

Centre for Culture, Media & Governance

Jamia Millia Islamia

New Delhi



Pre-PhD Submission Presentation on

MEDIA AND MARGIN: A STUDY ON MEDIA LIFE OF SANTHAL TRIBE IN SELECTED REGION OF ODISHA

Jyoti Ranjan Sahoo, CCMG PhD Scholar

Abstract: ‘Media life’ is nothing, but as a social life of individual that captures the great variety of human conditions which gives rise to or shape ‘media’ and the transmission of information. Media life is an integral part of a society which it preserves and transmits information through social life. Santhal community, one of the marginalised community spends most of their considerable time with their society, culture and community. They have greater affinity not only to the oral form, but their everyday life has been embedded through the social structure, cultural life, and social capital. By and large, media life as form of social life that has well integrated into the people’s everyday life, but received less attention in to the habits of exegesis and analysis.

Broadly, the study made an attempt to examine and explore the relationship between media and social life in terms of social structure, cultural life and social capital in a single Santal dominated village called ‘Gayalmara’ in Mayurbhanj district of Odisha. At this outset, the qualitative study suggests that media through the cultural life and social structure in Santal society not only fulfils the social need, but also fulfils various physiological, sociological and survival needs of society. Santhals living in isolated villages without access to modern means of communication rely on the spoken word and cultural forms of media as a means of transmitting, knowledge, history, customs and everyday information. It is also evident that the wealth of proverbs, folk songs, rhymes, stories, and other entertaining forms have a special function in an oral culture. Thus, cultural sphere, religion, rituals, celebrations, language, folk medicine, cultural artefacts, clan status, family/occupation structures, marriage etc in Santal society plays a greater role in the production of communicative meaning in everyday life. The study, among other things, also argues that social capital as form of community togetherness, social bonding, trust, social cohesion, social engagement and village (public) sphere offer a space for media life which has further bearing on epistemological and ontological implications.

About the Speaker

Mr. Sahoo is a PhD scholar at CCMG, Jamia Millia Islamia. He holds an MPhil in social science from NUEPA and Master Degree in Mass Communication from Utkal University. Prior to his PhD, he spent around 3 years in the development communication and 4 years in teaching and research on media and communication. Besides, he has few national and international research publications/conference papers to his credit.

Event Details

Venue: CCMG Network Governance Lab

Date: 10th October, 2017

Time: 02:00 pm

Centre for Culture, Media & Governance (CCMG)

1st Floor, Nelson Mandela House

Mujeeb Bagh, Jamia Nagar

New Delhi-110025

Email-ccmg@jmi.ac.in