

Emerging Trends in Communication among Youth of Jaunsari Tribe of Uttarakhand: An Analytical Study

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Abstract: Communication is the medium to give numerous ways that human senses have not only words and music, pictures and prints more or less it is wing to every step that holds someone's eye and every sound that goes from one to another. The need of communication in human beings is as powerful as the basic needs. One cannot live without another. Both individual and social needs are important to human beings. It is both that individual communication and social communication are required for the existence of humans.

In order of priority to exchange the thoughts, experiences through decoding the symbols i.e. language communication. Jaunsaris are the inhabitat of Jaunsar-Bawar area of Dehradun district of Uttarakhand is one the oldest tribes of India which has been traced back from the period of Pandavas of Mahabharat. Festivals, fairs, folklores are special medium of communication in JaunsarBawar. History is filled with saga of JaunsarBawar folk lores are the refelctions of the value daily life and struggle of people. With the advancement of technolog the ways of communication methods are also changing day by day. Thusthose changing communication methods are also changing the life of Jaunsarpeople. In this study the emerging trends in communication among youth of Jaunsari tribes of Uttarakhand has been analyzed.

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I. INTRODUCTION

Communication is deep rooted braided with the existence of human being. It is an unsalable and integral part of living being. It is unreasonable to think human life without communication. Communication helps us to understand what other are conveying through the words. The incapability to communicate can cause too many problems both personally and professionally. Communication is an ongoing process that continues throughout the human life. It is a process that is very dynamic, progressive and permanent but at the same time it's nature is reciprocal.

Brennan, Communication is the glue that holds a society together. The ability to communicate enables people to form and maintain personal relationships. Andthe quality of such relationships depends on the caliber of communication between the parties (1974).

Alder, Communication is generally examined to be restricted to language and words but in real life body language and actions play a vital role in reception of the message in communication.

Ordway Tead" Communication is composite of information given and received, of a learning experience in which certain attitudes, knowledge and skills change, carrying with them alterations of behaviour; of a listening effort by all involved; of systematic fresh examination of issues by the communicator himself; and of a sensitive interaction of points of view leading to a higher level of shared understanding and common intention". (1959)

Having good communication skills is an ability to convey information to people clearly and simply, in a way that means things are understood and get done. It's about conveying and receiving messages to the listeners. An effective communication is requisite and necessary to learn, to teach, to make relationship and to sustain them in life.

II. REVIEW OF LITERATURE

Encarta asserted that, in every society human beings have evolved spoken and written language as a method of disturbing messages and meanings. The most ordinary form of day to day communication is interpersonal i.e. face-to-face, at the same time and in same place (2005).

Flower and Mankelov says that by successfully obtaining your message across, you can transport and convey your thoughts, suggestions, aims and ideas effectively. When you are not successful in conveying your thoughts the thought and ideas that you transport do not necessarily reflect your own, can cause a communication breakdown and it can generate a roadblock that could stand between the ways of your goals-both personally and professionally (2005).

Allen Louis explained that communication is the aggregation of all those things that a person does to transfer something to the other person and make him/her understand and interpret it. The absolute process of communication require a systematic and continuous process of speaking, listening and comprehending.

Dutt (2008:28) had expressed that the influential communication is the outlet of the accurate use of voice that is speaking and body language; comprehending the circumstances and the people who are involved in it; understanding the communicated message and showing appropriate response to it.

Littlewood mentioned communication as a two sided process....because when a person speaks he/she is constantly evaluating the opinions and the knowledge of the speaker or learner, so that language and method of expression could b qualified for the appropriate interpretation of what we want to transfer.

S. Srinivas's examination is that communication is the long exercise of using verbal and nonverbal hints to reach out for a reciprocal acceptable meaning between two or more people within a specific context and surrounding. This procedure means when people communicate to each other, they has been engaged with a dynamic and moving set of variables that have been interchanging and will continue to interchange. Verbal bad non verbal hints or cues have been given through body language face space touch and others.

According to **Mafaloluls** communication is about dialogue between two or more people, participation and the exchange of knowledge and other types of information. It takes into consideration the requirement and capabilities of all concerned through the aggregated or integrated and participatory uses of course procedure, media and channels.

Charles E. Osgood stated communication as a 'mechanism' which is the rudimentary reason behind the existence in addition to development of humanities and the relationship among humans. It is apparent that for any kind of relationship, it could be positive or negative; there ought to b a definite kind of communication. Communication assist people to show glimpses of their interest, fascination and dislikes in communication among each other. It inculcates the healthy interchange of thoughts among the communicators.

History of Jaunsari Tribe

The Jaunsari tribe is the second largest tribe of Uttarakhand. The Jaunsari tribe also comprises of various castes, such as the Brahmin, Rajput, and Khasas, who usually enjoy a high social status within the community. The Kolta caste is the lowest caste in the Jaunsari society. The jaunsari community claims their origin from pandavas of Mahabharata. Pandavas had five brothers and they all share one wife. It was a tradition to jaunsari community to share one wife as pandavas. The Polyandry among jaunsari was very common, where one woman can marry to more than one. Some anthropologists assert that jaunsari communities are the pure posterity of the Aryans. Polygamy and polyandry are not only one factor in the vivid and colorful lives of jaunsaries- their worshipping, their unique dances and marriage rituals all these add the meaning to their way of living.

Geographical Background

Jaunsar-Bawar is one of the sub-division of the district of Dehradun. It is the hilly region of the district. It is situated between North latitude 30.31' and 31.3'30" and East longitude 77.45' and 78.7' 20" constituting an area of 343.5 square miles. Its border is comprising of the river Yamuna in the east and by river Tons in the west, the northern part shares boundaries with the Uttarkashi district and some parts of Himachal Pradesh and Dehradun tehsil forms its southern periphery. There are a number of towering peaks in the region with an elevation of more than 1,500 meters. Kharamba is the highest peak standing at the height of 3,084 meters.

Traditional means of social communication in JaunsarBawar

Festivals, fairs and folklores are special medium of communication in jaunsarbawar. They are the reflections of the values of daily life and struggle of people. Important events are celebrated by the people from thousands of years. The folklores are being sung by jaunsari villagers. It has become a prominent medium to communicate. These folk tales, folk dance culture is following into new generations by older generations. Many events such as meetings, departures, love, patriotism, ornamentation, news have been depicted in the songs. There songs are been sung by villagers in fairs and festivals. Thousands of people recite it and sing them in other fairs and festivals thus the folklores and songs are circulated to others.

Some of the traditional modes of communication by jaunsari people are-

- **Magh Festival** - Magh is the most important festival in jaunsarBawar. It is named after the winter month of January. This festival is celebrated over a whole month. During this festival a goat is sacrificed in every house. Every night people gathered on one place and recite their folk songs and dance on them whole night.
- **Besso Festival** – This is the festival with full of energy in jaunsarbawar. It is a spring festival and celebrated after the magh festival in the month of april. This festival is celebrated for the 5 days. Besso festival is celebrated in the name of MahasuDevta and silgur. Many jaunsari men and women gathered, with their best colourful outfits and ornaments and involved in several of folk dance and mock fights known as ‘Thorua’. Bow and arrow event took place on bessu fest, where men do mock fight which is essential and traditional part of this festival.
- **Maund Mela (Maund Fair)**- Maund mela are of two types, First Maund is a fish fair in which one or two villages together goes to small river to catch fishes. This is an adventurous fest. Maund is a spring festival. In may-june when monsoon sets in maund is organized at important places in jaunsarbawar. Second type of maund fair is celebrated when many people gather with instruments and shows their strength.
- **Jagra** – This festival is celebrated in the end of august on ‘asthami’. Mainly Jagra is a festival for the worship of mahasudevta. People visit jagra to see the palki of god ‘Mahasu’. It is celebrated by the people living near the river Yamuna. On the eve of Jagrajaunsari people take fast and do not sleep whole night.
- **Jatra** – It is celebrated in the jaunsarbawar on the month of july after completion of their crop plantation. People worship their village deity and celebrate their happiness.

Statement of the Problem

Jaunsa-Bawar region of Dehradun district is one the tribal areas of the Garhwal mandal of Uttarakhand where communication technologies have been made their comfortable reach. Jaunsari youths of Garhwal like other youths of different communities also prefer to use those communication technologies. Therefore, it is appropriate to study the Emerging Trends in Communication among Youths of Jaunsari Tribes of Uttarakhand.

Objectives of the study

- Jaunsari youth are more exposed to the new media technologies as compare to other traditional media platforms.
- To study the media usage patterns of Jaunsari youths.

Importance of the Study

This study helps in exploring the Emerging Trends in Communication among Youths of Jaunsari Tribes of uttarakhand. The study also helps in knowing the media usage patterns by Jaunsari Youths.

Research Methodology

This study has been conducted in Jaunsar region of Dehradun district of Uttarakhand. The data is collected from the 50 respondents in the form of Questionnaires and the respondents are selected on the basis of Convenient Random Sampling. The data is collected from the Kalsi Block of Jaunsar region of Uttarakhand.

Data Analysis and Interpretation

Part -A

Respondents Introductory Details; N=50

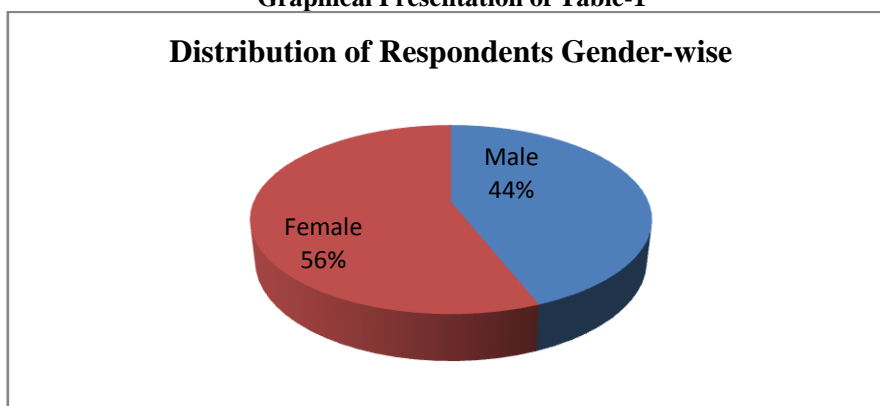
1.Gender of Respondents

Table No-1

Gender	No. of Respondents	Percentage
Male	22	44%
Female	28	56%
Total	50	100%

Table No.1shows that 44% of the respondents are male and 56% of the respondents arefemale.

Graphical Presentation of Table-1



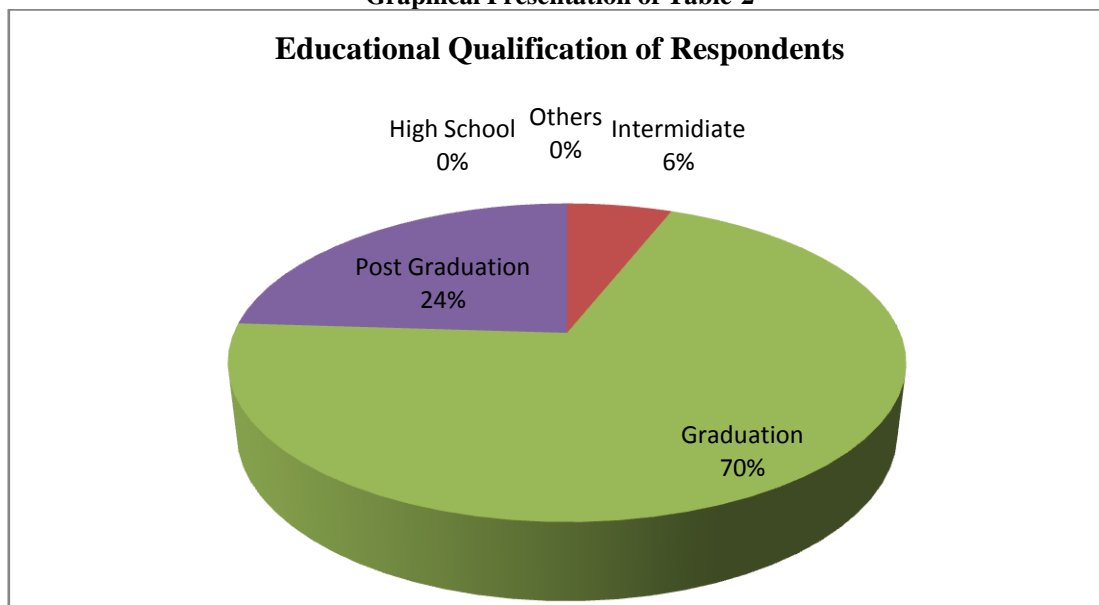
2. Educational Qualifications of Respondents.

Table No-2

Education	No. of Respondents	Percentage
High School	00	0%
Intermediate	03	6%
Graduation	35	70%
Post- Graduation and Above	12	24%
Others	00	0%
Total	50	100%

Table No.2 shows that none of the respondents are high school pass, 6% of the respondents are intermediate pass, 70% of the respondents are graduate and none of the respondents are post-graduation and above.

Graphical Presentation of Table-2



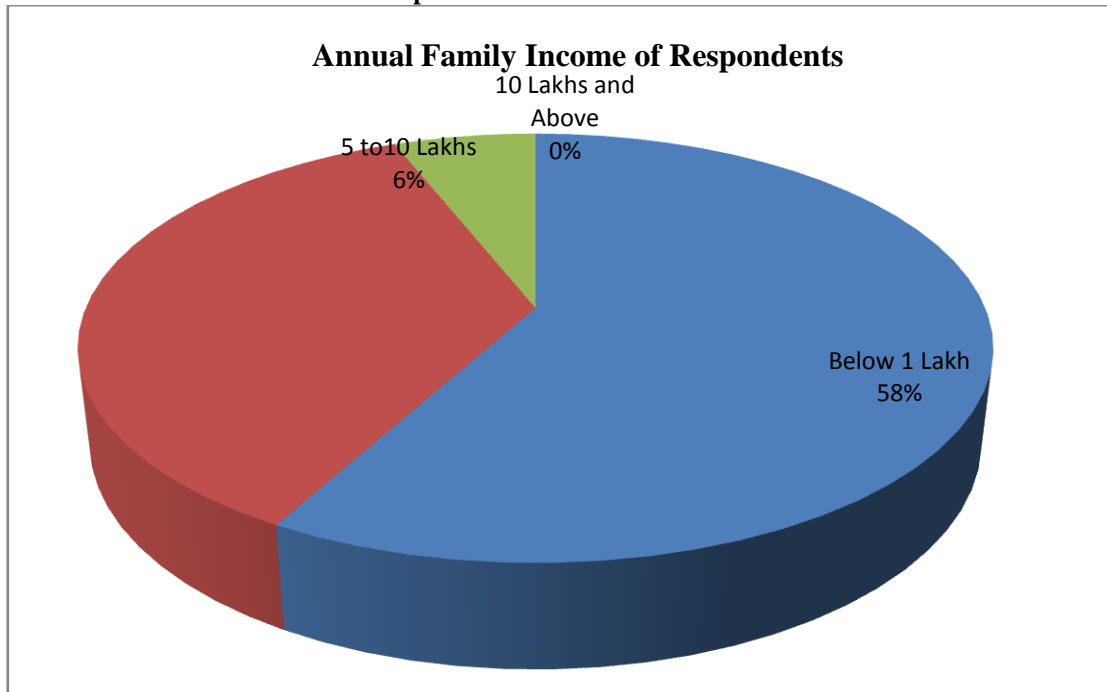
3. Annual Family Income (Rupees) of Respondents.

Table No-3

Annual Family Income (Rs)	No of Respondents	Percentage
Below 1 Lakhs	29	58%
1 to 5 lakhs	18	36%
5 to 10 Lakhs	03	6%
10 Lakhs and above	0	0%
Total	50	100%

Table No-3 shows that 58% of the respondents have annual family income below 1 lakh rupees, 36% of the respondents have annual family income between 1 to 5 lakhs rupees, 6% of the respondents have annual family income between 5 to 10 lakhs rupees and none of the respondents have annual family income rupees 10 lakhs and above.

Graphical Presentation of Table-3



Part -B

Emerging Trends in Communication Among Youth of Jaunsari Tribes of Uttarakhand: An Analytical Study

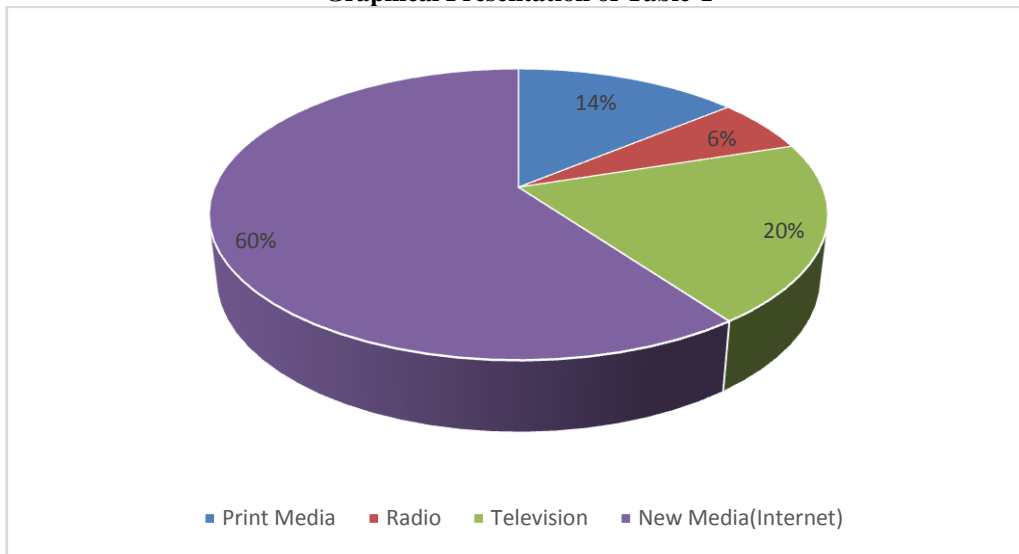
1. The most Preferred used Media Platform of Jaunsari Youths.

Table No.-1

Media Platform	No. of Respondents	Percentage
Print Media	7	14%
Radio	3	6%
Television	10	20%
New Media (Internet)	30	60%
Total	50	100%

Table No-1 shows that 14% of the respondents use print media as the most preferred media platform, 6% of the respondents use radio as the most preferred media platform, 20% of the respondents use television as the most preferred media platform and 60% of the respondents use new media (Internet) as the most preferred media platform.

Graphical Presentation of Table-1



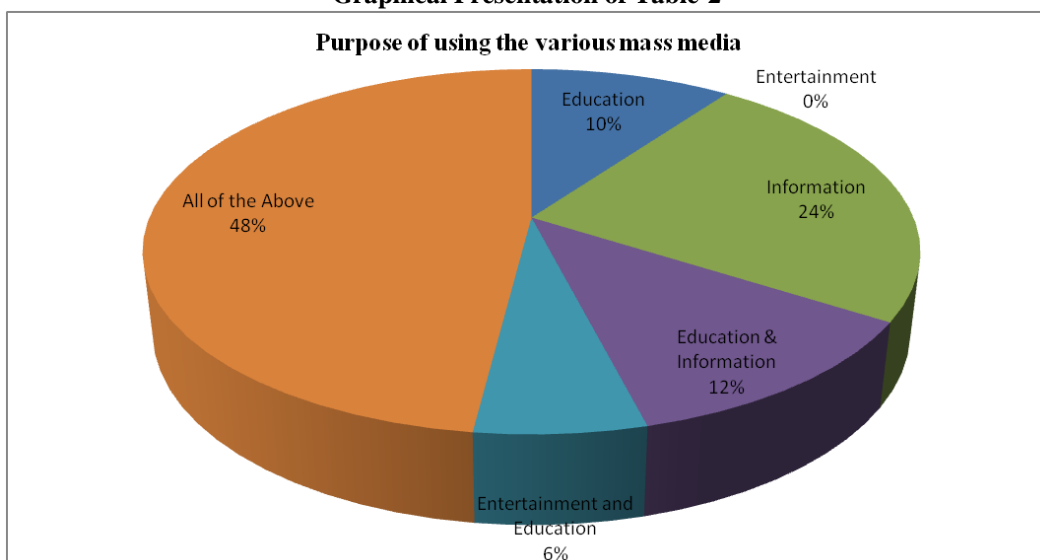
2. The Purpose of Using Various Mass Media by Jaunsari Youths.

Table No-2

Purpose	No of Respondents	Percentage
Education	05	10%
Entertainment	0	0%
Information	12	24%
Education & Information	06	12%
Entertainment & Education	03	6%
All of the Above	24	48%
Total	50	100

Table No-2 shows that 10% of the respondents use various mass medium for education purpose, none of the respondents use various mass medium for entertainment purpose, 12% of the respondents use various mass medium for information purpose, 12% of the respondents use various mass medium both for education and information purpose, 6% of the respondents use various mass medium both for education and education purpose and 48% of the respondents use various mass medium for all education, entertainment and information purposes.

Graphical Presentation of Table-2



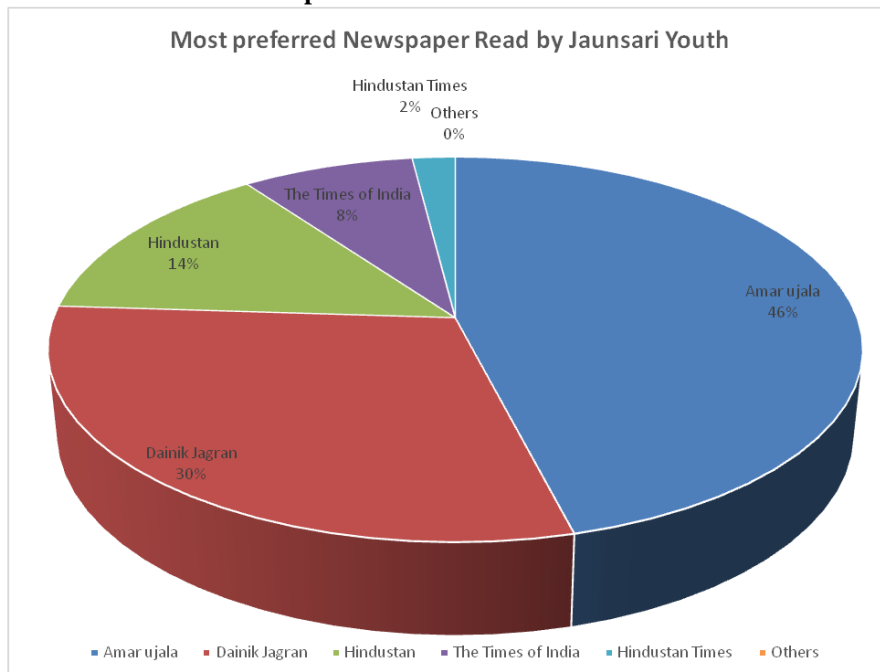
3. The Most Preferred Newspaper Read by Jaunsari Youth.

Table No-3

Preferred Newspaper	No of Respondents	Percentage
Amar Ujala	23	46%
Dainik Jagran	15	30%
Hindustan	07	14%
The Times of India	04	8%
Hindustan Times	01	2%
Others	00	0%
Total	50	100

Table No-3 shows that 46% of the respondents have Amar Ujala as the most preferred newspaper to read, 30% of the respondents have Dainik Jagran as the most preferred newspaper to read, 14% of the respondents have Hindustan as the most preferred newspaper to read, 8% of the respondents have The Times of India as the most preferred newspaper to read, 2% of the respondents have Hindustan Times as the most preferred newspaper to read.

Graphical Presentation of Table-3



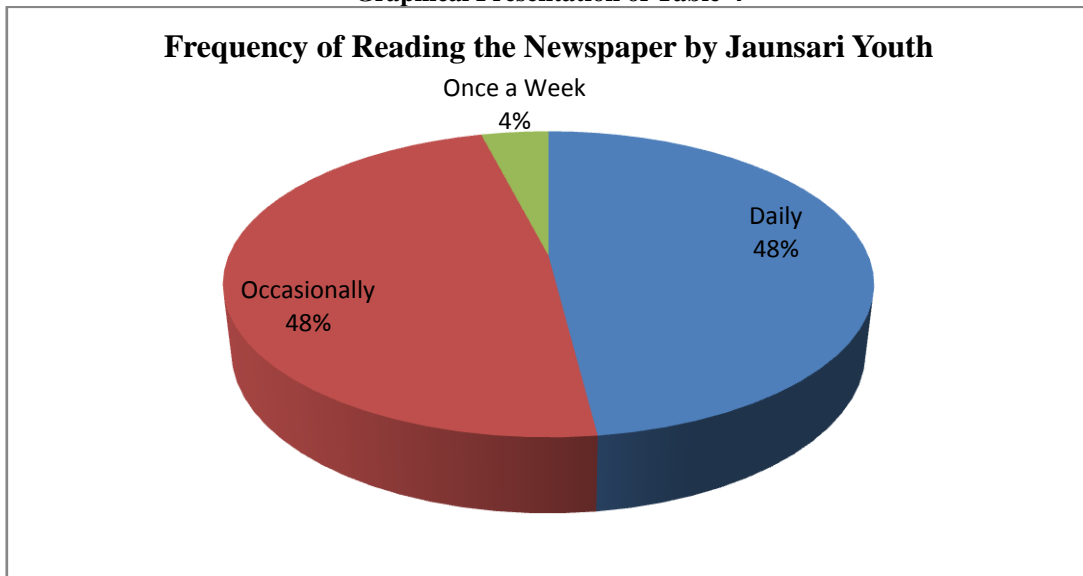
4. Frequency of reading the newspapers by Jaunsari Youth.

Table No-4

Frequency	No of Respondents	Percentage
Daily	24	48%
Occasionally	24	48%
Once in a week	02	4%
Total	50	100%

Table No.7 shows that 48% of the respondents read newspaper daily, 48% of the respondents read newspaper occasionally and 4% of the respondents read newspaper once in a week.

Graphical Presentation of Table-4



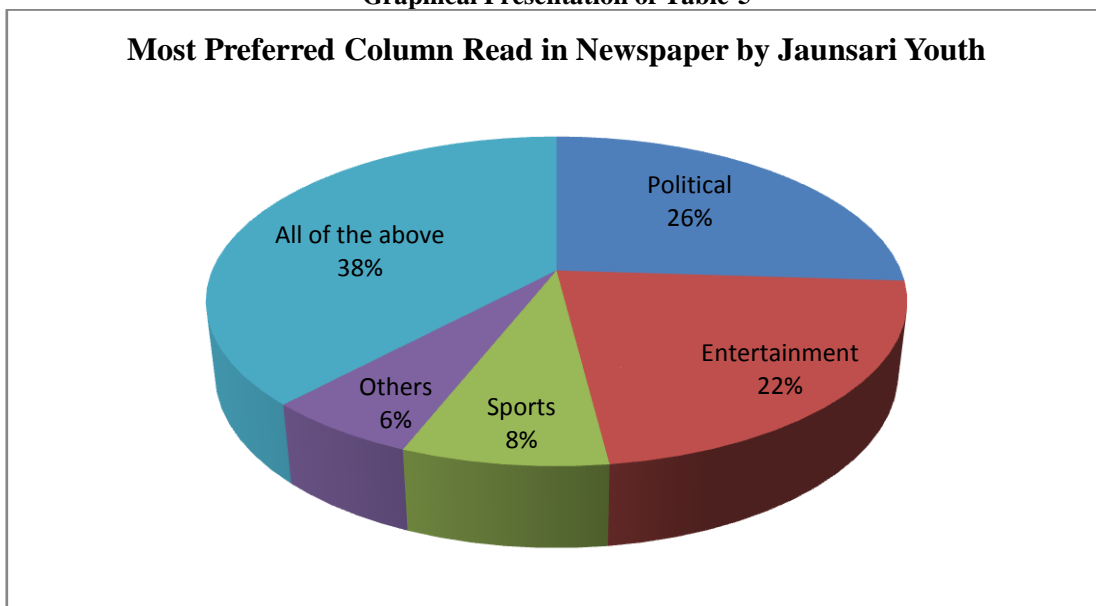
5. The Most Preferred Column Read in the Newspaper by Jaunsari Youth.

Table No-5

Columns	No of Respondents	Percentage
Political	13	26%
Entertainment	11	22%
Sports	04	8%
Others	03	6%
All of the above	19	38%
Total	50	100%

Table No-5 shows that 26% of the respondents have political as their most preferred column in the newspaper, 22% of the respondents have entertainment as their most preferred column in the newspaper, 8% of the respondents have sports as their most preferred column in the newspaper, 6% of the respondents have other as their most preferred column in the newspaper and 38% of the respondents have all of the above as their most preferred column in the newspaper.

Graphical Presentation of Table-5



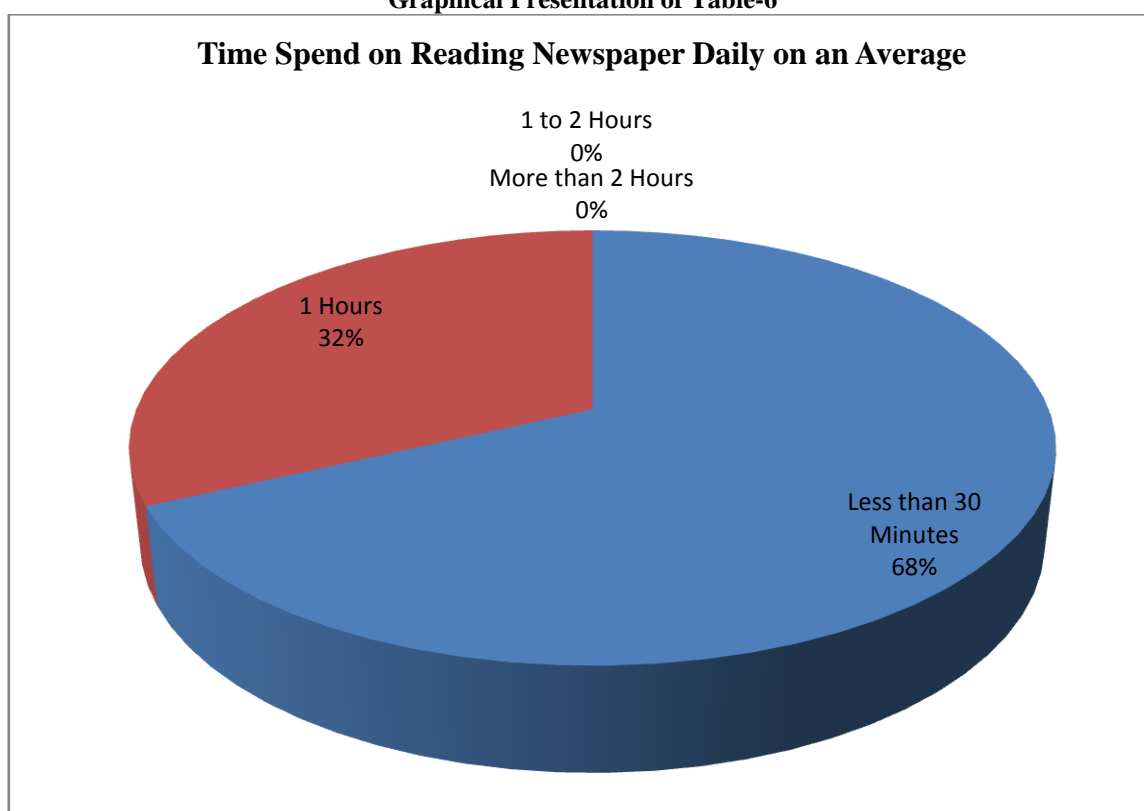
6- Time Spend on Reading Newspaper Daily on an Average by Jaunsari Youth.

Table No-6

Time Spend	No. of Respondents	Percentage
Less than 30 minutes	34	68%
1 Hours	16	32%
1-2 Hours	00	0%
More than 2 Hours	00	0%
Total	50	100

Table No-6 shows that 68% of the respondents read newspaper for less than 30 minutes daily on an average, 32% of the respondents read newspaper for 1 hour daily on an average, none of the respondents read newspaper for 1-2 hours daily on an average and none of the respondents read newspaper for more than 2 hours daily on an average.

Graphical Presentation of Table-6



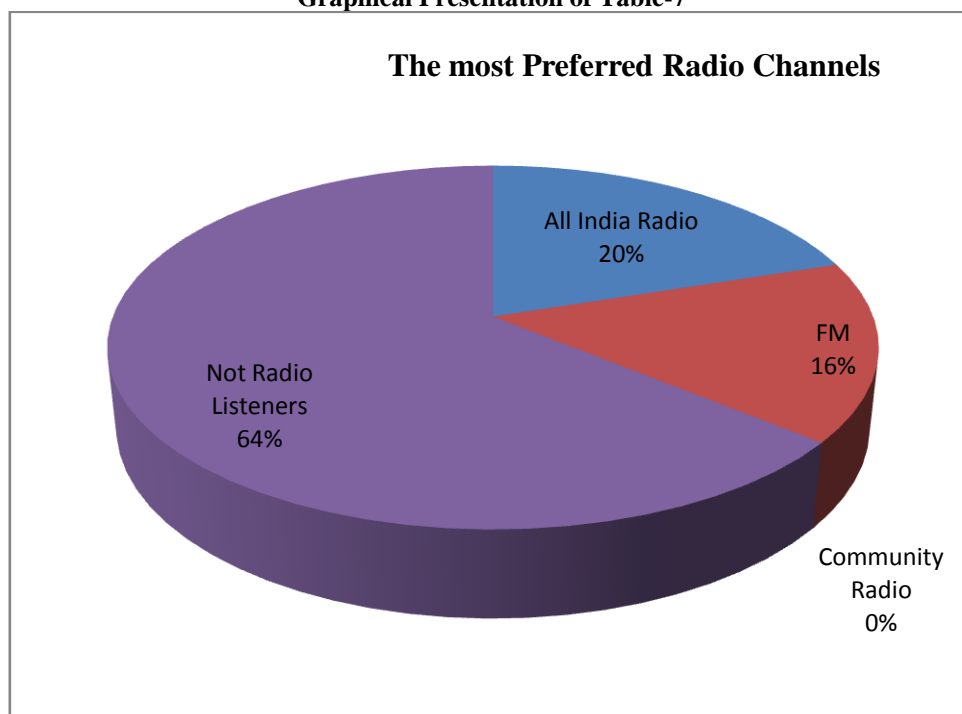
7.The most Preferred Radio Channel Listened by Jaunsari Youth.

Table No-7

Radio Channel	No. of Respondents	Percentage
AIR	10	20%
FM	08	16%
Community Radio	00	0%
Not Radio Listeners	32	64%
Total	50	100%

Table No-7 shows that 20% of the respondents prefer to listen AIR, 16% of the respondents prefer to listen FM, none of the respondents prefer to listen community radio and 64% of the respondents are not radio listeners.

Graphical Presentation of Table-7



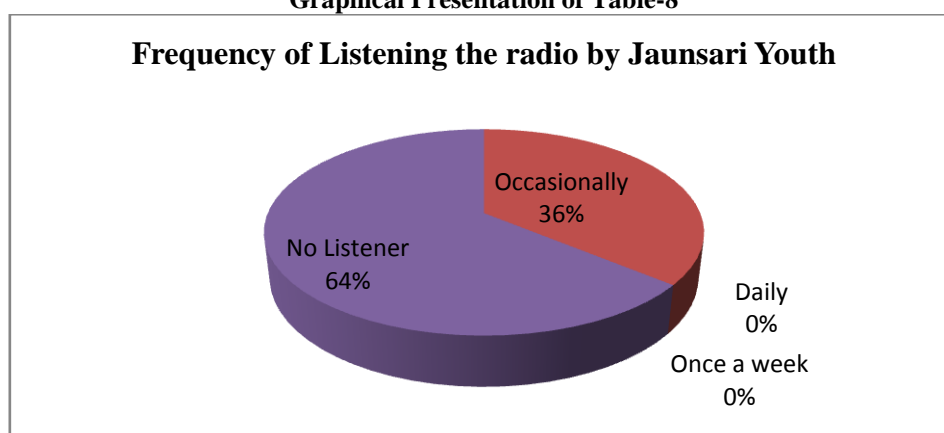
8.Frequency of listening the radio by Jaunsari Youth.

Table No-8

Frequency	No. of Respondents	Percentage
Daily	00	0%
Occasionally	18	36%
Once in a week	00	0%
Not Radio Listeners	32	64%
Total	50	100%

Table No-8 shows that none of the respondents listen radio daily, 36% of the respondents listen radio occasionally, none of the respondents listen radio once in a week and 64% of the respondents are not radio listeners.

Graphical Presentation of Table-8

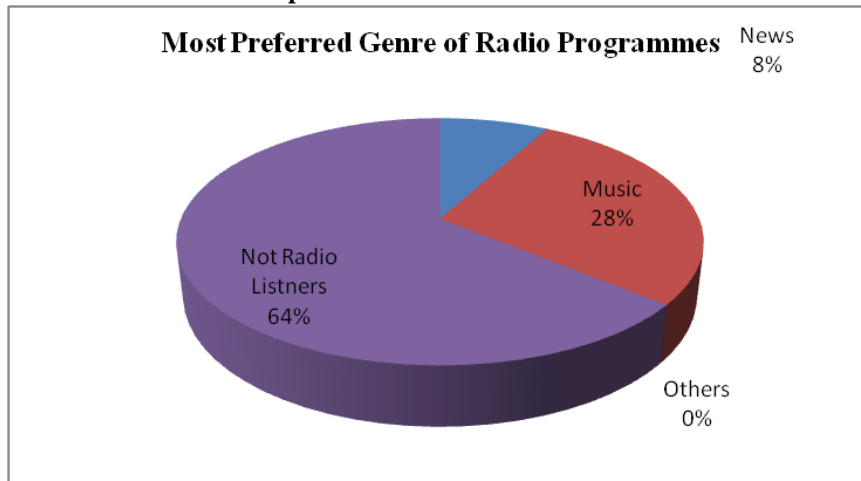


9. The Most preferred Genres of Radio Programme Listened by Jaunsari Youth.

Table No-9

Genres	No. of Respondents	Percentage
News	04	8%
Music	14	28%
Others	00	0%
Not Radio Listeners	32	64%
Total	50	100%

Graphical Presentation of Table-9



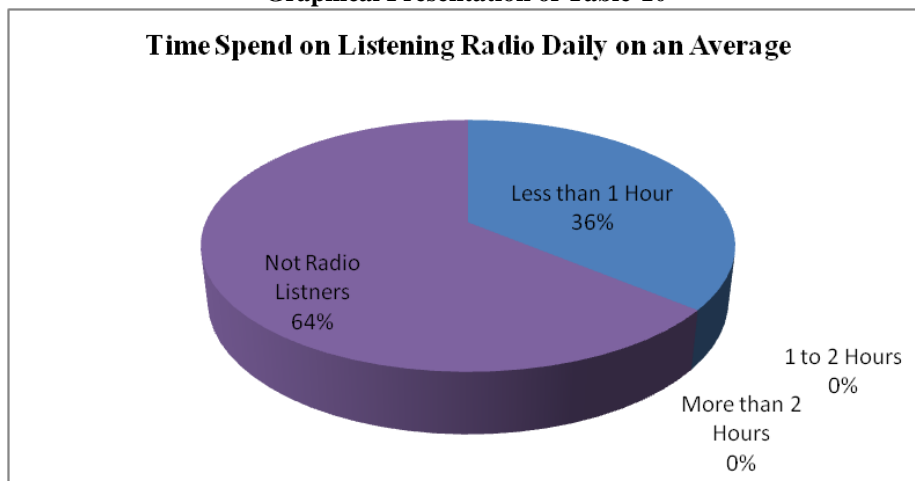
10. Time Spend on Listening Radio Daily on an Average by Jaunsari Youth.

Table No-10

Time Spend	No. of Respondents	Percentage
Less than 1 hour	18	36%
1 to 2 Hours	00	0%
More than 2 Hours	00	0%
Not Radio Listeners	32	64%
Total	50	100%

Table No-10 shows that 36% of the respondents listen radio less than 1 hour daily on an average, none of the respondents listen radio for 1 to 2 hours daily on average, none of the respondents listen radio for more than 2 hours on an average and 64% of the respondents are not radio listeners.

Graphical Presentation of Table-10



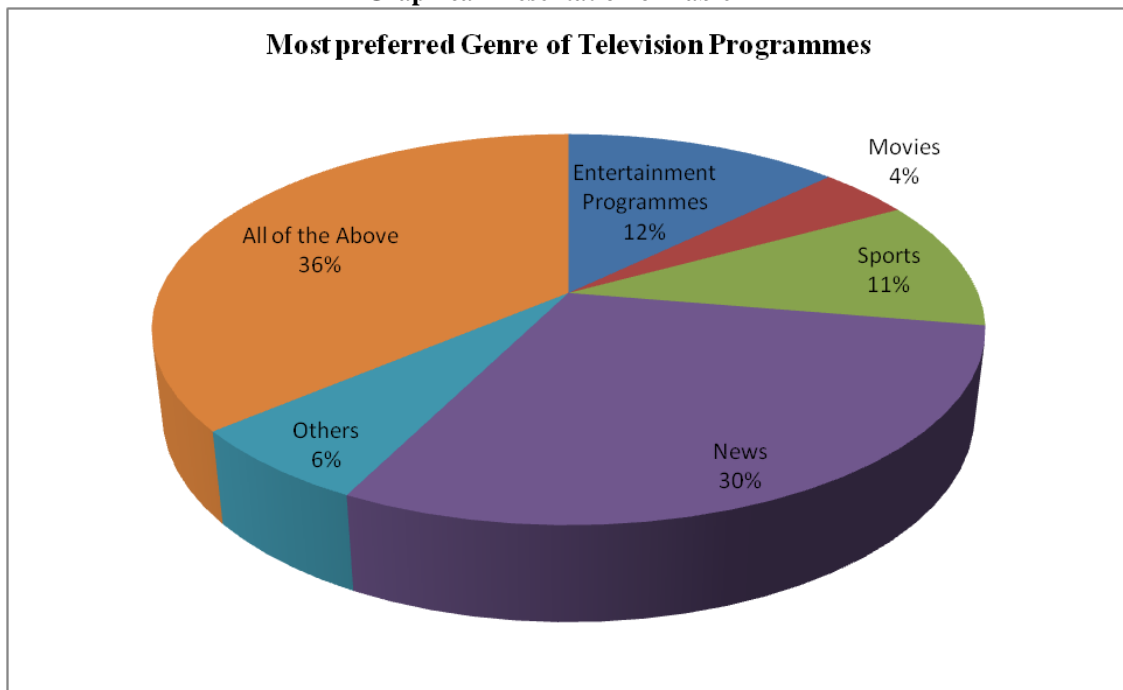
11. The most Preferred Genre of Television Programmes watched by Jaunsari Youth.

Table No-11

TV Programmes	No. of Respondents	Percentage
Entertainment Programmes	06	12%
Movies	02	4%
Sports	05	10%
News	14	28%
Others	06	6%
All of the Above	17	34%
Total	50	100

Table No-11 shows that 12% of the respondents have entertainment programmes as their most preferred genre of television programmes, 4% of the respondents have movies as their most preferred genre of television programmes, 10% of the respondents have sports as their most preferred genre of television programmes, 28% of the respondents have news as their most preferred genre of television programmes, 6% of the respondents have other as their most preferred genre of television programmes and 34% of the respondents have all of the above as their most preferred genre of television programmes.

Graphical Presentation of Table-11



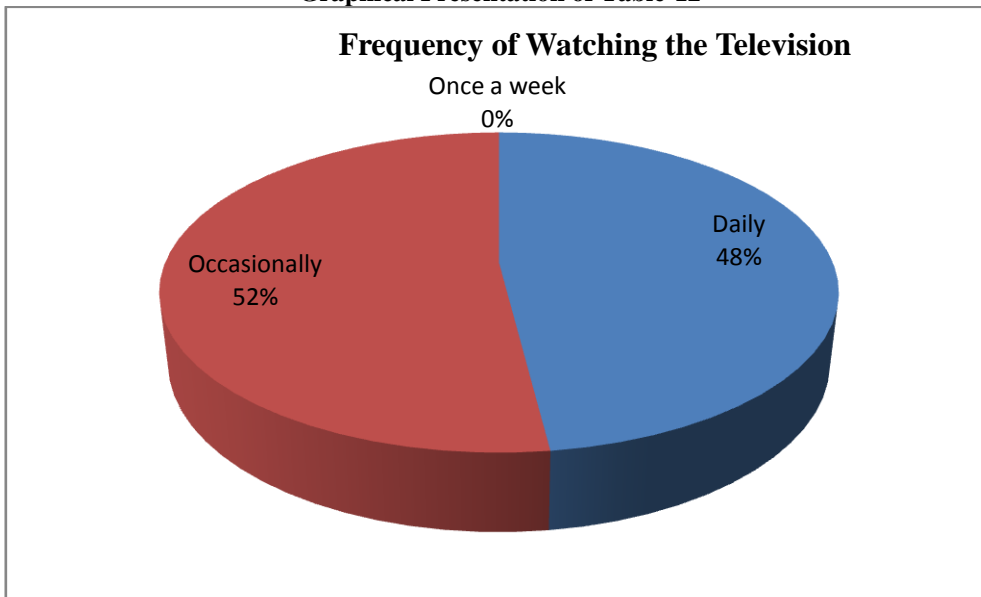
12. The Frequency of Watching the Television by Jaunsari Youth.

Table No-12

Frequency	No. of Respondents	Percentage
Daily	24	48%
Occasionally	26	52%
Once a week	00	0%
Total	50	100%

Table No-12 shows that 48% of the respondents watch television daily, 52% of the respondents watch television occasionally and none of the respondents watch television once a week.

Graphical Presentation of Table-12



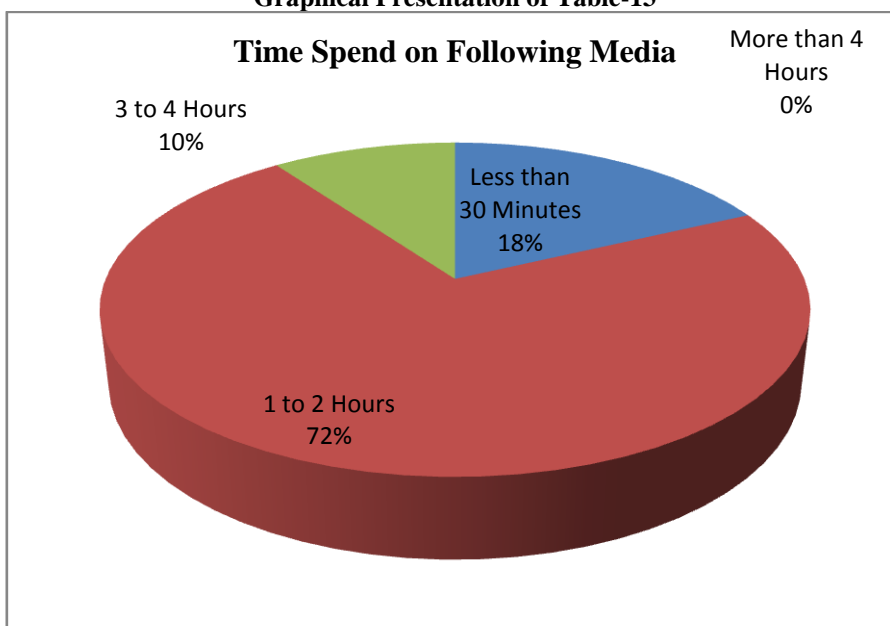
13. Time spend on Watching Television Daily on an Average by Jaunsari Youth.

Table No-13

Time Spend	No. of Respondents	Percentage
Less than 30 Minutes	09	18%
1 to 2 Hours	36	72%
3 to 4 Hours	05	10%
More than 4 Hours	00	0%
Total	50	100%

Table No-13 shows that 18% of the respondents spend less than 30 minutes on watching television daily on an average, 72% of the respondents spend 1 to 2 hours on watching television daily on an average, 10% of the respondents spend 3 to 4 hours on watching television daily on an average and none of the respondents spend more than 4 hours on watching television daily on an average.

Graphical Presentation of Table-13



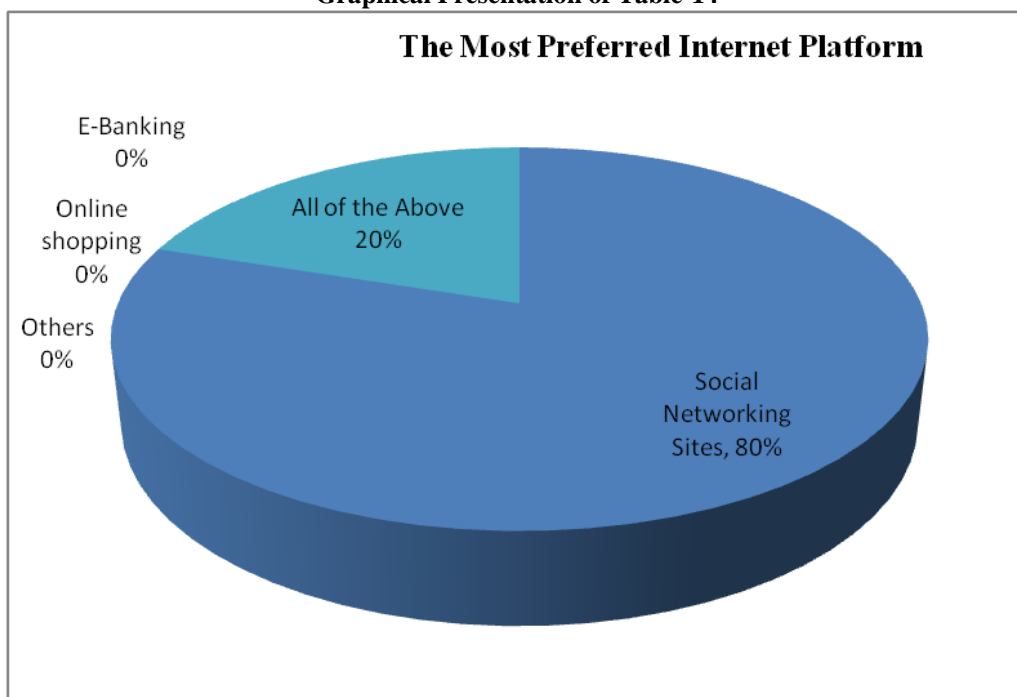
14. The most Preferred Internet Platform used by Jaunsari Youth.

Table No-14

Internet Platform	No. of Respondents	Percentage
Social Networking Sites	40	80%
Online Shopping	00	0
E-Banking	00	0
Others	00	0
All of the Above	10	20%
Total	50	100

Table No-14 shows that 80% of the respondents have social networking sites as their most preferred internet platform. None of the respondents have online shopping, e-banking and others as their most preferred internet platform. 20% of the respondents have all of the above as their most preferred internet platform.

Graphical Presentation of Table-14



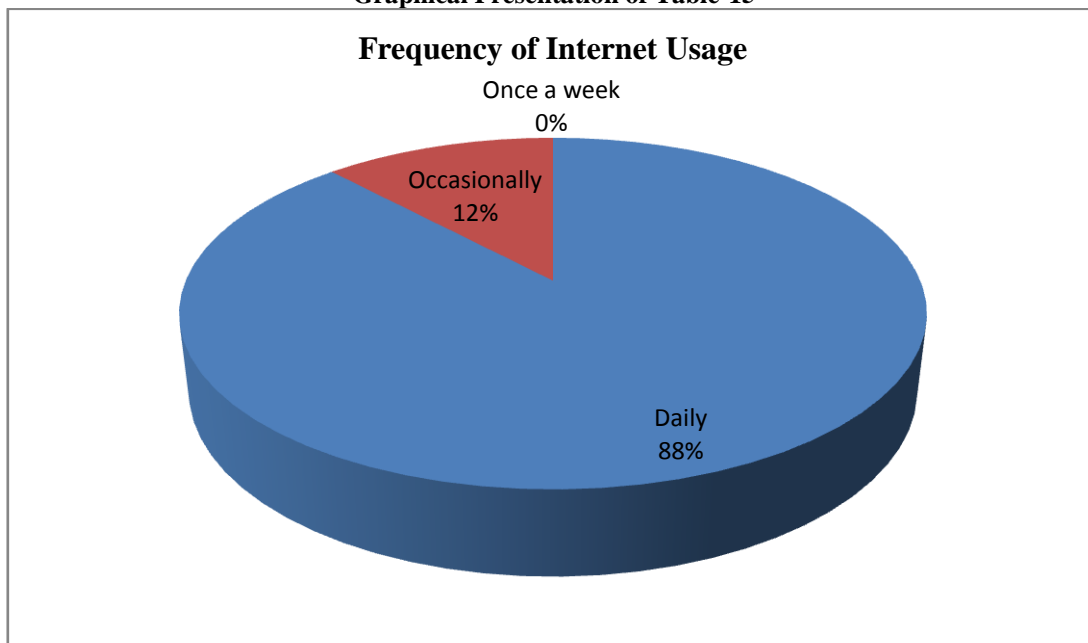
15. Frequency of Internet Usage by Jaunsari Youth.

Table No-15

Frequency	No. of Respondents	Percentage
Daily	44	88%
Occasionally	06	12%
Once a week	00	0%
Total	50	100%

Table No-15 shows that 88% of the respondents use internet daily, 12% of the respondents use internet occasionally and none of the respondents use internet once a week.

Graphical Presentation of Table-15



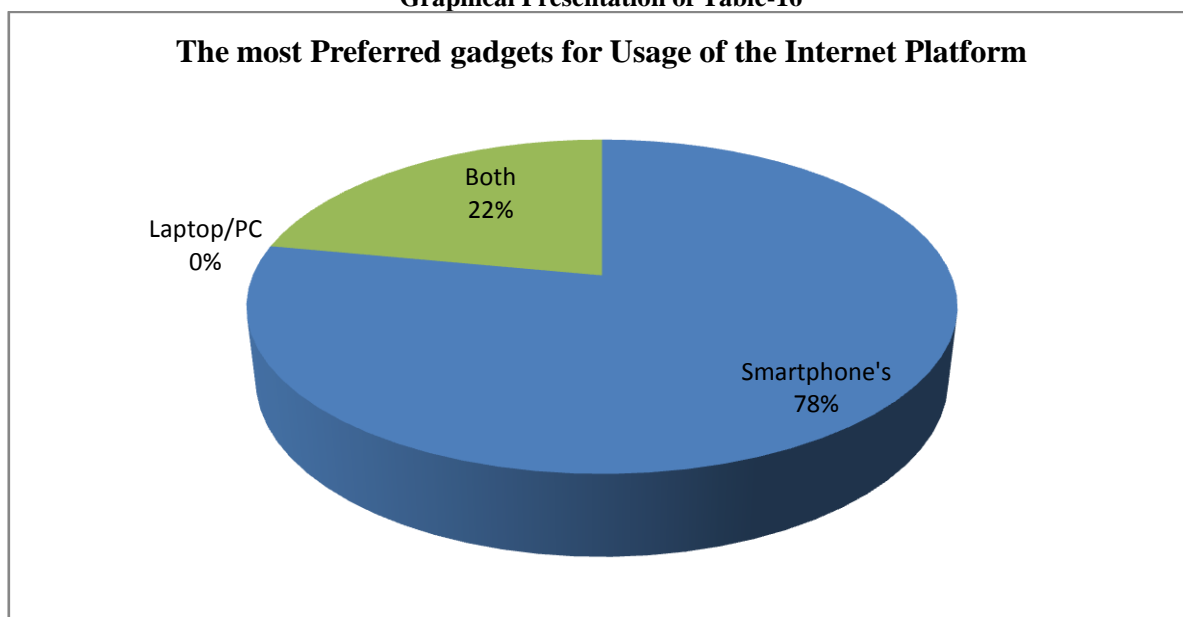
16.The most Preferred Gadgets for Usage of the Internet Platform.

Table No-16

Gadgets	No. of Respondents	Percentage
Smartphones	39	78%
Laptop/Pc	00	0%
Both	11	22%
Total	50	100%

Table No-16 shows that 78% of the respondents use smartphones as their most preferred gadget for usage of the internet platform, none of the respondents use laptop/pc as their most preferred gadgets for usage of the internet platform and 22% of the respondents use both smartphones and laptop/pc as their most preferred gadgets for usage of the internet platform.

Graphical Presentation of Table-16



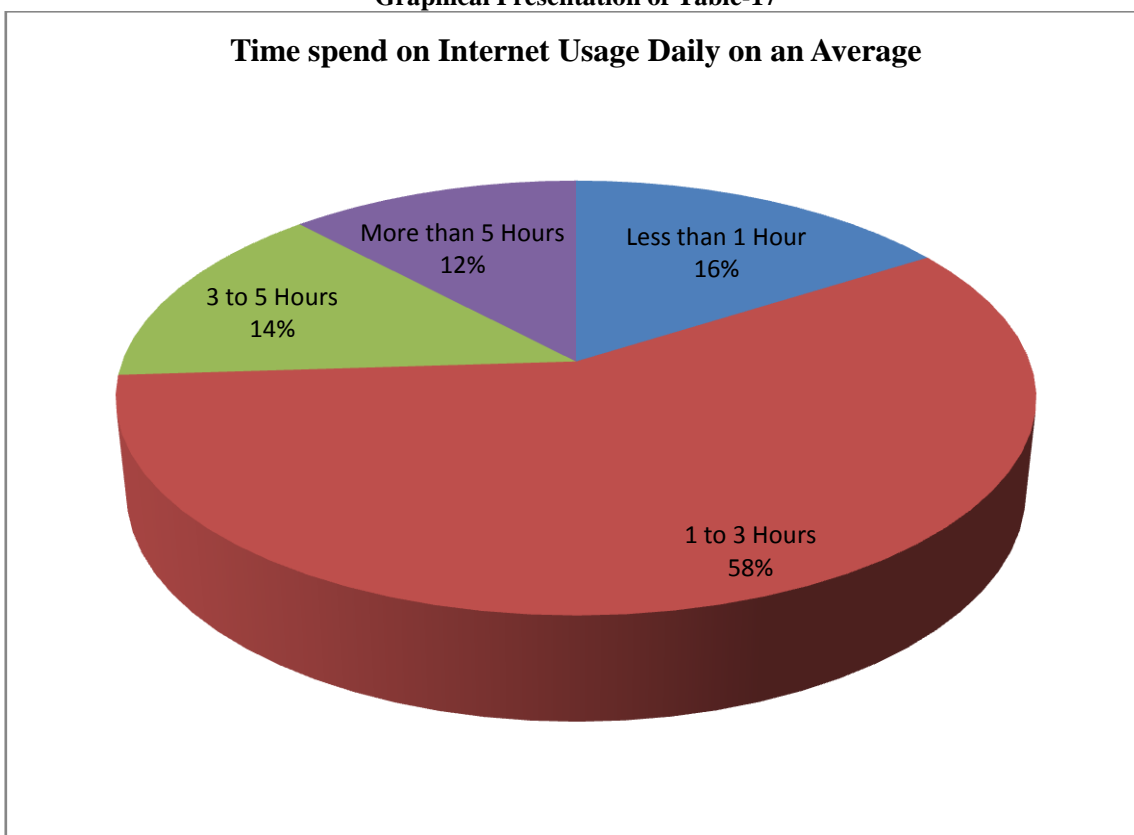
17. Time spend on Internet Usage Daily on an Average by Jaunsari Youth.

Table No-17

Time Spend	No. of Respondents	Percentage
Less than 1 Hours	08	16%
1 to 3 Hours	29	58%
3 to 5 Hours	07	14%
More than 5 Hours	06	12%
Total	50	100%

Table No-17 shows that 16% of the respondents spend less than 1 hour on internet usage daily on an average, 58% of the respondents spend 1 to 3 hours on internet usage daily on an average, 14% of the respondents spend 3 to 5 hours on internet usage daily on an average and 12% of the respondents spend more than 5 hours on internet usage daily on an average.

Graphical Presentation of Table-17



III. CONCLUSION

It has been concluded from the findings of the study that most of the Jaunsari youth have new media(internet) as their most preferred mass media. Most of the Jaunsari youth use mass medium for all entertainment, information and education purposes. Amar Ujala is the most preferred newspaper to read among most of the Jaunsari youth. Majority of the the Jaunsari youth read newspaper both daily and occasionally. The maximum number of Jaunsari youth prefer to read political column followed by entertainment column. Majority of Jaunsari youth read newspaper less than 30 minutes daily on an average.

The majority of Jaunsari youth are not radio listeners. News is the most preferred genre of television programmes by Jaunsari youth. Most of them watch television occasionally and for 1 to 2 hours daily on an average.

Majority of Jaunsari youth have social networking sites as their most preferred internet platform. Most of them use internet on daily basis. The smartphones are the most preferred gadget used by Jaunsari youth for the usage of internet platform. Majority of them spend 1 to 3 hours on internet usage daily on an average.

It is certainly visible from the findings of the study that Jaunsari youth are much inclined to internet usage than other mass medium. Therefore, the assumption of the study that Jaunsari youth are more exposed to

the new media technologies as compare to other traditional media platforms has been very well validated from the results.

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