



MEDIA HABITS AMONG LAMBANI COMMUNITY IN VIJAYAPURA DISTRICT: A STUDY

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ABSTRACT :

Lambani Community is the tribe under scheduled castes in the state of Karnataka. Lambanis are also called as Vanjara, Banjara, Gormati, Sugalis, Lambadi, Nayka. Usually described as nomadic people from Rajasthan are now spread out all over India. Lambani people were merchants from ancient. Lambanis are living in Tandas which are away from the villages or cities. And also there is no about education among Lambani community. For this reason, there is a communication gap between media and Lambani community. Still media is trying to reach them. And also gradually the Lambani community copes up with the change according to the change in the society. Media plays an important role to take Lambani community to the mainstream society by informing, educating and motivating them. It is also the responsibility of the mass media. The main objectives of the study are to know the media habits among Lambani community, to find out the most preferred media among Lambanis. The study will be conducted in two Tandas of Vijayapura District of Karnataka. For this study survey method will be used. 75 respondents will be selected from each village. Total 150 Lambanis will be selected as respondents for the proposed study.

KEYWORDS : Media Habits, Lambani Community, Vijayapura District, Karnataka.

INTRODUCTION:

Mass media normally includes newspapers, radio, television, online media. Music, Dance, pamphlets, advertisement, Dangura are also medium of communication. The main purpose of media is to give information, educate and entertain the society. Mass media also aims to develop the society by providing new ideas and information on better technology.

Lambani community is a tribe. Originally they are from Rajasthan, now spread all over the India. As we know they always stayed away from the cities and villages. The place in which they normally lived is called as Tanda. The distance is the main reason for communication gap between Lambanis and the society. There is no education awareness among Lambani community. and also there is less media reach.

But today gradually they are opening up themselves due to modernization. They are using various media to get information. Media plays a very important role in bringing them to the mainstream of the society. It is essential to know the media habits among Lambani community.



LITERATURE REVIEW:

Tahameena Kolar and Onkargouda Kakade, (2013) in their study on media habits among women organic farmers, they found out that television is the

most preferred among organic farmers. Like-wise radio is also more used media. Men farmers are reading newspaper and magazines more than women farmers.

Devendra Kumar, Rajkumar Singh and Jamal Ahmad Siddhikh (2011) in their study on newspaper reading habits of ChoudhariCharan Singh university students, India. This study tells that most of the students read Hindi and English newspapers. Students read editorials, sports and political news the most

Aviva Lukas Gutanik, Maikel Rab, Lori Tekuchi and Jenifer’s (2011) study the new digital media habits of young children. It shows that children used all types of digital media. They spent more time on digital media as compared to earlier. Family income is troubling for children to use digital media.

Dr.Meera K. Desai, in her study complexity of consumption: television viewing and television viewer of India shows that Indian television viewers are having cable and satellite tv to watch local, regional, national, international programs.

STATEMENT OF THE PROBLEM:

Media plays a vital role in giving people information, education and entertainment. Because of technological innovations globe becomes a small village. Media is a tool for knowing all information from whole universe in our hand. Today we all are having mobile phones, laptops, tabs. Through mobile we can read newspaper, can watch television, can listen radio with the help of internet. But the Lambani community is always staying away from this world and lived on their culture based. Because they have their own world. So they normally stayed in tandas. It is very necessary to know the media habits among the Lambani community in Vijayapura district.

OBJECTIVES OF THE STUDY:

1. To know the available media among Lambani community
2. To find out which media is most preferred among Lambani community
3. To know which television programme is having more impact on their cultural aspects
4. To know the degree of impact caused by television on the Lambani culture

METHODOLOGY:

Study was conducted in two Tandas of Gadag District of Karnataka State (Nagavi Tanda and Beladadi Tanda). For this study survey method has been applied. 60 respondents were selected from each Tanda. Total 120 Lambanis were selected as respondents. Primary data was collected by administering structured questionnaire.

FINDINGS AND ANALYSIS:

Table 1: Age of the respondents

Categories	Respondents	Percentage
6 to 12	5	3.33%
13 to 22	51	34%
23 to 35	56	37.33%
36 to 50	18	12%
Above 50	20	13.33%
Total	150	100

As per data given in table 1 is that 3.33 percent of respondents come under 6 to 12 age group. 34 percent are 13 to 22 age group. 37.33 percent Lambanis are coming under 23 to 35 age group. 12 percent people are 36 to 50 age group. And 13.33 percent Lambanis are above 50 age.

Table 2. Gender

Categories	Respondents	Percentage
Male	62	41.33%
Female	88	58.67%
Total	150	100

Table 2 shows that 62 (41%) respondents are male and 88(58.67%) are female.

Table 3. Educational Qualification

Educational qualification	Respondents	Percentage
Illiterate	79	52.67%
Primary & Secondary	38	25.33%
College	29	19.33%
PG	4	2.67%
Others	0	0
Total	150	100

According to Table 3, most of the Lambanis (52.67%) are illiterates. Among 150 Lambanis, 38(25.33%) people have primary and secondary education. 19.33 percent have got college education. Only 2.67 percent are pursuing PG level education.

Table 4. Media available at home

Categories	Yes	No	Percentage
Newspaper	23	127	15.33%
Television	129	21	86%
Radio	9	141	6%
Internet	15	135	10%
Mobile	123	27	82%

Table 4 depicts that television(86%) and mobile(82%) are the most preferred media among Lambanis. Radio (6%) is less used media among them. 15.33 percent are reading newspaper. The internet usage(10%) is gradually improving.

Table 5. Frequency of Media Usage

Items	Regularly	Occasionally	Never
Newspaper Reading	15	8	127
Television	109	20	21
Radio listening	5	4	141
Internet browsing	11	4	135
Mobile	119	4	27

As per table 5, among 150 Lambanis 109 respondents are viewing television regularly. And 119 respondents used mobile phones daily. 8 people read newspaper occasionally.

Table 6. Purpose of accessing media

Items	Education	Information	Entertainment
Newspaper Reading	6	11	6
Radio Listing	1	3	5
TV Viewing	18	31	80
Internet Access	2	3	5
Mobile Use	23	42	58

Table 6 shows that 11 people read newspaper for getting information. Only 1 respondent listens radio for education purpose. Among 150 respondents, 80 Lambanis watch television for the purpose of entertainment. 58 people use mobile for entertainment purpose.

Table 7. Most preferred media among Lambanis

Items	Total	Percentage
Newspaper		
Prajavani	11	7.33%
Vijayavani	9	6%
Vijaya Karnataka	2	1.33%
Samyukt Karnataka	1	0.66%
Kannada Prabha	0	0
Udayavani	0	0
Television		
Star plus	89	59.33%
Tv9	13	8.67%
Colors	6	4%
Udayatv	5	3.33%
Star gold	5	3.33%
Set max	4	2.67%
Suvrana news	3	2%
Ztv	2	1.33%
Pogo	2	1.33%
Radio		
Akashavani	3	2%
FM	6	4%
Community radio	0	0

Table 7 depicts that in print media, Prajavani (7.33%) is the most preferred newspaper among Lambanis. In television, Star plus is the channel which is more used among Lambanis. They watch this channel more because of watching serial. 4 percent are listening to FM and 2 percent are Akashavani listeners.

Table 8. Time spent on media

Items	Below 1 hour	1to 2 hours	2 to 3 hours	More than 3 hours
Newspaper	18	4	1	0
Television	66	53	18	31
Radio	19	1	1	1
Internet	10	11	3	5
Mobile	33	4	5	38

As per data given in Table 8, 18 people are reading newspaper below 1 hour. 66 respondents are reading newspaper below 1 hour. 1 respondent is listening radio more than 3 hours. 11 respondents accessed internet 1 to 2 hours. 38 people are using mobile phones more than 3 hours.

Table 9. Information collected through

Items	Respondents	Percentage
Newspaper	21	14%
Radio	3	2%
Television	74	49.33%
Internet	17	11.33%
Mobile	35	23.33%

According to Table 9, most of the Lambanis (49.33%) are getting information through television. And 35 respondents (23.33%) dependent on mobile phone for information gathering. 11.33 percent people are accessing mobile phones for information purpose.

Table 10. Changes through media

Items	Total	Percentage
Mentally	64	42.67%
Economically	4	2.67%
Socially	57	38%
Educationally	6	4%
Others	19	12.67%

Table 10 shows that 64(42.67%) respondents opined that they are being changed mentally through media. 38 percent told that they are changing socially. Only 4 percent tells that they are changing educationally by using media.

CONCLUSION:

Media plays a very important role in communicating to people. In this aspect, media is trying to create awareness among Lambani community, these people are opening themselves to idea of getting education. But this process is very slow as compared to others. The Lambani community's media habits is mainly entertainment based, not education based. It is very necessary to educate them to convert their media habits to educational one.

Television is the most preferred media(86%)among Lambani community. Among 150 respondents, 109 people are watching tv daily. Most of Lambanis (53.33%) are watching tv for the purpose of entertainment. In spite of their language is Banjara, they watch Hindi (72%) Language channels more. Serial (72%) is most watched program among tv viewers of Lambanis.

Likewise mobile is the most used media (82%) among youth in Lambanis. The literacy rate is very less, so the print media(15.33%) is not effective one. Radio is less used media(6%) among Lambanis. They are using internet (10%). It is the footstep for opening up themselves for IT World. Social media usage is developing among youth but their poverty is a barrier to get technological knowledge. And also the low literacy rate, lack of knowledge is also the reason for this.

In India, so many scheduled tribes are there. It is necessary to take them for mainstream of the society. For this, every tribe must get the education, basic infrastructure facilities. The Lambanis normally went to Gova for business. They should get a permanent job in their state only. Then only the media habits will be increased. The media also publish and broadcast the reports, stories, programs related Lambanis more and more. (68%) are opined that media habit is very much closer to them.

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