



Mass Media Helps Multiculturalism or Retribalization

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Role of Media in cultural industries, Multiculturalism Retribalization Global Language & culture.

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ABSTRACT *The mass media are powerful in shaping, influencing and even altering identities, Mass media are part of the cultural sphere that we consume and use to make sense of our world. In recent trend global language & global culture like to come Marshall McLuhan say the world become a global village and, Global Language, global culture Will be coming with the speed Ideology is powerful in moulding our identity. Ideology as set of beliefs makes us believe to conventions, norms and standards. By consuming the different mass through constructions presented by these mass media forms, we base our actions, beliefs, values and perception of the world. Though the dominant class that runs the mass media continuously wins the consent of the subordinate class in presenting ideologies that craft identities, there are forms of resistance that may arise which is manifested among subcultures. Religion, the family, organized politics, the media, the cultural industries), the ideology of the dominant class is transmitted to the subordinate class*

India is the most diverse country in South Asia. Its vastness, huge number of population and geographical variation make it ethnically a distinct country. It has over 200 main languages and 1600 dialects, which culturally have developed diverse segments in its society. The country's plurality and diversity are strongly reflected in the multiplicity of the experiences. However, for mitigating cultural conflicts and strengthening social integration among different cultures, The beginning of human communication through designed channels i.e. not vocalization or gestures, dates back to ancient cave paintings, drawn maps, and writing. In other words we say in different location with different culture. But nowadays the mass media are powerful in shaping, influencing and even altering identities. Radio, Film, television, Newspapers, Online & offline both, new Media, (Social Media) and internet provide us materials where we create and recreate our identities, craft our selfhood and construct our reality. Through visual and audio components, conventions and norms are presented where we mould our class, ethnicity, race, nationality, sexuality and even religion.

Objective

1. To study the role of Mass Media in Multiculturalism in India
2. To study Retribalization theory of McLuhan is Possible in near time.
3. Global Culture or Multiculturalism & Role of Mass Media

Mass media

Medium of communication that is designed to reach the mass of the people we usually used in plural Mass media as part of our culture that affect and transform individuality can be considered as one institution that shape our view of the world, chisel our values, and reshape perceptions: what is good or bad, what is socially acceptable and not. Plus, mass media can show us the world not only through language, symbols, meanings and myths, it also paints us a picture of who are the powerful and powerless inside the

sphere of the society we live in .Hence, the mass media are an integral part of the human's cognitive, attitudinal and psychological progress. Everything that we consume, use, or make part of our lives is all cultural. Mass media are part of the cultural sphere that we consume and use to make sense of our world. Consuming mass media to form our identity is parallel with the way we fashion ourselves, what food we prefer to eat, the language we use, the products we buy, or the mass media forms that we consume to gratify our needs, wants, desires, and even dreams in mounting our uniqueness or individuality. However, understanding the cultural sphere where the mass media are part of in shaping individuals, based on cultural studies, culture is not only seen as a way of life, humanistic or aesthetic, but analyzing how meanings are circulated in industrial societies, culture is also political and the mass media as well. Likewise, mass media as a cultural pedagogy that contribute in educating audiences, through language, symbols, and myths, don't just inform, persuade, entertain or instruct us what to do, but also, ideologies are seeped that may falsify reality and blur truth in favor of the dominating class. By consuming the different mass media forms, we get to know not only the latest fashion, the newest icons of popular culture, the latest blockbuster movies, the highest-rating game shows, the sequels to our favorite films, the top of the chart music, etc, but also, we identify and associate ourselves how the society view masculinity, femininity, ethnicity, religion, politics, racism and make that view our reality and identity. Through constructions presented by these mass media forms, we base our actions, beliefs, values and perception of the world. Though the mass media aim to provide homogenous products that welcome diversity (as part of myths), because of audience diversity, multiple meanings and reading of cultural texts surface. Hence, mass media can be considered as a site of struggle.



Multiculturalism

Multiculturalism preserves the multiplicity of cultural values of an existing diverse culture. Multiculturalism is the cultural diversity of communities within a given society and the policies that promote this diversity. As a descriptive term, multiculturalism is the simple fact of cultural diversity and the demographic make-up of a specific place, sometimes at the organizational level. As a prescriptive term, multiculturalism encourages ideologies and policies that promote this diversity or its institutionalization. In this sense, multiculturalism is a society "at ease with the rich tapestry of human life and the desire amongst people to express their own identity in the manner they see fit." the radical idea that people in other cultures, foreign and domestic, are human beings, too moral equals, entitled to equal respect and concern, not to be discounted or treated as a subordinate caste. Thus understood, multiculturalism condemns intolerance of other ways of life, finds the human in what might seem other, and encourages Cultural diversity." The objective of multiculturalism is promoting interaction across social boundaries of class, ethnicity, religion and national origin.

Role of Mass Media in cultural industries

Electronic mass media collapse space and time barriers in human communication, enabling people to interact and live on a global scale. In this sense, the globe has been turned into a village by the electronic mass media. Marathi, Hindi, Bengali, Sindhi, Tamil, Gujarati, Kanadi, Telgu, Bhojpuri...and many more – the languages that define the essence of the Indian state and mark

The character of the Indian media. Mass media is not only a tool of communication; it is also a representative of the local culture, ethos and beliefs. A similar role is played by „language“ which in itself is a cultural parameter.

Among all 8- to 18-year-olds, average amount of time spent with each medium in a typical day:

	2009	2004	1999
TV content	4:29 ^a	3:51 ^b	3:47 ^b
Music/audio	2:31 ^a	1:44 ^b	1:48 ^b
Computer	1:29 ^a	1:02 ^b	27 ^c
Video games	1:13 ^a	:49 ^b	:26 ^c
Print	:38 ^a	:43 ^{ab}	:43 ^b
Movies	:25 ^a	:25 ^{ab}	:18 ^b
TOTAL MEDIA EXPOSURE	10:45 ^a	8:33 ^b	7:29 ^c
Multitasking proportion	29% ^a	26% ^a	16% ^b
TOTAL MEDIA USE	7:38 ^a	6:21 ^b	6:19 ^b

(Source:frankwbaker.com/mediause)

India is a multi-lingual country where there are many languages spoken by citizens. According to the Constitution of India, there are 22 recognized national languages at the moment. The Eighth Schedule, which contains the official list of Indian languages, originally included 14 acknowledged languages but since the 71st and the 92nd Amendments, a further 8 were added to this list. In India the myths come to explain such phenomenon how media text promotes dominant ideologies Nowadays, everybody and everything has come under the media scanner; be it our political honchos, sport stars, or common heroes who triumph in spite of all odds in life. The media plays an important role in defining public perception of events, culture, society and Other issues at stake. of not only class, but also gender, ethnicity, values, etc. .

One of Marshall McLuhan's most important theories concerns the notion of the development of society from the age of print into the new electronic epoch, and how that is having a retribalizing effect on humankind. The signs of retribalization are apparent, and the evolution from the age of print into the digital age of media means that our understandings of and need for individualism, nationalism, and privacy are changing and ultimately diminishing Retribalization is the process by which our electronically reawakened nervous systems and our intense, real-time, and simultaneous participation via electronic media puts us back in touch with ourselves and with each other in a state of decentralized tribal existence. What this means is that the disassociated and disconnected nature of literate man begins to unravel with some trauma, warned McLuhan and we will see the ultimate breakdown of political and economic systems that have been supported by 3,500 years of print culture. We are reverting, said McLuhan, to a Global Village

Conclusion

Today, the global village is mostly used as a metaphor to describe the Internet and World Wide Web People can see each other, chat and talk as if they are physically present. As far as communication and the dissemination of information is concern distance is not a concern. News travels so fast as if we are all living together in one small village. Hence, the statement that the world has become a global village is true the electronically induced technological extensions of our central nervous systems are immersing us in a world-pool of information movement and are thus enabling man to incorporate within himself the whole of mankind. The aloof and dissociated role of the literate man of the Western world is succumbing to the new, intense depth participation engendered by the Mass media and bringing us back in touch with ourselves as well as with one another. But the instant nature of electric-information movement is decentralizing rather than enlarging the family of man into a new state of multitudinous tribal existences. Particularly in countries where literate values are deeply institutionalized, this is a highly traumatic process, since the clash of the old segmented visual culture and the new integral electronic culture creates a crisis of identity, a vacuum of the self, which generates tremendous violence violence that is simply an identity quest, private or corporate, social or commercial. As we see in Tribal world there is rear availability of Different language only Symbolic Language is useful for Communicate & less cloth on body, unique currency Exchange etc. Now same pattern come again like the Global Currency like In Europe Euro, Less Cloth everywhere & and the most Important Global Symbolic Language on Internet , I phone, signed board, on

social site we use global recognize Symbol . Hence, the statement that the world has become a global village is true and retribalization is like to come now.

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