

The Changing Attitude of Tribes towards Modernity: A Case Study among Tribal Students of Wayanad District.

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Abstract

This study aims to bring out the attitude change happens among the tribes towards modernization. The sample for the study comprises of plus one and plus two students of residential schools of Wayanad district. They are separated from their tribal settlements and are given accommodation near to their schools. The government finds this as an ideal situation for the tribal students to make their schooling smooth and fruitful. In the hostel situation they are exposed to different mass media which is considerably less available to their tribal settlements. This study is aimed at finding the attitude of the tribal students who undergo the residential schooling in Wayanad district. The study employed survey methodology for data collection. The collected data is processed and tested with standard tools.

Keywords

Tribe, Tribal Students, Attitude, Modernity,

Introduction

The modernization model of development received many criticisms as it neglected the cultural aspects of indigenous population. After 58 years of the theory, the influence of modernization has deep penetration into the third world nations. People's resistance to change has weakened with increased media exposure and persuasive messages. Indigenous tribes who always shielded their tribal nature from dominant paradigms were an exception.

Recently, we witness certain incidents that show some attitudinal changes regarding the adoption of popular culture. A video that show a marriage function of Paniya couple who followed the Hindu customs of exchanging the garlands is one such. A notable point is that the bride wore gold ornaments and the marriage is followed by a party like the main stream marriage functions.

This study chiefly focused on unearthing the attitudinal changes in life style aspects, adoption of fashion, the extent of media exposure, language aspects and entertainment modes. To study the attitude the researchers selected the higher secondary students of the residential schools of Wayanad district where 80% of the seats are reserved for various

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tribal students. These schools provide the students with adequate circumstances for academic and residential purposes. At the same time these facilities are separating them from their tribal settlements and environment. They are more exposed to modern mass media and have a chance to mingle closely with non tribe peers. The only exception here is the Rajiv Gandhi residential school where 100 per cent seats are reserved for Kattunaikka tribes.

Here the survey methodology is adopted for the data collection. The sample include the whole population as the questionnaire is executed covering all the tribal students of the three residential higher secondary schools of Wayanad. The total sample size is 240 higher secondary students.

Objectives:

Main objective is to study the impact of modernisation and media exposure on the attitude of tribes with a key focus on the residential higher secondary school students of Wayanad district.

Specific Objectives:

1. To study the attitude of tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
2. To study the attitudinal difference of male and female tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
3. To study the attitudinal difference of Kattunaikka and other tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
4. To study the attitudinal difference of class XI and class XII tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
5. To study the attitudinal difference of Commerce, Humanities and Science group tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Hypotheses:

1. Residential higher secondary tribal students have positive attitude towards modernization.
2. There is no significant difference of attitude between male and female tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
3. There is no significant difference of attitude between Kattunaikka and other tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
4. There is no significant difference of attitude between class XI and class XII tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

5. There is no significant difference of attitude between Commerce and Humanities group tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
6. There is no significant difference of attitude between Commerce and Science group students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.
7. There is no significant difference of attitude between Humanities and Science group tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Analysis and Interpretation of Data

Hypotheses: 1 - Residential higher secondary tribal students have positive attitude towards modernization.

Focused Area	No. of Test Items	Score Obtained	Attitude
Life Style	5	15.4	Positive Attitude
Fashion	3	10.7	Positive Attitude
Media Exposure	5	18.4	Positive Attitude
Entertainment	2	8.8	Positive Attitude
Language	4	17.7	Positive Attitude
Total Attitude	19	71	Positive Attitude

Hypotheses: 2 - There is no significant difference of attitude between male and female tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Gender-wise Comparison of Attitude Scores

	Gender	N	mean	SD	CR	Level of significance	
Life Style	Male	142	15.4	2.5	0.3	P<0.05	N. S
	Female	98	15.4	2.6			
Fashion	Male	142	11	2.1	2.9	P>0.01	Significant difference
	Female	98	10.2	2.3			
Media Exposure	Male	142	19.9	2.4	10.7	P>0.01	Significant difference
	Female	98	16.3	2.7			
Entertainment	Male	142	9.1	1	2.7	P>0.01	Significant difference
	Female	98	8.4	2.6			
Language	Male	142	17.8	1.8	1.1	P<0.05	N. S
	Female	98	17.5	2.6			
Total Attitude	Male	142	73.3	5.8	6.3	P>0.01	Significant difference
	Female	98	67.7	7.4			

Hypotheses: 3 - There is no significant difference of attitude between Kattunaikka and other tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Caste-wise Comparison of Attitude Scores

	Caste	N	mean	SD	CR	Level of significance	
Life Style	Kattunaikka	125	15.1	2.6	2	P>0.05	Significant difference
	Other Tribes	115	15.7	2.4			
Fashion	Kattunaikka	125	10.8	2.1	1.1	P<0.05	N. S
	Other Tribes	115	10.5	2.3			
Media Exposure	Kattunaikka	125	17.8	3	3.4	P>0.01	Significant difference
	Other Tribes	115	19.1	3.1			
Entertainment	Kattunaikka	125	8.8	2.3	0.2	P<0.05	N. S
	Other Tribes	115	8.8	1.2			
Language	Kattunaikka	125	17.6	2.4	0.8	P<0.05	N. S
	Other Tribes	115	17.8	1.8			
Total Attitude	Kattunaikka	125	70.1	7.7	2.1	P>0.05	Significant difference
	Other Tribes	115	72	6.2			

Hypotheses: 4 - There is no significant difference of attitude between class XI and class XII tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Class-wise Comparison of Attitude Scores

	Class	N	mean	SD	CR	Level of significance	
Life Style	XI	123	15.7	2.5	1.5	P<0.05	N. S
	XII	117	15.2	2.5			
Fashion	XI	123	10.6	2.1	0.6	P<0.05	N. S
	XII	117	10.7	2.3			
Media Exposure	XI	123	19.1	2.9	3.5	P>0.01	Significant difference
	XII	117	17.7	3.1			
Entertainment	XI	123	9	1.2	1.3	P<0.05	N. S
	XII	117	8.6	2.4			
Language	XI	123	17.7	2.3	0.1	P<0.05	N. S
	XII	117	17.7	2			
Total Attitude	XI	123	72	6.8	2.3	P>0.05	Significant difference
	XII	117	70	7.1			

Hypotheses: 5 - There is no significant difference of attitude between Commerce and Humanities group tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Group-wise Comparison of Attitude Score (Commerce & Humanities)

	Group	N	mean	SD	CR	Level of significance	
Life Style	Commerce	111	15.3	2.4	0.2	P<0.05	N. S
	Humanities	53	15.2	2.5			
Fashion	Commerce	111	11.3	2	1.1	P<0.05	N. S
	Humanities	53	10.9	2.1			
Media Exposure	Commerce	111	18.4	3.3	0.1	P<0.05	N. S
	Humanities	53	18.5	2.8			
Entertainment	Commerce	111	8.8	1.5	1.5	P<0.05	N. S
	Humanities	53	9.4	2.8			
Language	Commerce	111	17.7	2.2	0.2	P<0.05	N. S
	Humanities	53	17.7	2.3			
Total Attitude	Commerce	111	71.6	7.8	0.1	P<0.05	N. S
	Humanities	53	71.7	6.4			

Hypotheses: 6 - There is no significant difference of attitude between Commerce and Science group students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Group-wise Comparison of Attitude Score (Commerce & Science)

	Group	N	mean	SD	CR	Level of significance	
Life Style	Commerce	111	15.3	2.4	1	P<0.05	N. S
	Science	76	15.7	2.7			
Fashion	Commerce	111	11.3	2	5	P>0.01	Significant difference
	Science	76	9.6	2.3			
Media Exposure	Commerce	111	18.4	3.3	0.1	P<0.05	N. S
	Science	76	18.4	3.1			
Entertainment	Commerce	111	8.8	1.5	2.3	P>0.05	Significant difference
	Science	76	8.4	1.3			
Language	Commerce	111	17.7	2.2	0.1	P<0.05	N. S
	Science	76	17.7	1.9			
Total Attitude	Commerce	111	71.6	7.8	1.8	P<0.05	N. S
	Science	76	69.8	6.1			

Hypotheses: 7 - There is no significant difference of attitude between Humanities and Science group tribal students with respect to life style, adoption of fashion, the extent of media exposure, entertainment modes and language aspects.

Group-wise Comparison of Attitude Score (Humanities & Science)

	Group	N	mean	SD	CR	Level of significance	
Life Style	Humanities	53	53	15.2	1	P<0.05	N. S
	Science	76	15.7	2.7			
Fashion	Humanities	53	53	10.9	3.1	P>0.01	Significant difference
	Science	76	9.6	2.3			
Media Exposure	Humanities	53	53	18.5	0.2	P<0.05	N. S
	Science	76	18.4	3.1			
Entertainment	Humanities	53	53	9.4	2.6	P>0.05	Significant difference
	Science	76	8.4	1.3			
Language	Humanities	53	53	17.7	0.1	P<0.05	N. S
	Science	76	17.7	1.9			
Total Attitude	Humanities	53	53	71.7	1.7	P<0.05	N. S
	Science	76	69.8	6.1			

Findings

1. The study showed tribal students had a positive attitude towards modernization. In entertainment and language area showed high positive attitude and in life style showed low positive attitude.
2. In this study showed a significant gender difference in level of attitude towards modernization.
3. In caste wise comparison there exists attitudinal difference between Kattunaikka and other tribal students.

4. Class wise comparison showed difference in attitude level of class XI and class XII students.
5. In group wise comparison there was no significant difference of attitude between commerce, humanities and science group students.

Conclusion

Residential higher secondary tribal students had a positive attitude towards modernization, westernization and globalization. It may be due to the influence of their hostel life and peers. It requires further studies in this area. The study can be elaborated by adding two more groups from general category students and Non-resident tribal students from various government and aided schools.

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