 47.5 | 40.2 | 18 |
| None | 9.0 | 4.1 | 9.8 | 13.9 | 16 | 11.5 | 12.3 | 11.5 | 9 | 2.5 |

46.7% respondent says that documentary are little important for the development of tribal. 48.4% respondent says that Newspaper are very much important for the development of tribal. 53.3% respondent says that Television are very much important for the development of tribal. 45.1% respondent says that Magazine are very much important for the development of tribal. 46.7% respondent says that Radio Programmes are little important for the development of tribal. 45.1% respondent says that cinema are little important for the development of tribal. 50% respondent says that Social media are very much important for the development of tribal. 47.5% respondent says that Advertisement are little important for the development of tribal. 50.8% respondent says that internet are very much important for the development of tribals. 79.5% respondent says that Cultural Event are very much important for the development of tribal.

Table.15 opinion about following statement

| Responses | Role of cultural programs in development of tribal | Establishment of intercultural Relationship between tribal | Overall development of tribal through education | Opportunity of employment through cultural events | Participation of tribal lead to publicity of tribal culture |
|------------|--|--|---|---|---|
| Agree | 82.8 | 83.6 | 88.5 | 77 | 92.6 |
| Disagree | 8.2 | 7.4 | 4.1 | 13.9 | 4.9 |
| Don't Know | 9.0 | 9.0 | 7.4 | 9.0 | 2.5 |
| Total | 100% | 100% | 100% | 100% | 100% |

Maximum (**82.8%**) respondent agree with the statement that there is a role of cultural programs in development of tribal. Maximum (**83.6%**) respondent agree with the statement that through these cultural programs different tribal communities establish intercultural relationships. Maximum (**88.5%**) respondent agree with the statement that there can be overall development of tribal through education. Maximum (**77%**) respondent agree with the statement that through these cultural event the performer get the opportunity for the employment. Maximum (**92.6%**) respondent agree with the statement that participation of different tribal culture in these cultural programs lead to the publicity of their culture.

Conclusion

In the present study the researcher works on deals with how cultural activity helps people for better knowing about the others culture and tradition and to study the audience perception in this research the major findings are drawn through data analysis. The researcher found that the major source of information is for cultural events is Newspaper and mostly people don't use any informational source rather than Print Media. In this tribal cultural event respondent are mostly interested in folk dance and most of the respondent likes the concept of Tribal Festival as they are the major source of information about their culture. The respondents are highly active for attending cultural events and they are passive about their regularity and the effectiveness of knowledge is showed average through this event among respondents while the level of satisfaction among them are much likely to be high after attending the event. As data obtain we conclude museums are very much important for development of tribal community and these type of cultural activity leads to development of tribal people and media plays an important role for their development. After the study we can conclude that these type of events are very effective for expanding the knowledge about the particular tribal culture.

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