



## MEDIA IN JHARKHAND AND ITS LANGUAGES

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ABSTRACT - When we talk about media in present era it means any channel of communication. It can be include anything from printed paper to digital data. It generally refers to television ,radio , newspaper , internet and other forms of communication. Media comprises news , education ,art and any form of information that can reach or influence people. It is a communication tool used to deliver information. It is broadly divided into three types - (1) News media,(2) social media and (3) web media, but we might also see them as referred to earned media, shared media, and owned newspapers and radio form an integral part of media in Jharkhand. It generally serves as the medium of public awareness and broadcast. The main source of information for the people residing in the major towns and cities of state were - All India Radio and Doordardhan, along with large volumes of television channels such as Zee TV, NDTV, Aajtak, Star TV etc. But Jharkhand TV seems to be an integral part of every household. There are two important Ranchi newspaper in the state of Jharkhand (1) Ranchi Express and (2) The Prabhat Khabar. Both are well acclaimed not only in towns but across the whole state of Jharkhand. The languages used in Jharkhand is vast and vivid it include Nagpuri, Khortha, Kurmali, Magahi and Bhojpuri. It has accorded additional official language status to Angika, Bengali, Bhojpuri, Bhumij, Ho, Kharia, Kurukh, Khortha, Magahi, Kurmali, Maithili, Mundari, Nagpuri, Santali, Odia and Urdu. But when we talk about media languages we came to know that Hindi occupies major parts of communication with large mass of people besides hindi. English ranks next. Hindustan Times , Telegraph, Times of India, India Today , The Avenue Mail were the few newspaper publishing in English. Though we find the range of media in Jharkhand

still far away to the reach of large mass of population. Different factors responsible for it. Other then hindi ,languages like english and regional languages still not became the languages of all three platforms of media newspaper, social media and web media. As the development or progress in the field of English magazine and newspaper consists low percentage of readers in state. There were vivid points which were responsible for low rate of english readers in Jharkhand. They were as follows-(1)No English-speaking Environment (2) Mother Tongue Impact (3) Jharkhand illiteracy (4) Lack of political desire for the development of english is state (5) Priority given to tribal languages rather then english by large mass of Jharkhand. Jharkhand had a long history during the area was known as kukara. But later on in the year 1765 when it came under the control of British Empire and became formally known under its present title " Jharkhand" which means ' the land of " Jungles" ( forests) and "Jharis"(bushes). Jharkhand is famous for its rich mineral resources like Mica, Uranium, Bauxite, Gold, Silver, Granite, Graphite, Magnetite , Iron, Coal, Copper etc. Forests and woodlands occupy more than 29 percent of the state. Large numbers of languages were speaking in the state. The state has accorded additional official language status to Nagpuri, Mundari, Santali, Ho, Kharia, Kurukh, Khortha, Bengoli, Angika, Bhojpuri, Bhumij, Kurmali, Magahi, Maithili, Odia, Santhali, and Urdu. Large mass of people used their native languages in remote areas like Hazaribagh , Palamu, Lohardaga, Koderma, Jamshedpur we found people used Hindi as their main language of communication. Only in educational sectors we find english as a subject to learn. The status of school education in Jharkhand is based on mother tongue (Hindi). But deep analysis I came to know

that mother tongue influence makes English speaking difficult. The language we speak since childhood. This makes it difficult for us to speak in a standard accent as all of us have our own way of speaking English. Some points mention which effects English in the state (Jharkhand). (1) Lack of confidence in speaking English (2) Embarrassment in communication with others publicly (3) Slow career / academic growth (4) Inability to speak English properly due to internalisation of sounds from the mother tongue. The illiteracy in Jharkhand are as varied as inadequate infrastructure, poor enrolment rate, high dropout rate, poor attendance of students, insignificant learners, achievement the wide genders gap in the literary scale and a lack of effective and committed trend and is 66,41 percent. Due to unsettled government from time to time. No such policies developed to rise the communication skills with mass by using English. No magazine in regional languages printed for the state. Only few English magazine such as India Today , Outlook, Reader's Digest were publishing in Jharkhand since few years. When we talk about channels we found numbers of them, some were as follow V.News, Hindustan Times, Kashish News, Aaj Tak, Doordardhan Kendra, Media Eleven, Zee News, Jharkhand 24 . Among them Johar Jharkhand is most famous because it tellicast not only in Hindi but also in Santhali language which is one of the major language of state. News channels like Kashish News, News 18 Bihar Jharkhand and Jharkhand 24 were few well- known to large mass in urban areas of state.

**KEYWORDS** communication, tribal, social, languages.

**INTRODUCTION** - Media is responsible for impacting our contemporary life. It plays a very pivoted role in our day to day lives. It is fruitful in updating us with the current affairs and everything going on in the world. We find the role of media in a society is rather vast and comprehensive. It is the very source of mass communication. In present time it plays the roles of publishing, broadcasting, and supplying news through the internet collectively. Thus we get updated news about the world in our grab just with a click of a finger. It contend a wide range of forms like television, print, radio and digital data. Though print media is the first and oldest form of media. Newspapers, media is recognised as the fourth pillar of democracy. Hence it plays the most informative role worldwide. India's ranking in the 2023 world press Freedom Index has slipped to 161 out of 180 countries according to the latest report released by global media watchdog Reporters without Borders ( RSF) on 03 - may- 2023. This article basically based on

Jharkhand media and its use of languages as mediam. We found a phenomenal growth in the recent years and there is a tremendous growth in the number of dailies and weeklies in Jharkhand. Hindi newspapers that deserve special mention in this context are Ranchi Express and Prabhat Khabar. They across the whole state of Jharkhand. They are published everyday and also have high demand. The Ranchi Express renowned newspapers of Ranchi, prints authentic information about the world around. The Prabhat Khabar is another information about the world around. The Prabhat Khabar is another one of the most prominent newspapers at Ranchi who has a special position in the cultural milieu of the state ( Jharkhand) is its main focus on news items that have close association with the day- to- day life of the general mass media basically in newspapers is not in satisfied state. Though we find development in Hindi newspaper in Jharkhand but in English newspaper we analyse and feel pathetic. Vivid reasons and facts for the perish of English Media in state.

**NEED FOR THE RESEARCH** The role of media is an essential part, it provides facts to allow us to be better informed about the issues that matter to us. The mass media serves information, interpretation, bonding, instructive and diversion functions. Now the time arrive when we release it's importance. We have to known various functions of media like - (1) sending and sharing of information is the major function of media, (2) It provides education and information (3) Entertainment. The other important function of media is the entertainment and (4) Persuasion, surveillance, interpretation, socialization and linkage have its special place in media and communication. Though indian rank second in world wide in speaking English but in the field of media it is not up to the mark. In Jharkhand too we found English is rarely used in all platforms of media. Foreign language like English rise of social media. People also require new words to communicate in a way that's more suited to modern times. As we know we belong to an age of digital citizenship, which opens the door and ways for boundless learning, creation, and communication. Language in particular can very much be influenced by the birth of various trends in social media. Here we find the most and effective prominent ways in which social media has changed the English language, especially in recent years. We found many social platforms available to us today actually encourage the creative use of the English language. The fast dissemination of news in Jharkhand has become integral in today's society in state. Social media allows us to

communicate with a much number of people of Jharkhand. As we need to be able to form our own opinions and views on situations. It allows us to think critically about the information we take in. MAJOR POINTS \*Jharkhand is a land of many languages and dialects. \* Hindi is the official language and a sizeable population speaks Hindi while the rest are comfortable in their regional languages. \* Though English is spoken in the metro and few educational centers. \* A majority of the Jharkhand mass media not use English on the internet and the social platforms. \* In few years we find the case role of regional languages in the social media cannot be undermined.

LIMITATIONS OF RESEARCH Jharkhand television, radio, newspaper form an integral part of media in Jharkhand. Its media serves as the media of a society. It seems to be an extension of the society as it depicts the current events and also current state of the society. Furthermore, it can be said that Jharkhand media celebrates and exhibits the brighter aspects of life of people in large scale. Similarly, media of Jharkhand exposes the deformities in the social structure of the territory. Some of the important newspapers that deserve special mention are Ranchi Express and Prabhat Khabar. These were the few well exclaimed not only with Ranchi but across the whole state of Jharkhand. But still in state the media is not reach to large mass due to the incidence of poverty in Jharkhand is estimated at 46 percent however 60 percent of schedule caste and schedule tribes are still below poverty line. Agroacological and social factors are main cause for poverty in Jharkhand state. Sardi/Nagpuri and Khortha are the two largest regional languages spoken followed by Kurmali and Panchparganiya but still we found no social communication media in these languages. Foreign languages like English as media is just a dream.

PROBLEM STATEMENT When we analysis on Jharkhand media and its present condition we came to know that though the state Jharkhand is rich in culture and heritage and blessing on large numbers of regional languages besides hindi and english but still the platform of media is limited to hindi only and just a few newspaper and magazine is found. The radio of readers of English newspaper is quite low as compare with hindi. Only few programs were telecast in National channel Doordardhan based on regional languages of Jharkhand. Jharkhand was establishment in 2000 but still no positive sign or progress is found. Lack of political desire. No major steps taken by the government in field on developing media in world language english as well as in reach to the poor

hands of the state due to poverty and illiteracy in remote areas.

EXPECTED OUTCOMES When we deals with expected outcomes of a topic it's outcomes are forecasted results. It's objectives are intended results or consequences of instruction, curricula, programs, or activities. Outcomes are achieved results or consequences of what was learned. Information and communication technology has changed rapidly over the past 20 years when new state Jharkhand was formed with a key development being the emergence of social media. The influence of social media in being used in ways that shape political, culture, business, education, innovation, and more of state ( Jharkhand ). Though we came to know various aspects of Jharkhand media in all forms. No daught in few decades the media of Jharkhand and is in developing state but due to some major points still it found obstacles. There are many negative effects that Jharkhand media like changing language when people need to communicate with each others such as people most of the time deformed words and deviation from the mother tongue. Though media language is the way or manner in which the meaning of a media text is conveyed to the audience. In Jharkhand were vivid languages were spoken but still hindi occupies as the main language of media. English as well as regional languages were not used to communicate or means to people of Jharkhand.

CONCLUSION As we found language and media ideologies intertwine in complex way. We obsurb that people's ideas about different communicative media and different media functions shape the ways they use these media, similar to how language ideologies impact the way people speak. Nevertheless, there are many negative effects which we found in social media that is changing language when people need to communicate with each other's such as mass of people of the time deformed words and deviation from the mother tongue. In Jharkhand we get numbers of media which supports in communication news and information to large mass of population in a state. There were two major newspaper in state like Prabhath Khabar and Hisdustan. They were followed by more newspapers. Both the newspaper were printed in hindi. Some english newspapers were also publishing in present time like Telegraph, Times of India, India Today. But the readers of english newspapers were few in numbers. Though Jharkhand is rich with the blessings of large numbers of languages. Some major among them were Nagpuri, Khortha, Kurmali, Kurukh, Ho, Kharia, Mundari. But not even a weekly magazine

publish in such tribal languages. Due to illustring in Jharkhand people can't comment themselves with English and they prefer to read Hindi newspapers and other social media. We find the youth of Jharkhand is quite active in social media like You tube, Twitter and Facebook. Overall development of media and languages used by media were limited to our mother tongue hindi .No progresses is found in English as well as tribal languages of Jharkhand.

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