

Emerging Local Cable Television Services and Television Mobile Apps, and its impact on Cultural Transmission among the Badagar Community in the Nilgiri District, Tamil Nadu

Rajesh R¹, G Balasubramania Raja²

¹Head, Department of Visual Communication, Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, Kancheepuram, Tamil Nadu, India.

²Professor and Head, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India.

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Abstract

Since its beginning in India in 1959, the Television became the vital part of Indians life that reflected both cultivated cultural norms and values. Until the mid of the 1990s, the Indian television industry solely dominated by the government-owned Doordarshan television. However, the cable television services gained its reputation in India following the globalization of business in the 1990s, the audience found themselves with a vast number of choices.

Like the Black Entertainment Television (BET) started at America in the 1980s dedicated to the interests of African American, the Badagas too have the cable television services emerged in the recent period to showcase the Badaga's cultural values. At present, the discussion is whether these local Cable Television Services and Television Mobile Apps take the responsibility to promote precisely social and cultural values, and continues to transmit these values to the next generation. However, this article focus on the emergence and growth of local Cable Television Services and Television Mobile Apps, and its impact in transmitting the cultural value of Badagas from one generation to next generation.

Keywords: Culture, Cable Television, Mobile Apps, Cultural Transmission, Badagar Community

Introduction

Culture is underestimated as a factor of transform, in a broad sense, the culture derived from human contact with the nature and everyday habits of social relations that includes knowledge, languages and belief systems shared by many people. For the past few decades, the growth of communication technology has hugely altered the human's everyday life throughout the world. An entirely new atmosphere has emerged with the arrival of satellites

and information superhighways. The fast transform in the information society is affecting the social character and construct a collective society. However, the resemblance and difference of each society differ. The globalization practice results in a certain level of impact on the way of life of Indian people.

While the origin of communication, mainly the media has been used to suggest information to those who willing to take it up. Television is an expression of culture or social

Corresponding Author: Rajesh R, Department of Visual Communication, Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, Kancheepuram, Tamil Nadu, India.

E-mail Id: ootyraj@gmail.com

Orcid Id: <https://orcid.org/0000-0002-3154-7071>

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certainty similar to music; it is a social practice in which each and everyone shares. It passes on social principles or dominant beliefs. It is capable of fulfilling the cultural needs of a different set of audience. Television is a mediator of socialization; one builds the uniqueness based on a modified version of ad role models.

Even though television invented in the year 1926, it came to India only in the year 1959 and Doordarshan became the first public broadcaster channel in India. However, today there are hundreds of private channels flourished in India with specific in telecast like some channels are specific with news, few channels are sports oriented, and some channels are entertainment in particular. Because of the television media that made people from one corner of the world come to know about people and their culture of another corner of the world. Television upholds universal perceptive, which helps to avoid pointless cultural differences among the natives of different surroundings. Second, an individual can teach more about his native cultures, such as his past and traditions.

Objective

The principal objectives of the article are to examine the following study, they are;

- To understand the conventional structure of communication and the cultural advancement within the people of Badagar community in the Nilgiri District, Tamil Nadu.
- To evaluate interlink between, television media and the cultural transmission.
- To analyze the advent of Cable Television Services and Television Mobile Apps and its influence on the Badagar people.

Methodology

This study was undertaken to gain in-depth interviews with society heads, inhabitant groups, and immigrants. The study aimed to critically analyze what should be done to conserve or reinstate the cultural, festivals and rituals of a traditional group. Since this study deals with culture and tradition of the Badagar community, the typical anthropological method is handled to participate and observe, and cluster sampling used. That is, the study treats with ethnographic techniques to find and get in-depth interviews and cluster sampling is used to collect dates during field visits.

Cable Television

In 1948, to enhance the weak television signals in the hilly and isolated areas of Arkansas, Oregon, and Pennsylvania of the United States, the Cable television services were initiated. However, the expansion and import of cable television signals to the remote areas practically became a

competition for the local Television stations. In the 1970s a set of laws were enforced by the Federal Communications Commission (FCC) to restrict the Cable Television service operators from offering movies, sporting, and sponsored programs.

In India, the Cable television arrived around the seventies, the right time the Indians are expecting for an entertainment choice other than government owned Doordarshan channel. The force for its spread came in 1990 with the advent of the Gulf war, and a live news report by the CNN sparked off demand for satellite dishes. The launch of Star TV, Zee TV, and Sun TV further fuelled the spread of cable Television. However, few Cable service providers who were successfully showing Hindi, and English movie channels installed new dishes and started showing CNN channels to their subscribers at homes, and even the bigger cable Television networks had their own branded channels too. Thus the programs on these cable channels are viral among the audience.

In Tamil Nadu today there is no district without local Cable Channels and service providers. The local Cable channels considered as competitors of satellite channels in both content and quality. In Nilgiri district apart from the Doordarshan, the private Satellite Tamil channels like 'Sun TV,' 'Vijay TV,' 'Jaya TV,' and 'Raj TV' top-ranked among the people of the Nilgiris. In addition, there are other local Cable Channels like 'Ragam,' 'Bible,' 'AMN,' 'Nakkubetta,' 'Sai,' 'S,' 'RR,' 'Blue Moon,' 'Deepam,' 'Mugiz,' 'Livingjesus Network,' and 'Vasantham,' are familiar to the people of the Nilgiri District. The Cable TV operating system in the Nilgiri district is separated into three divisions namely Ooty, Coonoor, and Kotagiri. Anyhow, nowadays most of the households started having their DTH connections.

Television Channel Mobile Apps

For instance, the 2016 Olympics at Rio, was enjoyed by many Indians in their mobile phone wherever they were. The constant streaming of television channels on the mobile is not far away. Though similar broadcast on mobile already exists to a certain extent, it's usage is very limited due to a variety of reasons. However, the live streaming content based Mobile apps will dominate the future of the television industry. The leading channels in India have their mobile Apps in the Google Play, Apple App Store and Windows Phone for free; Sony, Colors, Star Sports, etc. are few to name, so that the people can watch into their favorite programs in the online whenever they are free.

With advancing technologies, the approach of the audience also changed, and it's becoming complicated day by day in finding and matching time with particular shows. Researchers suggest that the future generations will look for more personalization in their lifestyle and mobile phone will be the available device for them in

the market. Television channel apps also come with the same guarantee. Interrupted data connection is one of the leading problems faced by the Television Apps. Mostly, the Television Apps used during moving. So for quality viewing, a regular data connection is essential. Live Television Apps will undoubtedly be the future, and mass people may watch the 2019 Cricket World Cup on their mobile phones instead of on the television.

Cultural Transmission

Cultural transmission is a system that allows a cluster of people within a society to learn and passes the information from generation to generation. The learning method within the community influenced by the way a culture is socializing with its children and youth, where the parents and family have primary responsibility for cultural transformation.

The socialization differs from culture to culture. In the ancient period, the societies followed the face-to-face and word-of-mouth as their form of communication. However, when the technologies like print, electronic and new media developed, the practical mode of communication now became hardcore sign and symbols that produced and transmitted. Anyhow, the symbolic form of transmission within the society engages various characteristic, which seen through this study.

The Nilgiris

India is a subcontinent surrounded by three different water bodies and the 7th largest country in the world. One of the largest states Tamil Nadu is located in the southernmost region of India. Andhra Pradesh surrounds Tamil Nadu and Karnataka in the North, Kerala in the West, the Bay of Bengal and the Indian Ocean in the East and South respectively. The Nilgiris district marks the Western boundary of Tamil Nadu with Kerala state at South and West and the Karnataka state in the North and the Coimbatore district in East.

The Nilgiri is a hilly district in Tamil Nadu is dwelling to the 'Neela-Giri' or the Blue Mountains, a part of a long mountain valley popularly known as the Western Ghats, extensively passing through the states of Tamil Nadu and Kerala. Similarly, the Eastern Ghats starts at Orissa passes through Andhra Pradesh and enter into Tamil Nadu districts through Vellore, Salem, and Coimbatore districts, at last, connects the Western Ghats and figures the world popular the 'Nilgiris' hill station.

The Nilgiri is also the homeland for native tribal groups that include 'Toda', 'Kota' and 'Badaga' as native tribes and the other tribal groups like 'Irula' and 'Kurumba' can also see in other parts of Tamil Nadu and Malabar with the similar name. The Todas are found only in Nilgiri district base their culture on cattle. The Kotas are village artisans, who are good at carpentry, blacksmith, and pottery. The Kurumbas

traditional livelihood is food gathering, as the collection of honey and forests produce. These groups together with the Hindu agricultural community of the Badagas, have lived in ritual, economic and social symbiosis. However, these relationships gradually decayed due to the arrival of the British into the hills.

Badagar

The Badagas are one of the main ethnic groups of Nilgiri district. Their customs and lifestyle are incredibly rich and exclusive unique in many ways, which is entirely different from other cultures. The Badagas habitats around 400 villages evenly spread throughout the district. The Badugas speak a unique Dravidian language called 'Badugu' which has no script. The Badagas divided the habitats into four divisions (Seeme); they are Porangadu, Thothanadu, Merkunadu, and Kundae respectively, where all the 400 Badaga villages (hatties) comes under these four seems.

Apart from that, the Community is also divided into four main clans namely Badugar, Kanakar, Haruvar, and Athikari and even separate sub-clans Wodayar with whom the Badagas don't maintain any relations and another sub-clan Thorayar who has rendered his services to Badaga and Haruvas. The Badagas have a specific code and conduct that are followed and applied in their cultural rituals from the childbirth to finally ceremony.

Data Analysis and Interpretation

Due to the rapid growth of communication technology, the connections between people throughout the world never imagined before. The dominant media became one of the dictating tools of the communication that stages an essential responsibility in human life. The Television, the dominating mass media, is considered as vital communication characteristic in cultural outlook. This article examines the accountability of Television as the central task and especially the advent of Local Cable Television Services and Television Mobile Apps and its impact and influence in cultural transmission among the Badagar community of the Nilgiri district, Tamil Nadu, India.

Nakkubetta TV

Since the significant Tamil private channels are concentrating on News, serials, movies and other entertainment aspects, the local cable television services use to focus mainly on the land promotions, telemarketing, local festivals, and events happened with the Nilgiri district. Anyhow, most of the local cable television's give importance only to the programs occurred within the main towns in the Nilgiri district, there nothing concrete for Badagas. Keeping this in mind, the Nakkubetta TV started by the Badaga trust for the Badaga community.

The Nakkubetta TV started in the year 2015, under the guidance of the 'Nakkubetta Foundation,' which engaged in the Social welfare and Human interest activities. The Nakkubetta TV highlights cultural richness, awareness, and information of the Badagar community by sharing the mutual understanding within the people.

The Nakkubetta TV reaches all across the critical areas of Nilgiris district like Ooty, Coonoor, Kotagiri and Kundha through the local cable connection. In recent times, the Nakkubetta TV is extended to nearby regions like Mettupalayam, Annur, Karamadai, and Periyanaickenpalayam in the Coimbatore district through cable connection because of the maximum number of Badagas have migrated to these regions from the Nilgiri district.

According to Mr. Anand Kumar, Cable Television Operator, who belongs to the Kethi village of Mekkunadu Seemai states that "Nakkubetta TV is a cultural & spiritual TV Channel in Nilgiri district. Nakkubetta means 'Nakku' (four) and 'Betta' (mountains) though there are many hills around which the Badaga hatties (villages) located. The Badagas form the most significant indigenous community in the Nilgiri region. The main aim of Nakkubetta TV is to spread the Badagar traditional and their eternal religion, philosophy, and cultural values. Through its programs, the Nakkubetta TV emphasizes the richness of the Badagas culture and provides awareness on education, environment, medicine and social welfare related to the Badaga community".

He also added that "since the TV is very particular in emphasizing the Badaga culture, most of its programs linked to the Badaga community. Some of its programs are 'Badaga Bakthi (spiritual) and Adi (beat) songs', 'Istapattavaka' (interested ones), 'Nanga Maathu' (Ours Talk), 'Muthuna Kadhe' (best songs), 'Mamoole' (ancient), 'Mukiastharu' (famous person), 'Kadhey Yena' (what the song), 'Mamoole Kadhey' (classical song), Ninga Manasu (Yours mind), 'Mathu Kadhey' (chat), 'Nakkubettadha Sudhi' (Four Badaga settlement's news), 'Maduve Mane' (Marriage house) and so on. Through these programs, Headman of Badaga villages, successful Badaga people, special Badaga VIPs like doctors, teachers, businessman, sports person, actors from the Badaga community is invited to the studio and use to have live programs. In one of the 'song on demand' program 'Istapattavaka' (interested ones), the people from various Badagas villages use to make a call and ask for their favorite Badaga songs; sometimes there will be an exciting live game shows through the phone. Apart from that, there are also Tamil programs and movies to attract the non-Badaga people in the Nilgiri district".

Nakkubetta TV Mobile Apps

As a recent development, the Nakkubetta TV is released as Mobile Apps and can view on the smartphones. Mr. Dinesh

Raman, Software Engineer, lives in Seattle city, the USA; in his recent visit to Native hatt (village) shared his experience with the Nakkubetta TV mobile app. He states that "He was thrilled by seeing a Nakkubetta TV mobile app in his Badaga language and can see only Badaga songs because of the time difference between India and Seattle city." He also expressed his views that "just because of the Badaga programs are in the mobile app, it does not mean that it will make a significant impact in the culture. However, it is a proud movement that our community leads in the communication technology".

Based on the statement of Mr. Anand Kumar, it confirmed that the local Cable Television Networks, especially the Nakkubetta TV makes a significant impact among the Badaga people. The programs which were mentioned by Mr. Anand Kumar are worth watching for the people and for the researchers to know about the Badaga community. In few programs, we can witness the youngsters are actively participating in live game shows and demanding for their favorite Badaga songs through phone calls.

An essential point to be considered here is that these local Cable Televisions can view by the households having cable connections, at the same time we can also see impressive numbers of homes in both towns and interior Badaga villages connected with DTH. Moreover, we cannot conclude that all Badaga households having cable connection will be viewing the local cable TV networks like Nakkubetta TV. Because, as mentioned by Mr. Rajan, the elder Badagas are diehard fans of Tamil serials and cinemas and the youngsters are very much interested in watching Cricket, Football and other sports, and even the film songs than watching Nakkubetta TV.

As per the Mobile Apps concern, it yet to make its contribution to the Badaga community, because there are no precise details like how many of have downloaded, how frequently the App viewed and what impact it has or made, all these questions are too earlier to answer, or this issues can take for further studies by the researchers. However, according to the statement of Mr. Dinesh Raman, it is understood that the Nakkubetta TV Mobile App created only the excitement and not frequently viewed by the Badaga people.

Conclusion

In a recent development, the release of the Nakkubetta TV Mobile Apps shows how the Badagas are advanced in Communication Technologies, anyhow, the apps not popularized adequately among the Badagas. Even though the local Cable TV 'Nakkubetta TV' is doing a tremendous job of the Badaga community, it not reached to all Badaga people. So concern authorities may concentrate in popularizing the 'Nakkubetta TV mobile apps' to reach maximum Badagas throughout the world.

All the studies are building blocks in the literature of a particular subject and provides concert proposal for advanced research. Since the communication and cultural studies are the vast area, there is a scope in extending the research activities more deeply into many of its wings. Further studies may conduct in the communication development that includes socialization, local Cable TV, Homepages, Social media, and so on that has a significant impact on the cultural transmission of a particular community.

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