

A Study of Changes in Socio-Political, Psychological and Cultural Aspects of Tribal towards Acceptance of Modernization Methods and Tools

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Abstract

The emergence of digital and social media platforms and latest technologies and tools have transformed the media landscape and media consumption patterns but television still holds sway among the media consumers. The invention of advanced technologies including DTH and digital enabled services helped the television to surpass typical geographic boundaries but still the receptivity of content of television among the viewers varies significantly. The television is not only omnipresent medium but an agent of modernization. However, the discourse of modernization disseminated by television, in terms of psychic mobility in all spheres of life of public came with some cognitive dissonance as discussed by several media scholars. The present paper intends to explore the impact of television and television viewing of the tribal community of Lahaul and Spiti of Himachal Pradesh. The study also explores the changes brought by television in terms of a modernizing agent among tribals, bring changes in socio-political, psychological and cultural aspects. A questionnaire was administered among the sample population, selected by using the purposive sampling technique of data collection from the villages of Lahaul and Spiti. The analysis of the gathered data is done by using Chi-square and cross tabulation analysis techniques.

Key Words: Television, Tribals, Viewing habits, Medium, Modernization

Introduction

Lahaul and Spiti is a tribal district comprised of several small villages and is amongst the remotest and most inaccessible areas in the state of Himachal Pradesh. As per the Government reports, the district is considered virtually cut-off geographically from capital and rest of the world during the winter season for more than 6 months. This cut-off stalled most of regular activities like agriculture, animal husbandry, Primary Health Care Centres, communication systems, road transportation etc. Due to inaccessible nature, the communication modes remained limited with newspapers not reaching to the valley during the winters. Even during the summers, the newspapers used to reach by bus after twelve hours or within 24 hours. Reading of English dailies/magazines was either a distant dream or luxury. Radio was the only source of information, education and entertainment for farmers, youths or home makers. The television in Lahaul & Spiti began in the early 1990's under the schemes of pilot project known as CAT (Community Antenna Television Viewing) under this Dish Antennas were given to respective Gram Panchayats. Within few years its reach increased manifold and become an important medium of information dissemination among the hilly population and it also started impacting the habits, socio, political, culture of the tribal population. Morgan (1990) argues that television is the only medium which transmits these messages powerfully; such programmes are serving the viewers in many ways. Television is a most impactful medium of modern times and plays pivotal role in the making of a social reality. Apart from being a medium of communication, television leaves a lasting impact on the lives of people. BSS Rao (1992) stated that among all the mass media, television is the only device which has left deep impact on the lives of the people. The impact could be in shaping the public perception or making of public opinion on the issues of social and political importance, the Television has a great potential to reach out to the public and can immensely transform people to take new strides and accept new challenges in the sphere of life. Television plays a significant role, it helps inform, entertain, educate and promote ideas, inculcates values, shapes perception, cultivates attitude towards issues and challenges as per the temperament of its own. After the emergence of

television, the media landscape of Lahaul and Spiti transformed a lot and television become a useful medium for information, education and entertainment. Mahajan (1990) argues that the technological development paved the way for more exponential surge in media expansion and outlets. The advent of cable television made a large number of channels available to an average household. With more choices in terms of content and availability of channels to watch, audience focus becomes more divergent. Uma (2001) argues that the growth of television as medium of information, entertainment and education has grown manifold in the developing countries, such explosion happened in the past two decades. Television viewing habits of the women have gone under a revolutionary change. The content being beamed through television media and the portrayal of the lifestyle, food habits, culture and modernization have undergone a phenomenal change, which symbolizes that globalization perspective. Despite penetration of social media and internet services among the population of the tribal areas of Himachal Pradesh, television still holds the key as a medium of entertainment, information and education among the tribals.

The present study is an attempt to understand changes in terms of lifestyle, impact of Television on the cultural norms and changing lifestyle of the Himalayan region. Jain (2017) in a study on "Television as a Medium for Social Upliftment: A Case Study from the Tribal District of Jhabua in MP", argues that television not only worked as an agent of change but also performed the role of an opinion leader and shed the dogmatism and rigidity from the mind-set of the people particularly belong to tribal areas and rural settings.

Review of the literature:

Many studies have been conducted on the impact of modernisation on the tribal's; the present review is limited to the impact of modernisation on the religious customs and traditions of tribals.

Research in media in India started in the early 1950. The fulcrum of communication studies in India has been to kickstart or to pedal the process of all around development, growth in multifarious ways, particularly in the arenas of diffusion of agricultural innovations and extension studies. To materialise the purpose, Government of India established Indian Institute of Mass Communication (IIMC) in New Delhi in 1965, a good number of researches have undertaken on various realms and dimensions of communication and extension services, such as communication and extension programmes with respect to health and family planning media habits formation and information needs, communication and electoral knowledge, communication for tribal development plan for north-eastern region, role of newspapers/journals and during elections to gauge the effectiveness of puppetry and film. Satellite Instructional Experiment (SITE) was started in 1975, number of development programmes were launched in 2179 villages of six states across the country.

Gupta (1985) argues that the major objective of the SITE to test the efficiency and amplification power of television in improving agricultural practices and innovation along with population control in promoting national integration, in upgrading and expanding education and in promoting better health and hygiene for a better life in rural areas. Fiske and Hartley (1994) in their study on the impact of T.V. from a semiotic and cultural perspective leads to pursue the relationship between the T.V. message, the everyday reality of the audience and the functions performed by T.V. for that audience is based on the notion of functionalism, which derives from a well-established sociological discipline.

Daniel Lerner (1958) argues that media participation and the greater the number and participation in the consumption of media content in the form of reading newspapers, listening to Radio and watching T.V. and Cinema and such level of consumption brings about social, cultural, political and economic revolution in a society. Though McLuhan (1965) agreed with critics who proclaimed that the television was radically altering society, he was not all comfortable with any type of moralistic attempts to censor or curtail certain types of programmes. He observes that T.V. introduced young people to "mythic" thought, "the instant vision of a complex process that ordinarily extends over a long period of time." It is argued that increasing productivity, literacy, and urbanization alone did not work, and media played a major role in promoting interest among the people for a better life. G C Chu and Wilbur Schramm (1968) in their study on 'learning from Television: What the Research Says' had examined the role of television especially as an effective tool of instruction. The experts have suggested that effective use of television grows out of attention to the basic requirements of good teaching rather than to any fanciness that might be peculiar to television. The researchers had not examined the role of television in tribal development. Wetzel et al (1994), Kumar (2006) evaluated the role of television in tribal development in Jhabua district of Madhya Pradesh state. Scholar found that the role of JDCP (Jhabua

Development Communication Project) Doordarshan had played a significant role to reach out to the specifically targeted groups & programme-centric viewership in the process of tribal development. Grimes (1992) in his study 'Exploiting Information and Communication Technologies for Rural Development' analyses the impact of new Communication technologies on rural development tribal development processes.

Research Gap:

Although there have been numerous studies based on the effects of television but there seems to be no evidence that similar research has been conducted in the districts of Lahaul & Spiti. As the researcher himself belongs to the respective group, there is scope for an ethnic perspective, to be drawn at the time of inferences and as such is in fact the niche of this particular research.

Need for the study:

This study is aimed towards exploring the role of television as a catalyst for change. The researcher intends to study the behavioural change with specific reference to the change in perception. In the course of the study, the researcher aims to find out the benefits of modernization and to what extent the same has aided the tribal population in moving from a state of exploitation to better living conditions.

Research Objectives

To examine the role of television in bringing social, political and economic changes in the tribals

To find out cultural changes brought by TV viewing among tribals

Methodology

The study is conducted in the Lahaul block of the Himachal Pradesh state. A questionnaire was distributed and survey method was followed to collect the data from 390 samples. The sample was based on purposive sampling technique and all questions in the tool were closed ended based on the objectives of the research study. Each question is classified and the frequency of each item has been tabulated. The percentage was taken by the numbers of answers to the total number of respondents.

ANALYSIS AND FINDINGS

The results of the study summarize the findings from the survey analysis of tribal communities of Lahaul and Spiti falling in the age group of 18 to 58 and above in tribal district of Himachal Pradesh. The results are obtained from the questionnaire survey completed by the mentioned age group. The quantitative data gathered has been analysed using different statistical tests and have been organised under the following sections:

A: Descriptive Data Analysis

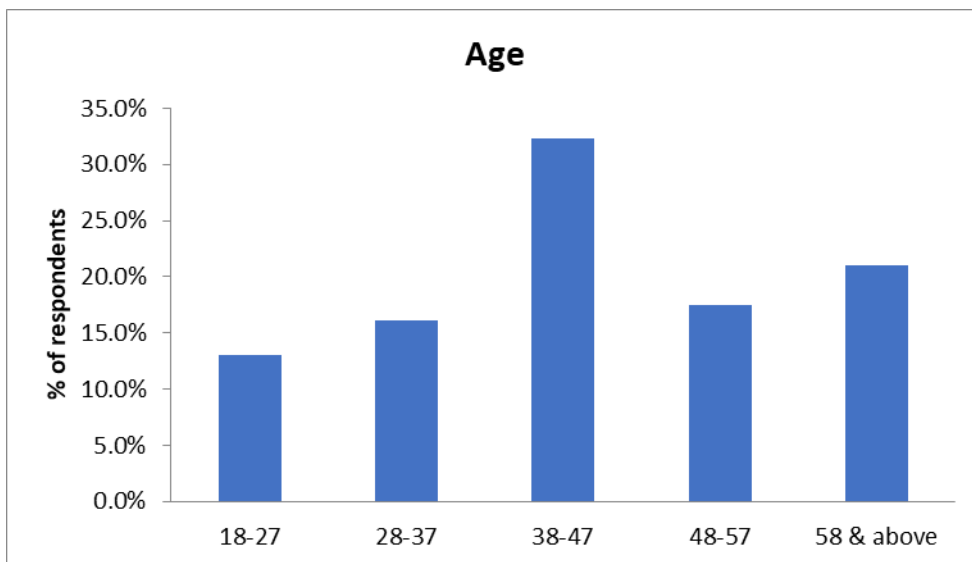
B: Inferential Data Analysis

- 1) Chi-square

A: Descriptive Data Analysis

1. Sample Profile

A sample of 390 respondents was drawn from the youth of Himachal Pradesh. Table describing the sample representation of each variable is given below:



Description of demographic variables of the respondents

Above table shows the distribution of demographic variables of the respondents observed over the factors of “Gender, Age group in years shows that 65.1% of the respondents are Male and 34.9% of the respondents are female. Thus, it can be interpreted that male percentage is more as compare to women.

Showing age distribution of the respondents

When considering age as a variable, of the 390 total sample 51 responses from the age group of 18-27 years about (13.1 percent) of them belong to the youngest age group. About 16,2 percent of them were in the age group of 28-37 years, and 126 respondents. Which is 32.3 percent and highest number of respondents in terms of percentage. In the age group of 48-57, the number of respondents is 68, 17.4 percent and the number of respondents in the age group of 58 and above is considerably second highest in terms of number and percentage. However, shows that age as a demographic criteria majority of the respondents were in the age group of 38-47 years and lowest percent of the respondents in the youngest strata of the sample selected.

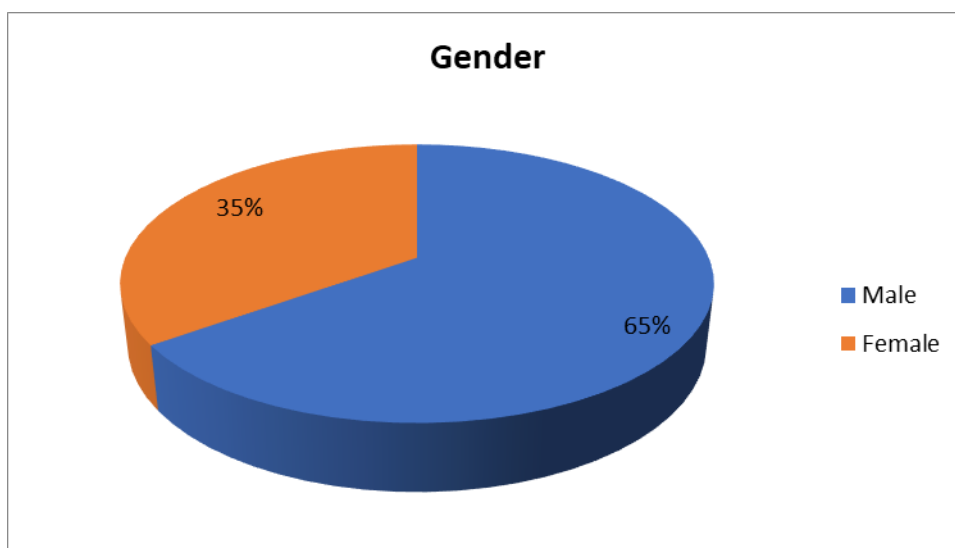


Table -Showing gender distribution of the respondents.

Keeping the size of the respondents and percentage of the male and female respondents is 65 and 35% which taken from the sample size of 390 respondents.

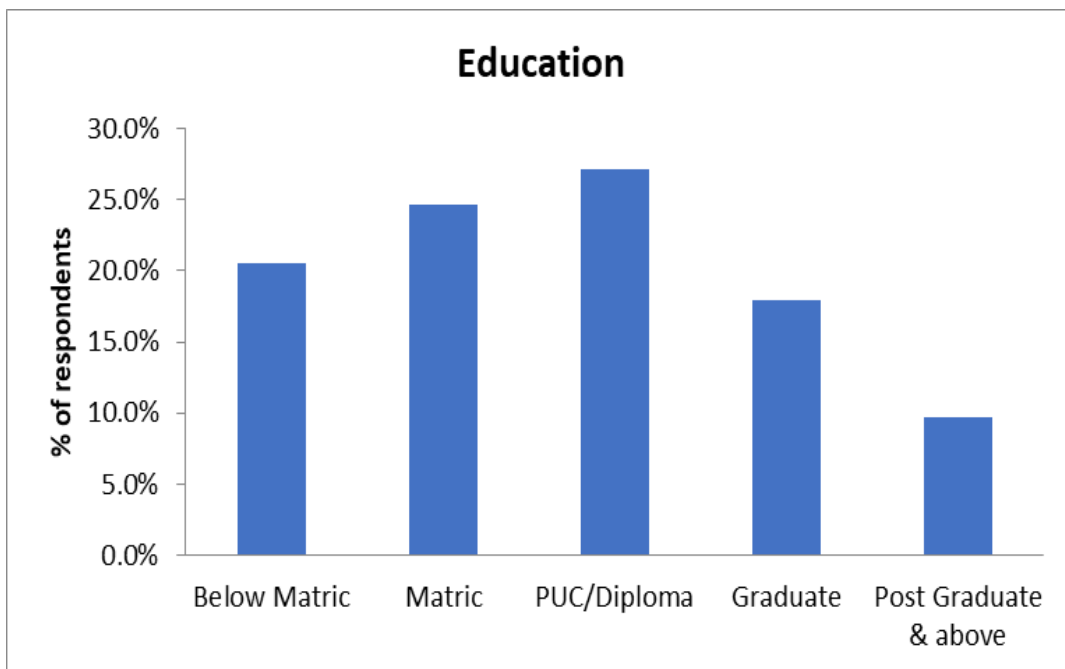


Table- Showing education distribution of the respondents.

In terms of educational qualification respondents’ percentage varies; the percentage below matric is 20, matric is 25, PU/Diploma is 27, graduates are 18 and post-graduates are 10% of the selected sample size.

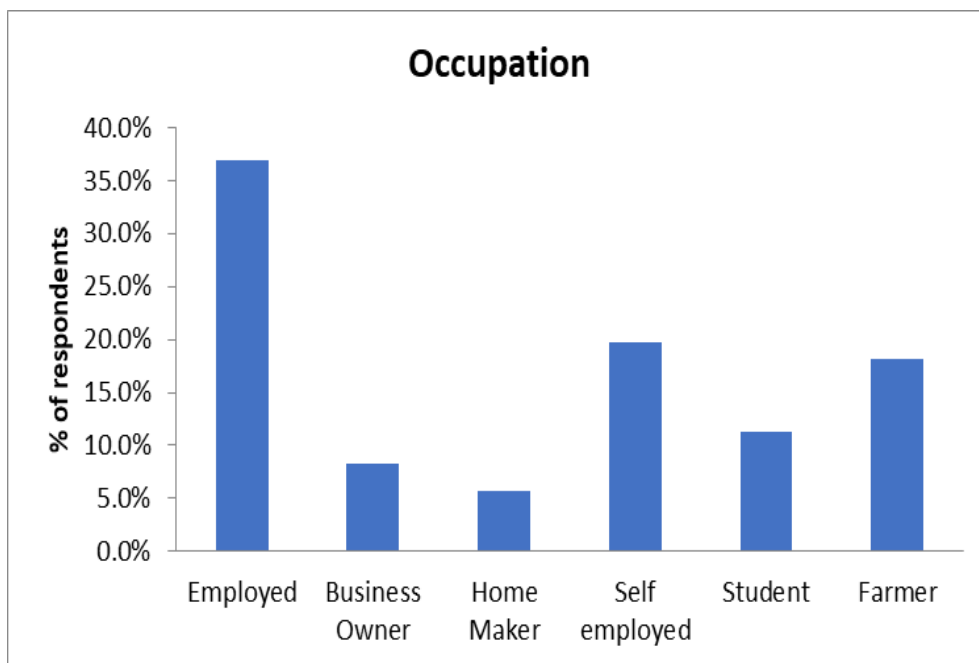


Table- Showing education distribution of the occupation.

In Tribal community of Lahaul and Spiti people are engaged in all kinds of jobs and services right from government service, home maker to agricultural practices. 36 percent of the respondents are employed in government service sector, which is highest in terms of numbers as well as percentage, business owners 8.2, homemakers 5.6, self-employed 19.7, students 11.3 and farmers constitute 18.2 % of the selected sample size. The percentage of the self-employed is the significantly lowest.

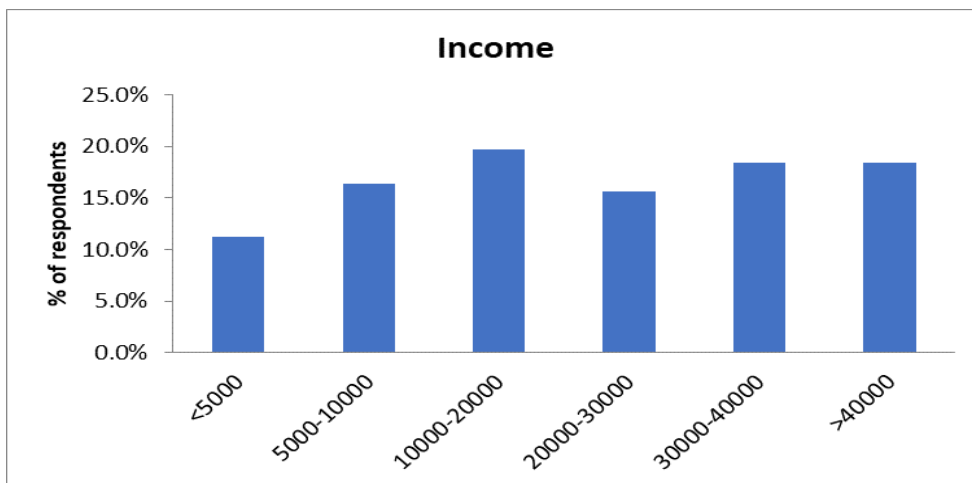


Table -Shows the monthly income of the respondents.

Regarding the Family Monthly Income, the distribution shows that 11.3% of the respondent's Income is less than or equal to 5000, 16.4% of the respondent's Income is 5000 to 10000, 19.7% of the respondent's Income is 10000 to 20000, 15.6% of the respondent's Income is 20000 to 30000 and 18.5% of the respondent's Income is 40000 and above. Above data reveals that the highest percentage of Family Monthly income is 10000 to 20000, the percentage of highest monthly family income which is 40000 and above is 18.5 percent and lowest monthly income percentage is 11.

Better understanding of awareness of culture & religion

In the response to changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernising agent it is found that television as medium affected the respondent's awareness about education and career prospects, the percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters.

To large extent 56.4%, to some extent 17.9%, neutral 6.2%, not to some extent 10.0% highest and not at all is ranked 5th which is least in terms of ranking and percentage 9.5%. which is lowest.

Ability to understand and questioning of customs & traditions practiced

In the response to changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernising agent it is found that television as medium affected the respondent's awareness about, ability to understand and questioning of customs & traditions practiced. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters.

To large extent 54.9%, to some extent 16.2%, neutral 7.7%, not to some extent 11.8% highest and not at all is ranked 5th which is least in terms of ranking and percentage 9.5%. which is lowest.

Practicing of newer rituals which are more relevant currently

In the response to changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernising agent it is found that television as medium affected the respondent's awareness about, practicing of newer rituals which are more relevant currently. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters.

To large extent 37.9%, to some extent 28.2%, neutral 7.9%, not to some extent 17.7% highest and not at all is ranked 5th which is least in terms of ranking and percentage 6.4%. which is lowest.

Political Change

In the response to changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernising agent it is found that television as medium affected the respondent’s awareness about, “Understanding related to the accountability of the political parties”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 54.6%, to some extent 22.1%, neutral 10.8%, not to some extent 3.3% highest and not at all is ranked 5th which is least in terms of ranking and percentage 9.2%. which is lowest.

Relationship between education and understanding related to political parties

	Chi-Square	Df	p-value
Pearson Chi-Square	28.363	16	.029
N of Valid Cases	390		

The Chi-Square and P-Value of the table is of statistically significant because the P-Value (.029) is less than 0.05, the level of Significance.

Hence the null hypothesis, there is no significant relationship between education and TV viewing habits of the Tribal population is rejected.

The Alternate hypothesis which is there is a significant relationship between education and TV viewing habits of the Tribal population is accepted.

Better understanding of the value of vote

In the response to changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Better understanding of the value of vote”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 57.4%, to some extent 20.3%, neutral 3.6%, not to some extent 10.0% highest and not at all is ranked 5th which is least in terms of ranking and percentage 8.5%. which is lowest.

Understanding changes in the electoral reforms

In the response to changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Understanding changes in the electoral reforms”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 54.6%, to some extent 19.2%, neutral 6.4%, not to some extent 10.5% highest and not at all is ranked 5th which is least in terms of ranking and percentage 9.2%. which is lowest.

Economic Changes- Change occurred due to exposure to television viewing

In the response to changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Increase in living expenditure”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters.

To large extent 52.1%, to some extent 23.8%, neutral 2.6%, not to some extent 11.3% highest and not at all is ranked 5th which is least in terms of ranking and percentage 10.3%. which is lowest.

Desire for consumption of luxury items

In the response to changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “desire for consumption of luxury items”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 53.1%, to some extent 22.8%, neutral 4.9%, not to some extent 9.2% highest and not at all is ranked 5th which is least in terms of ranking and percentage 10.0%. which is lowest.

Increased expenditure in conducting & organizing religious, ceremonial & traditional events.

In the response to changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Increased expenditure in conducting & organizing religious, ceremonial & traditional events.”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 49.0%, to some extent 23.8%, neutral 7.9%, not to some extent 12.8% highest and not at all is ranked 5th which is least in terms of ranking and percentage 6.4%. which is lowest.

Changes in life style

In the response to changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Changes in life style”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 54.6%, to some extent 20.8%, neutral 6.7%, not to some extent 6.7% and not at all is ranked 5th which is least in terms of ranking and percentage 11.3%. which is lowest.

Change in scientific outlook

In the response to changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Change in scientific outlook”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 45.4%, to some extent 26.4%, neutral 7.7%, not to some extent 14.9% and not at all is ranked 5th which is least in terms of ranking and percentage 5.6%. which is lowest.

To what extent watching television affects your customs and traditions

In the response to changes occurred due to television exposure, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Worshiping methods & patterns”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 28.5%, to some extent 32.1%, neutral 11.0%, not to some extent 22.3% and not at all is ranked 5th which is least in terms of ranking and percentage 6.2%. which is lowest.

Relationship between age and television affecting customs and traditions

	Chi-Square	df	p-value
Pearson Chi-Square	34.613	16	.004
N of Valid Cases	390		

The Chi-Square and P-Value of the table is of statistically significant because the P-Value (.004) is less than 0.05, the level of Significance.

Hence the null hypothesis, there is no significant relationship between age and TV viewing habits of the Tribal population is rejected.

The Alternate hypothesis which is there is a significant relationship between age and TV viewing habits of the Tribal population is accepted.

Relationship between education and television affecting customs and traditions

	Chi-Square	df	p-value
Pearson Chi-Square	30.877	16	.014
N of Valid Cases	390		

The Chi-Square and P-Value of the table is of statistically significant because the P-Value (.014) is less than 0.05, the level of Significance.

Hence the null hypothesis, there is no significant relationship between education and TV viewing habits of the Tribal population is rejected.

The Alternate hypothesis which is there is a significant relationship between education and TV viewing habits of the Tribal population is accepted.

Rituals related to birth

In the response to changes occurred due to television exposure, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “rituals related to birth”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters.

To large extent 25.1%, to some extent 33.8%, neutral 7.7%, not to some extent 27.9% and not at all is ranked 5th which is least in terms of ranking and percentage 5.4%. which is lowest.

Relationship between occupation and television affecting rituals related to birth

	Chi-Square	df	p-value
Pearson Chi-Square	41.270	20	.003
N of Valid Cases	390		

The Chi-Square and P-Value of the table is of statistically significant because the P-Value (.003) is less than 0.05, the level of Significance.

Hence the null hypothesis, there is no significant relationship between occupation and TV viewing habits of the Tribal population is rejected.

The Alternate hypothesis which is there is a significant relationship between occupation and TV viewing habits of the Tribal population is accepted.

Customs related to marriage

In the response to changes occurred due to television exposure, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Customs related to marriage”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 42.8%, to some extent 22.3%, neutral 6.2%, not to some extent 24.6% and not at all is ranked 5th which is least in terms of ranking and percentage 4.1%. which is lowest.

Relationship between education and television affecting Customs related to marriage

	Chi-Square	df	p-value
Pearson Chi-Square	28.575	16	.027
N of Valid Cases	390		

The Chi-Square and P-Value of the table is of statistically significant because the P-Value (.027) is less than 0.05, the level of Significance.

Hence the null hypothesis, there is no significant relationship between education and TV viewing habits of the Tribal population is rejected.

The Alternate hypothesis which is there is a significant relationship between education and TV viewing habits of the Tribal population is accepted.

Annual fairs & festivals

In the response to changes occurred due to television exposure, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Annual fairs & festivals”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 37.9%, to some extent 30.0%, neutral 2.8%, not to some extent 24.1% and not at all is ranked 5th which is least in terms of ranking and percentage 5.1%. which is lowest.

Relationship between education and television affecting annual fairs & festivals

	Chi-Square	df	p-value
Pearson Chi-Square	32.144	16	.010
N of Valid Cases	390		

The Chi-Square and P-Value of the table is of statistically significant because the P-Value (.010) is less than 0.05, the level of Significance.

Hence the null hypothesis, there is no significant relationship between education and TV viewing habits of the Tribal population is rejected.

The Alternate hypothesis which is there is a significant relationship between education and TV viewing habits of the Tribal population is accepted.

Rituals related to death

In the response to changes occurred due to television exposure, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Rituals related to death”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 26.7%, to some extent 29.2%, neutral 7.2%, not to some extent 33.6% and not at all is ranked 5th which is least in terms of ranking and percentage 3.3%. which is lowest.

Traditions related to agricultural practices & harvesting

In the response to changes occurred due to television exposure, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Traditions related to agricultural practices & harvesting”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 41.8%, to some extent 32.6%, neutral 5.1%, not to some extent 15.9% and not at all is ranked 5th which is least in terms of ranking and percentage 4.6%. which is lowest.

Beliefs & superstitions

In the response to changes occurred due to television exposure, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Beliefs & superstitions”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 36.4%, to some extent 31.5%, neutral 8.2%, not to some extent 18.5% and not at all is ranked 5th which is least in terms of ranking and percentage 5.4%. which is lowest.

Belief in the caste system

In the response to changes occurred due to television exposure, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Belief in the caste system”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 33.3%, to some extent 34.9%, neutral 6.9%, not to some extent 19.2% and not at all is ranked 5th which is least in terms of ranking and percentage 5.6%. which is lowest.

Relationship between age and television affecting belief in the caste system

	Chi-Square	df	p-value
Pearson Chi-Square	38.010	16	.002
N of Valid Cases	390		

The Chi-Square and P-Value of the table is of statistically significant because the P-Value (.002) is less than 0.05, the level of Significance.

Hence the null hypothesis, there is no significant relationship between age and TV viewing habits of the Tribal population is rejected.

The Alternate hypothesis which is there is a significant relationship between age and TV viewing habits of the Tribal population is accepted.

Relationship between education and television affecting belief in the caste system

	Chi-Square	df	p-value
Pearson Chi-Square	34.812	16	.004
N of Valid Cases	390		

The Chi-Square and P-Value of the table is of statistically significant because the P-Value (.004) is less than 0.05, the level of Significance.

Hence the null hypothesis, there is no significant relationship between education and TV viewing habits of the Tribal population is rejected.

The Alternate hypothesis which is there is a significant relationship between education and TV viewing habits of the Tribal population is accepted.

Beliefs related to religious affiliations

In the response to changes occurred due to television exposure, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Belief related to religious affiliations”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 31.0%, to some extent 34.1%, neutral 11.5%, not to some extent 19.7% and not at all is ranked 5th which is least in terms of ranking and percentage 3.6%. which is lowest.

Relationship between age and television affecting beliefs related to religious affiliations

	Chi-Square	df	p-value
Pearson Chi-Square	29.917	16	.018
N of Valid Cases	390		

The Chi-Square and P-Value of the table is of statistically significant because the P-Value (.018) is less than 0.05, the level of Significance.

Hence the null hypothesis, there is no significant relationship between age and TV viewing habits of the Tribal population is rejected.

The Alternate hypothesis which is there is a significant relationship between age and TV viewing habits of the Tribal population is accepted.

Adoption of new belief in custom & traditions

In the response to changes occurred due to television exposure, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Adoption of new belief in custom & traditions”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 31.5%, to some extent 34.6%, neutral 9.7%, not to some extent 19.5% and not at all is ranked 5th which is least in terms of ranking and percentage 4.6%. which is lowest.

Relationship between occupation and television affecting adoption of new belief in custom & traditions

	Chi-Square	df	p-value
Pearson Chi-Square	46.286	20	.001
N of Valid Cases	390		

The Chi-Square and P-Value of the table is of statistically significant because the P-Value (.001) is less than 0.05, the level of Significance.

Hence the null hypothesis, there is no significant relationship between occupation and TV viewing habits of the Tribal population is rejected.

The Alternate hypothesis which is there is a significant relationship between occupation and TV viewing habits of the Tribal population is accepted.

In general, effect of media on your culture and traditions

In the response to changes occurred due to television exposure, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “In general, effect of media on your culture and traditions”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 29.0%, to some extent 42.8%, neutral 14.6%, not to some extent 9.2% and not at all is ranked 5th which is least in terms of ranking and percentage 4.4%. which is lowest.

Relationship between occupation and television affecting culture and traditions in general

	Chi-Square	df	p-value
Pearson Chi-Square	34.717	20	.022
N of Valid Cases	390		

The Chi-Square and P-Value of the table is of statistically significant because the P-Value (.022) is less than 0.05, the level of Significance.

Hence the null hypothesis, there is no significant relationship between occupation and TV viewing habits of the Tribal population is rejected.

The Alternate hypothesis which is there is a significant relationship between occupation and TV viewing habits of the Tribal population is accepted.

The factors of customs and tradition which are influenced by watching television

Personality

In the response to the factors of customs and tradition which are influenced by watching television, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about, “Personality”. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 46.7.0%, to some extent 31.8%, neutral 7.4%, not to some extent 7.2% and not at all is ranked 5th which is least in terms of ranking and percentage 6.9%. which is lowest

Language

In the response to the factors of customs and tradition which are influenced by watching television, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent's awareness about, "Language". The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 37.2%, to some extent 41.5%, neutral 5.1%, not to some extent 9.2% and not at all is ranked 5th which is least in terms of ranking and percentage 6.9%. which is lowest.

Dress

In the response to the factors of customs and tradition which are influenced by watching television, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent's awareness about, "Dress". The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 49.0%, to some extent 30.8%, neutral 5.4%, not to some extent 9.0% and not at all is ranked 5th which is least in terms of ranking and percentage 5.9%. which is lowest.

Food habits

In the response to the factors of customs and tradition which are influenced by watching television, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent's awareness about, "Food habits". The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 42.3%, to some extent 41.0%, neutral 2.6%, not to some extent 9.2% and not at all is ranked 5th which is least in terms of ranking and percentage 4.9%. which is lowest.

Values and norms

In the response to the factors of customs and tradition which are influenced by watching television, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent's awareness about, "Values and norms". The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 35.6%, to some extent 42.6%, neutral 7.4%, not to some extent 8.5% and not at all is ranked 5th which is least in terms of ranking and percentage 5.9%. which is lowest.

Beliefs and faiths

In the response to the factors of customs and tradition which are influenced by watching television, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent's awareness about, "Beliefs and faiths". The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. To large extent 34.9%, to some extent 39.5%, neutral 5.9%, not to some extent 16.2% and not at all is ranked 5th which is least in terms of ranking and percentage 3.6%. which is lowest.

Festivals

In the response to the factors of customs and tradition which are influenced by watching television, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent's awareness about, "Festivals". The percentage of the people who believe that changes have occurred due to television viewing varying immensely

in terms of percentage and mentioned parameters. To large extent 39.2%, to some extent 34.9%, neutral 9.7%, not to some extent 12.3% and not at all is ranked 5th which is least in terms of ranking and percentage 3.8% which is lowest.

Time lapsed in accepting the change by watching television.

In the response to the “Time lapsed in accepting the change by watching television”, the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent’s awareness about time lapsed in accepting the change. The percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage and mentioned parameters. Immediate change 12.8%, delayed to some extent 45.6%, delayed to large extent 29.2%, and Never/ No change 12.3% is expressed by lowest in terms of percentage.

To what extent watching television affects your customs and traditions

In the response to changing life style and the way television affected the customs and traditions 39.5 percent of the people have responded that yes, they believe that viewing television have affected their life-style in terms of materialistic pursuits, while being asked, whether television helped to bring about change in scientific outlook. 58.1percent respondents have expressed their opinion that viewing television has changed people’s attitude and outlook which helped to change worshipping methods and patterns in due course of time. Related to the changes occurred into the practice life and death related rituals 44.2 percent respondents believe that the change adopted and practiced in life and death related rituals have been adopted to an extent, where as 18.6 percent the of respondents believe that such change has occurred to large extent in the tribal community.

Belief and superstitions

39.5 percent respondents expressed that yes there has been considerable change in the belief and superstitions but the percentage of those who found that there has been nothing significant change took place in the shedding of superstitions and dogmas is 37.2 percent.

Adoptions of new beliefs in customs and traditions

The respondents on the adoptions of new beliefs in customs and traditions 41.9 percent believe that there has been no change occurred by exposing to television. While 23.3 percent believe that there has been significant change in the adoption of new beliefs.

Values and norms

51.2 percent respondents believe that television viewing has changed value and norms to some extent. While 11.6 percent believe that no change occurred in the values and norms.

In general, effect of media on your culture and traditions

34.9 percent respondents believe that media has brought about changes in culture and tradition since they started watching it. While 27.9 percent believe that there has been no impact of television on culture and tradition in general.

Discussions and findings

Among 390 respondents, there are responses which vary from in terms of age and education; i.e., access of information, education and entertainment to large extent the preference percentage of age group between (18-27) is lowest 25 percent, whereas age group between 58 and above shows the highest percent of mass media access to gratify their basic media needs.

And the age group between (58 and above) consumes their significant part of time in a day to access television as medium to fulfil their needs to seek information education and entertainment. This age group and percentage is significant 42.9, reason is evident that this age comes in the category of retired person or senior citizens who have luxury of time to watch television. Those who access television for the basic functions in the category of large extent are including all age group are total 34.9 percent, 32.6 percent in to some extent, neutral 11.6 percent, those who are not watching television at all to seek and gratify the basic media functions are 16.3 percent.

CONCLUSION

The study undertaken in the tribal district of Lahaul and Spiti of the state of Himachal Pradesh is concluded that it is impossible to escape from impact and influence of the media, the changing perception, attitude and outlook towards the things is changing very swiftly undertaken due to the wave of modernisation in the tribal pockets. The research conducted in the tribal valley the impact of television in the changes occurred due to television exposure, the and the way television transformed the way people think and respond, television also worked as catalyst and a modernizing agent it is found that television as medium affected the respondent's awareness about education and career prospects, the percentage of the people who believe that changes have occurred due to television viewing varying immensely in terms of percentage. For example, better understanding of awareness of culture & religion, 56.4% respondents are aware of the changes that have occurred due to exposure to television. Other significant changes which swept the valley are ability to understand and questioning of customs & traditions practiced. The most drastic change occurred in the valley is political changes in every aspect of understanding of the political system; be it right from better understanding of the value of vote to electoral reforms, 57.4 percent respondents are aware that television exposure played a role of game changer or proved catalyzing force in bringing significant level of awareness in the political arena. Other changes which occurred in the economic milieu due to television exposure or television viewing habits of the tribal community are; desire for consumption of luxury items is 53% and changes in lifestyle 54.6%, which is the highest in percentage.

Study proved that there is a significant relationship between age, gender education, income, and occupation related to changing lifestyles of the tribal community due to television viewing habits of the and there is strong and significant relationship between education and television affecting customs and traditions, Customs related to marriage. Thus, the research study reveals that there is significant relationship between the variables mentioned in the study: gender, age, occupation, income and qualification and the change occurred to due to television exposure The change is seen in every sphere of life be it perceptual level, thoughts, custom, traditions, life styles, fashion, festive occasions, rites and rituals. People in the region accept and acknowledge that in due course of time ever since they started watching television, Lahaul and Spiti blocks have witnessed a major change in the overall landscape of the valley including, housing and construction, new agricultural practices in terms of harvesting and yielding of crops, shedding of superstitions and dogmatism, awareness and towards socio-economic and political issues and governance in general. As modernisation has intruded in the original tribal culture, and this the time that tribals to an extent have to lose the basic essence of its cultural roots, but by the time it still in sync with modernization and amalgamates itself with so called bombardment of modernization through television as a medium of mass communication. Tribal religious customs and traditions are clearly not easily definable as Islam and Buddhism or any other religion, (Chaudhuri, 1965). As modernization is making inroads into people's original language, dialects in the region are changing and resulting in linguistic assimilation and tribal communities are today speaking Hindi as the major language. Presently information, education and entertainment related awareness has surely aided the tribals from being seriously exploited by the tourism boom, huge surge in the making of border roads infrastructure and national highway constructions in the valley.

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