

## ABSTRACT

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**PhD Topic:** Media and Social Life: A Study on Santhal Tribe in Select Village of Odisha

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**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, a leading tribal community in Odisha spends most of their considerable time with their society, culture and institutions. They have greater affinity not only to the oral form, but their everyday life has been embedded through the social structure, culture and social network. Communication is a social phenomenon and an integral part of society which mediates to our everyday life. It not only creates, maintains, builds, circulates and propagates for a common identity the society, but it preserves and transmits through culture. The symbolic forms of communication such as aural, sounds, oral expressions, signs and language as means of communication are being used in everyday life. These forms of communication are treated as construction of social reality. Therefore, there is an intrinsic relationship between communication and culture in a rural village. Santal tribes, in particular, have a greater affinity not only to the oral mode of communication, but ritualistic, religious and symbolic form of communication considered to be the integral part of the culture of Santhal village society. 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 thesis made an attempt to examine and explore the relationship between media and social life in terms of social structure, culture, institutions and social network in a single Santhal dominated village called ‘*Gayalmara*’ in Mayurbhanj district of Odisha. At this

outset, the qualitative study and a mere ethnographic suggests that media through the cultural life and social structure in Santhal society not only fulfils the social need, but also fulfils various physiological, sociological and survival needs of society since it reproduces communicative meaning in everyday life. The Santhals living in isolated villages little 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 Santhal society plays a greater role in the production of communication and social life in everyday life. The study, among other things, also argues that social network in the form of community togetherness, social bonding, trust, social cohesion; social engagement and village (public) space offer a platform for media life which has further bearing on epistemological and ontological implications.