

Role of media in preservation of our culture

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Abstract :With the passage of time man creates new wonders, develops cultures, creates traditions, shapes the societies and writes history. On the other hand with the advancement of time some creations become old and obsolete. But we can't ignore them, because with the time all those creations become part and parcels of our lives. We try to preserve our culture, tradition and heritage. This is in reality required for the generation next. Traditional Knowledge Transfer systems are still there, where uniqueness of any culture or heritage is preserved for generations together. In this complete process, media plays a vital role. Media being the mouthpiece as well as the mirror of the society conveys the message to the mass. Bihu – the most colourful festival of Assam, Lavni from Maharashtra, kuchipudi from Karnataka etc everywhere mass media in general and Television in particular plays a vital role in propagating the culture. Similarly care and maintenance of different heritage sites, their vulnerability when gets reported by news, then it immediately attracts attention and subsequently measures are taken for their preservation. But so far as communication for the preservation of culture is concerned, we find less importance is given to this section by media. Here in this paper, the researcher tries to find out really how much of air time is given to news and features related to preservation of culture in the prime time news bulletin of different leading regional Television channels of state Assam.

KEY WORDS: Development Communication, Preservation of Culture, Primetime News, Content analysis of television

INTRODUCTION:

Culture is an ambiguous, broad and relative term. Its territory can be as narrow as a nuclear family or an individual and as big as the universe. Under the ambit of culture everything comes. It is a part and parcel of our life. It is inseparable from the human civilization. The way we talk, we write, dress, celebrate, cry, live, socialize, communicate, create, store and propagate that makes our culture. Our religious practices, societal values, congregations, rules, laws, food habits, arts, crafts, sculpture all are part of our culture. From the time immemorial man has moved from zero to hero. Culture is a part of our development which is holistic and sustainable. It is treasure worthy and worth cherishing.

There was a day when there was no theoretical concept called development but man had the constant endeavor to get developed each passing moment. From eating raw flesh to baked flesh, from using stones as weapons to the use of sharp metallic weapons, from roaming naked to have a taste for varieties of outfits etc. man has come a long way in pursue of development. Inventions of fire, wheel, paper, electricity etc. were some of the path-breaking achievements that boosted development in every possible way.

Development is a relative term. The debate on development is going on endlessly. Development is defined as per the locality and people. Some people equate the concept of development with industrialization, economic growth, social change, modernization, progress etc. Under the umbrella of Development resides every aspect of human existence. It is dynamic and comprehensive. It can be said that the epicenter of development is human being, his life quality and his environment in which he sustains.

The Role of Social Media in Sustainable Cultural Heritage Management Social media apps contribute significantly to collective community memory by story-telling practices and cultural expression by mapping . It is worth mentioning that the definition of social media in this work refers to any digital tool that allows users to quickly create and share content with the public, encompassing a wide range of websites and apps such as the following: (1) photo-sharing apps like Instagram, Flickr; (2) video and audio sharing apps like YouTube; (3) short written message sharing apps like Facebook, Twitter; (4) and other apps designed for geo-location sharing with social interaction functions. The eagerness of people to obtain relevant real-time information and take part in the planning inspires a lot of potential for involvement both in the use of social media and in addressing them to cultural heritage . Besides, social media emphasize the equity of discourses by being accessed easily to all Internet users to publish, communicate, read, or broadcast information inexpensively . In terms of time, social media products allow users to publish information and get feedback in near-real-time. Svensson offers a great answer that social media can enable and strengthen people's effective engagement with heritage. Approaches to involving social media in the museums, monuments, and urban heritage sites are on-going and rapidly growing in interest. Some agencies and authorities made an effort in programming and extracting data, such as information on QR codes, to enhance the communication among participants . Another main approach is storytelling by collecting and analyzing narratives, including both short-term comments and blogs, through popular

social media apps, such as Facebook, Twitter, and collective memory websites. In parallel, mapping is one of the crucial tools to get an insight into the community mechanism and user's expectations. Moreover, in some cases, online surveys based on selected platforms are spread to strengthen the right and ability of multi voices. It should be noted that the methods mentioned above are not exclusive of each other. Instead, they are utilized as an integrated toolkit a number of times.

Role and significance of social media in Indian society

Indian society is one of the most complex societies in the world. As it is consisted of innumerable and diverse religion, caste, language and culture, and arts, the influence of any new invention is worth studying and analyzing. Plato's reservation about the influence of new media on culture continues to influence the current deliberation on the influence of the Internet and of social media. Indians basically are not very receptive to new idea or technology. It takes longer time to accept any change in their lifestyle or anything that becomes part of their culture. Even the most educated and modern Indian needs to be convinced of usage of any new technology. Social media penetrated into India very recently and its impact is being felt very strongly. "Social Media is more about sociology and psychology rather than technology". Social media has revolutionized the way people communicate and socialize on the web. There is a positive effect on business, politics, socialization as well as some negative effects such as cyberbullying, privacy, and fake news.

Media can help promote culture by:

- **Highlighting What's Making News:** Using local media (print/digital) and popular press to share and highlight innovative approaches for preserving ancient culture. For example, tribal people in Purulia district in Bengal in Eastern India have a rich heritage of folk dance, drama and music. In an effort to revive their folk art as a means of sustainable livelihood, the artists have formed Self Help groups (SHG), linking to banks for support under micro finance programs. However, it is important to note that government policy on the role of the media must recognise the latter's role in disseminating cultural knowledge and promoting cultural discourse.
- **Creating a Cultural Confluence:** Intercultural dialogue is critical in today's globalized and blended world. It helps to contributes to one's sense of community both in the host

and home countries. With the increasing number of internet users, new media helps people across the world communicate and belong to different networks via virtual communities on the Internet regardless of boundaries and geographies.

- **Identifying Cultural Ambassadors:** The promotion of cultural events and cultural products is highly effective through the promotion of those people who can become brand ambassadors of culture. The personalization of culture and cultural events, can help create the feeling that the cultural product is intended specifically for him/her.
- **Sharing and Connecting through Visuals:** It is estimated that by 2017 over a third of the world's population, i.e. nearly 2.6 billion people are projected to own a smartphone. Instant connection with people through pictures and videos can bring to life and revive cultures across the seas. A two-minute video recorded on a simple mobile phone camera can go viral; can create an impact and even generate new followers.
- **Leveraging Radio/FM Radio as a Medium:** radio programme broadcasts can have a powerful influence on the culture of the people and influence intercultural dialogues. This medium can also play a crucial role in educating members of the society and enlightening the people on the need to uphold their culture.
- **Promoting through Television and Films:** television and films are perhaps the most powerful weapon that can influence people and culture. The television camera can travel over the length and breadth of the country, into the most remote villages and unearth traditional practices and celebrations and present them forcefully and creatively to viewers.

INDIAN ART AND CULTURE

India as a society is the oldest civilization surviving on planet earth. Indians are very proud of their art and culture which gets passed on from one generation to another. Art and culture are two powerful complimentary entities. Indian art consists of a variety of art forms, including painting, sculpture, pottery, and textile arts such as woven silk. Geographically, it spans the entire Indian subcontinent, including what is now India, Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan and eastern Afghanistan. A strong sense of design is characteristic of Indian art and can be observed in its modern and traditional

forms. The origin of Indian art can be traced to pre-historic settlements in the 3rd millennium BC. On its way to modern times, Indian art has had cultural influences, as well as religious influences such as Hinduism, Buddhism, Jainism, Sikhism and Islam. In spite of this complex mixture of religious traditions, generally, the prevailing artistic style at any time and place has been shared by the major religious groups. In historic art, sculpture in stone and metal, mainly religious, has survived the Indian climate better than other media and provides most of the best remains. Indian artist styles historically followed Indian religions out of the sub-continent The culture of India refers collectively to the thousands of distinct and unique cultures of all religions and communities present in India. India's languages, religions, dance, music, architecture, food, Languages and customs differ from place to place within the country. Indian culture, often labeled as an amalgamation of several cultures, spans across the Indian subcontinent and has been influenced by a history that is several millennia old. Many elements of Indian diverse cultures, such as Indian religions, philosophy, cuisine, languages, martial arts, dance, music and movies have a profound impact across the Indosphere, Greater India and the world.

SOCIAL MEDIA- IMPACT ON ART AND CULTURE

In Indian society the things that were nearly impossible, with the introduction of social media feel easier now. Social networking sites have integrated into the daily routine of millions of Indian users. The postindependence generation holds India's present and future in its hands. The decision made the patterns set by this 'Generation of Social Media' will affect the future. The challenge before the Indian society is to bridge the gap between 'tradition and modernity'. Indian government and the administration process have also brought in tremendous changes in terms of adopting social media and web page use in the execution of its duties and programs. These reforms in technology have brought in various changes in the use of these web portals and social media by the public. We have compiled such available important web portals and launched by the government in the promotion and preservation of art and culture.

Ministry Of Culture: The mission of the department is to preserve, promote and disseminate all forms of art and culture. In order to achieve this, the department undertakes the following activities: Maintenance and conservation of heritage, historic sites and

ancient monuments, Administration of libraries, Promotion of literary, visual and performing arts, Observation of centenaries and anniversaries of important national personalities and events, Promotion of institutions and organizations of Buddhist and Tibetan studies. Promotion of institutional and individual non-official initiatives in the fields of art and culture, Entering into cultural agreements with foreign countries. The functional spectrum of the Department ranges from creating cultural awareness from the grass root level to the international cultural exchange level. The Ministry of Culture plays a vital role in the preservation and promotion of art and culture. Its aim is to develop ways and means by which basic cultural and aesthetic values and perceptions remain active and dynamic among the people. It also undertakes programmes for the promotion of various manifestations of contemporary art. The Department is a nodal agency for commemorating significant events and celebrating centenaries of great artists

Facebook as an important social media It is one of the most powerful interactive social media platforms where people connect with each other with common interest. It is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Facebook had more than 2.3 billion monthly active users as of December 2018. It receives prominent media coverage. It is a great platform where billions gets connected instantly and traditional art and culture gets huge boost. Many artists, like musicians, dancers, painters, designers open their account and post their work in form of photos as well as videos and interested people get in touch with them either to learn or pursue respective art or encourage artist through appreciation or by buying or sharing their work. Facebook page like Indian Culture and Tradition was founded on April 11, 2012 and it already has more than 50,000 followers. Indian Art Society is a group that intents to express all field of art such as drawing, painting, dance and poems etc. Welcome to artist and Art lovers are other facebook pages which has 30,000 followers. This group was created on April 7th, 2015. The Raja Ravi Varma Heritage Foundation has been created to preserve, promote and disseminate knowledge of the legacy of the artist. The Facebook page was created on September 16th, 2015 and already has more than 25000 followers. And 2021, facebook has 2.80 billion monthly active users. It also has 1.84 billion users that are visiting the social networking site on a daily basis.

Instagram in art and culture

Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010. Instagram is a social networking app made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed. When we post a photo or video on Instagram, it will be displayed on the profile. Other users who follow them will see their posts in their own feed. Likewise, one can 222 ISSN NO: 1301-2746 <http://adalyajournal.com/> ADALYA JOURNAL Volume 8, Issue 10, October 2019 see posts from other users who they choose to follow. An account's posts can be shared publicly or with preapproved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos, and follow other users to add their content to a feed. After its launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 800 million as of September 2017. In April 2012, Facebook acquired the service for approximately US\$1 billion in cash and stock. As of October 2015, over 40 billion photos had been uploaded to the service. As of January 2019; the Stories feature is being used by 500 million users daily. Page like #indianclassicaldance, is a great page which has beautiful images of classical dance forms and breathtaking videos of renowned artist. It also provides opportunity for upcoming artist to showcase his/her talent to the world. This page also provides information about workshops, dance classes for tutorials and concerts information. This page has more than 100,000 followers and they gain important and relevant information about all facets of different dance forms.

YouTube as a powerful social media YouTube is an American video-sharing website. YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. As of August 2018, the website is ranked as the second-most popular site in the world, according to Alexa Internet. Both private individuals and large production companies have used YouTube to grow audiences. Independent content creators have built grassroots followings numbering in the thousands at very little cost or effort. Many Indian art and cultural forms

have been uploaded onto YouTube and as it is easily available, the young generation is showing more interest in following it up.

WhatsApp, which is owned by Facebook, has become the medium of choice: it is free, requires only an internet connection and often comes installed on new phones. As a result, India now has more users of the application – more than 200 million or one in six Indians. WhatsApp has provided an open, democratic forum where Indians can share and codify their knowledge and skills, in new ways, and even profit from them. WhatsApp's interface is simple and unfussy, with easy-to-navigate tabs for messages and calls. It is the most popular messaging service in over 100 countries. It has over 2.5 billion active users and is one of the few apps to be downloaded over 5 billion times. WhatsApp is ranked as the most used mobile app in the world, more than 100 billion messages are sent each day on whatsapp.

Conclusion:

As the above study concludes, the main outcome is the omnipresence of social media in life of everyone irrespective of age, gender, caste, religion, educated or uneducated. It is the era of connectivity. The technology in itself is never good or bad, it is the way it is handled. Many critics of technology bluntly blame technology for being anti-social, allowing fake news to overpower the truth, relationships getting bitter, increase in violence, paving way for increasing stress and deteriorating lifestyle of human beings, but it is not so. Any invention that takes place always have two sides, positive as well as negative. It is up to the user of the particular technology to use it effectively and efficiently. In our society the things that were nearly impossible, with the introduction of social media feel easier now. Social networking sites have integrated into the daily routine of millions of Indian users. Role of social media in business and consumer market in India cannot be undermined. Social media is used by various brands to build communities for interaction and spreading awareness about their services. The challenge before the Indian society is to bridge the gap between 'tradition and modernity'. An entire social system is changing; and Indian society which was less open or closed has now changed to open society. Indians are becoming more social and interactive virtually. Although, not everybody has access to the Internet and computers in Indian society, the fact that, it is spreading very fast cannot be undermined. With a deep analysis of the subject, we can precisely call the social media as a tool that requires utmost cautious handling. This can be

highly beneficial if used appropriately. Undoubtedly, the social media can have a very good impact on our culture and can help to spread our days old tradition with immense pleasure and prestige. All that requires is a firm mind, good intellect and a decent approach to the available source that is social media.

This is not an exhaustive list but does give an idea on how media is crucial to promotion of culture and can lead to increased social awareness, impact and empowerment through a participative and informative approach. However, for long term sustainability of culture, it is important to include learning from past experience, simple and impactful messages, and evidence based examples through a participatory approach.

The culture of any society is important because that is what differentiates one society from another and media has the power to affect our relationship with the world and have a transformative impact on culture and the society at large. However, one needs to ensure that efforts are centred around bridging the gap between 'high' and 'low' culture, between elite and pop culture; creating a transparent media strategy for the public rather than closing in to narrow specialist groups; creating a strategy of improved criteria and raised standards in promoting cultural content in high-circulation media and news broadcasts which include culture reports; supporting cultural projects which have no recognizable commercial value; refusing to engage in futile competitions with the commercial market; promoting a dimension of the new in culture in relation to existing culture and lastly preserving, promoting the nation's rich heritage.

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