

Education, Communication and Modernity among the Dimasas of North Cachar Hills in Assam

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Communication and education are considered important variables as they are related to the process of social change in a developing society. Communication is the process by which two or more people exchange ideas, facts, feelings or impressions in ways that each gains a common understanding of the meaning, intent and use of messages (Leagans 1961). Interpersonal communications have been striking feature of traditional communication system in tribal societies. The media of communication have accelerated the rate of growth and cultural diffusion of modernization. At both the macro and micro levels, communication is viewed as a product and reinforce of modernization. At the macro level, communication scholars aligned with this support global and national policies that facilitate “free flows” of media and information technology, content and hardware. At the micro level, they support persuasive marketing campaigns as the most efficient means to transform traditional individual and societies. Education is an institution by which society transmit its cultural traits and socialize its member for different roles. In developing societies like India education has been one of the most influential instruments of modernization (Singh 2002). The education system has contributed to modernization by the growth of new forms of rationally organized structures in the shape of schools and university, which serve cultural networks for the diffusion of knowledge and cultural categories which are modern in ethos (Singh 1986:106). In a tribal society which is passing through the process of transformation, secular education acts as an agent of modernization. Therefore, the expansion of education in tribal society can be taken as an indicator of social change. Similarly, the growth of mass media communication may also play an important role in the modernization of these societies. The, present study is an attempt to examine the interplay between education, communication and modernity in context of a tribal community of the North-East India, namely Dimasas at Maibang Town of North Cachar Hills in Assam.

The Study Area

The present study was conducted at Maibang town, the sub-division headquarter of North Cachar Hills District, Assam. Assam is the land of undulated blue hills, green forestry and mighty snow while river Brahmaputra with its innumerable tributaries situated between 90°-96° east longitude and 24°-26° north latitude, it is comparatively developed economy of North-East India. It is bounded by Arunachal Pradesh on the East and West Bengal on the West. While the North side is flanked

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by Bhutan and Arunachal Pradesh and southern side there is Nagaland, Manipur, Tripura, and Meghalaya. The southernmost side is flanked by Mizoram.

The North Cachar Hills is one of the two hill districts of Assam with its headquarter at Haflong situated on the Borail Hill range at an altitude of about 960 meters. Historically, North Cachar Hills was part of the Dimasas Kingdom with capital at Maibang during 16th century. The British annexed N.C.Hills in 1854. Reminiscences of the glorious past of the Dimasas King can be seen at Maibang. The district was the part of Cachar district till the formation of the united Mikir and North Cachar Hills district in 1951. In 1970 North Cachar Hills was separated and made into a fully fledged district. The North Cachar Hills is an Autonomous district under Sixth Schedule of the Indian Constitution. The district is surrounded by Manipur and part of Nagaland in the east, Meghalaya and part of Karbi Anglong district in the West, Karbi Anglong and part of the Nowgaon district in the North and Cachar district in the South. Total geographical area is 4890 Sq. K.M. Average mean maximum temperature is 24°C to 26°C and Average means minimum temperature is 14°C to 10°C. Number of villages in this district is 539. The longest river in the district is Diyuong which has a total length of 170 K.M. from its source at Borail Hills down to its confluence with Kopili at Diyuongmukh or Diyuongbra. The source of all other rivers and rivulets like Jatinga, Jeenam, Mahur, and Langting is the Borail Hills.

North Cachar Hills District is the homeland of heterogeneous tribes and races. Besides the Dimasas, other tribes such as Hmars, Kukis, Zemi Nagas, Karbis, Khasis, Jaintias, Hrangkhols, Khelmas etc. constitute the population of North Cachar. According to the 1991 Census, Tribe-wise the population break up was Dimasas- 49,667, Zeme- 11, 469, Hmars-10,882, Kuki- 5,896, and Karbi- 6,517. According to 2001 Census, Male population constitutes 98,899 and Female population is 87,290 and the total population of the district is 1,86,189. Total literacy percentage in the district is 57.56%.

The people with whom we are primarily concerned in our present study are the Dimasas, who are the dominant tribe in North Cachar Hills. They are also found in the present Nagaon, Karbi Anglong, Dhansiri region of Nagaland and Sonitpur district of Assam. It may be stated that in the district of Cachar although they are known as 'Barman', their neighbours, call them 'Kachari' referred to as 'Dimasas', and the plains Kachari as 'Bodo' or 'Boro'. According to Sir Edward Gait, the 'Kacharis' are the aborigines, or earliest known as inhabitants of the Brahmaputra valley. He further says that in this valley, the Kacharis call themselves "Bodo" or 'Bodo-Fisa' (sons of Bodo); in the North Cachar Hills "Dimasa", a corruption of "Dima-Fisa" (sons of Big River) which was known to the Ahoms as "Timisa".

The Dimasa rulers had their capitals at Dimapur, then at Maibang, Khaspur and lastly at Haritkar in Cachar. After the assassination of the last ruler Govindachandra, his kingdom was annexed by the British in 1832. But the territory held by the Dimasa General Tularam (Tulshichandra) continued to be ruled by him till his death in 1851. However, denying the right of succession to his natural heirs Tularam's territories too were resumed by the British in 1854 and with this the last vestige of the great Dimasa kingdom came to an end.

Maibang is one of the sub-headquarters of North Cachar Hills District of Assam. Nested in the midst of the lofty hills and situated beside the turbulent Mahur River. It is 53 k.m from Haflong and is known for the remains in its vicinity of the ancient capital of the bygone Dimasa Kingdom. The region is vastly populated by the Dimasa tribe along with the other non-tribal such as Bengali, Assamese, Manipuri and Nepali. Stone House and temple of Kachari King and other ruins of the Kingdom are the main attraction of the place.

As far as education is concerned, North Cachar Hills has a good literacy which is 68.59% out of which 76.59% are female and the rest is male. Although, they have a good position but the school drop is phenomenal i.e. 24% warrants needs of research. There are

many educational institutions in the district. Number of primary schools are 680, Number of M.E. schools is 180, Number of High schools is 78, Number of Higher secondary is 6, Number of Colleges is 4.

Levels of Modernity

In the present study certain variables have been chosen to judge the modernity of an individual. A modern person according to the concept used in the present study, is the one who exposes himself to mass media, believes in science and technology and modern education for the well being of the mankind, believes in proper planning, and does not depend on fate, takes interest in events not only of his locality but of the world at large, is secular in outlook and tolerant towards stranger, is a member of modern social institutions and finally approves of the small family norm (Doshi, J.K 1984 : 29). In order to measure the level of modernity among the respondents over all modernity scale develops by Inkeles and Smith (1974), on the basis of their work in six developing countries was used. While retaining most of the basic scale we adapt to meet the local requirements. The scale include the following items: a) reading newspapers b) concern about public issues c) use of modern technology d) educational aspiration for the son e) qualities for holding high office f) most important thing for the progress of country g) interests in types of news. h) Whether and atheist can be a good man. i) Membership of voluntary organization j) awareness of problems facing the country k) continuity of bride price in the family.

The first items are related to the habit of reading Newspapers. Newspaper have played tremendous role in bringing about change in social outlook of the masses. The first Newspaper to be published in India was the Bengal Gazette published by an Englishman, in 1780. Newspapers have played in post independence period remarkable role taking up the issues of socio-economic importance. For the analysis of the tendency of reading Newspaper it was divided into five category: (i) Very High (Regular), (ii) High (2-3 times in a week), (iii) Medium (on holidays), (iv) Low (rarely) (v) Very low (Never). The data shows that about one third of the respondents (32%) do not spent time reading Newspaper. Whereas, one fourth (24%) of the respondents are found to be regular in reading Newspaper again a little less than one fourth (22%) of the respondents rarely read Newspaper and little more than one tenth (14%) of the respondents read Newspaper on holidays only. Thus, these findings suggest that most of the respondents have a very low degree of reading Newspaper.

In order to analyze the reading habit of Magazine by the family members of the respondents The data shows that one fifth (40%) of the respondents read Magazine by the family members of the respondents while little more than one fourth (27%) of the respondents do not read Magazine.

The second item relates to concern about public issues such as roads, price hike terrorism etc. The data reveals that half of the (56%) of the respondents are aware of the national problems while, little less than half (44%) of the respondents are not aware about national problem and do not think in this matter. For the analysis of the frequency of thinking national problems the responses were asked whether they think quite often or not. The data reveals that most of the respondents (42%) do not think about any form of national problems, while, one third (33%) of the respondents think about national problems but not so often, only one fourth (25%) of the respondents think about national problems regularly.

The third issue related to the use of modern technology for raising income rather than depending on age-old technology. There are two alternative answers to this questions, (i) If they view that some technological device can be used for the increase of production then it is considered as a modern attitude and (ii) If they viewed that the best way of production is only traditionalistic method and there is no intelligence in wasting time, than it is considered as a traditional attitude.

The data reveals that most of the respondents (67%) prefer to use modern technological device for the increase of production which is in fact a modern attitude. However, one third (33%) of the respondents think it is just wasting of time and there is no alternative but to have a traditional method for the production. Thus, it shows that most of the respondents have modern attitude towards the use of modern technology.

To analyze the attitude of the respondents about education for their children, it was asked whether they were ready to give full scope for the education. If the answer was affirmative, it is considered as modern attitude and if the answer was negative i.e., they were not ready to provide full scope for the education of their children then it is considered as traditional attitude. The data reveals that more than one third (36%) of the respondents wanted their children to educate as much as they can so that they can achieved their goal and prefer higher education. Whereas, little more than one tenth (13%) of the respondents wants their children to educate till graduation only and less than one tenth (8%) of the respondents for job purpose only. And few (7%) of the respondents want to give professional oriented courses to their children. These findings suggests that most of their parents are willing to give education at their best and do not want to set any limitation for their children in the matter of education which is in fact a modern attitude.

The fifth question was related to certain qualities which are desirable in a person to hold a high rank in office. The respondents were to decide between high educator and skill and attributes such as family background, respect for elders and popularity. Here, higher education was treated as desirable and other less desirable answers. The data shows that most of the respondents (58%) have shown modern attitude on this item that is for holding a high office a person should be highly qualified or possess some extra knowledge, while more than one third (38%) of the respondents have traditional attitude and wanted the person to be traditionalistic or well disciplined for holding a high office. And a few (1%) of the respondents wanted the person to be famous to be a high rank in office.

The sixth question was about, what was most important for the progress of a country? The alternatives were hard work by the people, good government plans, God's help and good fate. In this case, hard work and good plans of government were taken as desirable and other less desirable. The data reveals that all the respondents have modern attitude towards the progress of the country. Thus, these findings show that all the respondents have modern attitude towards the development of a country.

To show the attitude of the respondents towards the family planning whether they approve the idea of family planning or not, they were classified into two categories: (i) If the respondents is agreed with the opinion that every couple follow the rules of the family planning and keep their family small, so that they can bring up their children in a better way, then it is considered as a modern attitude and (ii) If he agrees with alternative opinion that they should not keep their family intentionally small, then it is considered as a traditional attitude. The data reveals that most of the respondents (77%) have shown modern attitude and showed an affirmative response towards the practicing family planning, while less than one fourth (23%) of the respondents have disapproved the practicing of family planning. It indicates that most of the respondents approve small family norm.

The types of news in which the respondents is interested are classified into five categories: (i) International affairs; (ii) National affairs; (iii) Only news of district and state affairs; (iv) Sports; (v) News of different festival or regional festival. In this question interest in world events and national events were taken as most desirable and rest as less desirable. The data reveals that all the respondents (100%) were greatly interested in the news of their district, while more than half (54%) of the respondents were interested in National affairs, while one fourth (25%) of the

respondents were interested in International news, and little more than one tenth (12%) of the respondents were interested in sports news and a few (7%) of the respondents were interested in news of different regional festival. Thus these findings suggest that most of the respondents have a traditional attitude and have interested in the news of their district only.

On this item the question was asked to know the opinion on an atheist, whether they considered them as a good person or not. The data reveals that most of the respondents (79%) do not considered an atheist who does not believe in the existence of god are a good person which is rather not rational attitude and is a pattern of traditional attitude, less than one fifth (17%) of the respondents have not given any comment to this point and a few (4%) of the respondents have given view that a person who does not believe in god can considered as a good person which is a modern and rational outlook. The finding suggests that most of the respondents have a traditional attitude.

In this category the respondents were asked whether they are member of any institution or club. If the respondent was the member of any voluntary association, he was considered modern. If he was not member of any voluntary association his attitude was considered as traditional. The data reveals that near to one fifth (16%) of the respondents are member of education institution, one tenth (10%) of the respondents are member of an N.G.O., less than one tenth (7%) of the respondents are member of political institution and a few (5%) of the respondents are from religious institution. Thus, it shows that most of the respondents are the member from education institution. Then the respondents were asked whether they hold any particular position in the institution or club. The data reveals that majority of the respondents (91%) of the respondents are found to be only holding a membership and a few (9%) of the respondents are found to be hold position.

To analyze the awareness of problems of the country by the respondents the responses of the subjects were divided into five categories: (i) Problems of Unemployment and Terrorism, (ii) Problem of Population and Environment pollution, (iii) Problem of Corruption and Education, (iv) Problem of Transportation, (v) Problem of inadequate Infrastructure. The data reveals that most of the respondents more or less have awareness relating to the problems of the country. The findings showed an average response relating to the various problems made by the respondents.

Marriages among the Dimasa is settled in the form of negotiation. As soon as the marriage is settled, every Dimasa girl is entitled to *Kalti*-the Bride Price in the form of rupees. Here, rupees must always be in coins and not in paper notes. It is the traditional custom which saves the clan system of their own because, if *Kalti* is not given or not accepted by the bride's party, it implies non-inclusion in the forty *Sengphong* and forty-two *Julus*. Therefore, acceptance of *Kalti* is justifies as right. The Bride price is varies from Rs. 300-500, depending upon the economic capacity of the bridegroom and also the quality of the bride. Along with the expenditure in kind such as pigs, goats, fowls, rice beer etc., will have to be offered from the groom's side for the marriage feast to be solemnized at the bride's place. However, the payment *Kalti* is now days disfavored by the educated section of the people. Speaking about the uniqueness of the system of *Kalti*, one writer has rightly observed that the problem of dowry has become a national social evil in our country, but in Dimasa society, the bride is paid a price to which is entitled to. This item on the scale was whether the Bride Price is still continuing in respondent's family, which is core feature of traditional attitude. The data reveals that all the respondent is still practiced the custom of Bride Price in the family. Thus, it indicates that all the respondents have traditional attitude towards the practicing of any custom.

To analyze the opinion on different academic problems the respondents were asked whether they find it useful or harmful. The data reveals that less than half of the respondents

(42%) found the discussion on various academic problems useful to some extent, while about one third (34%) of the respondents cannot say anything on this and more than one fifth (22%) of the respondents found such discussion very useful.

To analyze the knowledge of different parts of the world the responses were asked whether they know about Mexico country. The data indicates that most of the respondents (77%) of the respondents are not aware of other parts of the country whereas, less than one fourth (23%) of the respondents are aware of it.

Education, Mass Media Exposure and Modernity: Score on O.M. Scale

The score of the respondents on O.M. scale leads to their categorization into different level of modernity as discussed above in this paper.

Table No. 1 : Score on O.M.Scale

Level of Modernity	Frequency			Percentage
	Male	Female	Total	
Nil (0)	-	-	-	-
Very Low (1-11)	8	7	15	15.00
Low (12-22)	12	14	26	26.00
Medium (22-33)	27	25	52	52.00
High (34-44)	3	4	7	7.00
Very High (45-55)	-	-	-	-
Total	50	50	100	100.00

The data reveal that more than half of the respondents (52.00) have average level of modernity, while, little more than one fifth of the respondents (26%) have low level of modernity, about one eighth of the respondents (15%) have a low level of modernity and less than one tenth (7%) have only high level of modernity. Whereas as it was observed that no respondents were in the very low degree of modernity level. Thus, it indicates that most of the respondents have the average level of modernity. As far as the sex wise level of modernity is concerned , most of the female respondents have (52%) average level of modernity and high(42.8%) level of modernity, while, most of the male respondents (42.8%) and high (57.1%) level of modernity. Thus, it suggests that female have more average level of modernity, while male respondents have scored more high level of modernity.

Mass Media Exposure and Modernity

On the basis of mass media exposure they are classified into five categories: (i) Nil level of media exposure; (ii) Low media exposure; (iii) Medium level of exposure; (iv) High level of

media exposure. Similarly, the respondents are categorized into five level of modernity by using O.M. scale. The distribution of the respondents is shown in the table no: 2

Table No. 2 : Mass Media Exposure and Level of Modernity

Mass Media Exposure	Level of Modernity						Total
	Nil	Very Low	Low	Average	High	Very High	
Nil	10	5	-	-	-	-	15
Low	5	10	12	2	-	-	19
Medium	-	-	9	40	4	-	53
High	-	-	-	10	3	-	13
Total	15	15	21	52	7	-	100

The data reveals that most of the respondents i.e. more than half of the respondents (77%) have who have high mass media exposure have scored average level of modernity, while more than three fifth of the respondents (75.5%) have scored average level of modernity. Among more than half of the respondents (63.1%) who have low mass media exposure have scored low level of modernity only one-tenth of the respondents (10.5%) have scored average level of modernity and a little more than one fourth of the respondents (26.3%) have scored very low level of modernity. Among the respondents who have no mass media exposure majority of the respondents (66.7%) have scored very low level of modernity and only about one third of the respondents (33.3%) low level of modernity. Thus, it suggests that there is a positive relationship between level of mass media exposure and the level of modernity.

However, it was observed that most of the respondents have perpetuated at the average level of modernity as among the medium and high level of mass media exposure (75.5% and 77% respectively). In fact at the high level of mass media exposure only little more than one fifth of the respondents (23.1%) have high level of modernity. However, no respondents could have reach to the level of very high level of modernity. It seems that in spite of having high mass media exposure, respondents could not reach to the high or very high level of modernity, there are other factors which restrained individual to reach to that level of modernity which required proper investigation.

Education and Mass Media Exposure

In order to analyze the mass media exposure and its relation to mass media exposure, the respondents has been categorized into eight categories: (i) Illiterate; (ii) Primary; (iii)

Secondary; (iv) Higher Education, and the levels of mass media exposure is categorized into four categories: (i) Nill; (ii) Low (iii) Medium (iv) High. The distribution of the respondents is shown in the table no: 3.

Table No 3 : Education and Mass Media Exposure

Respondents Education	Level of Mass Media Exposure				Total
	Nill	Low	Medium	High	
Illiterate	14	11	-	-	25
Primary	1	7	16	1	25
Secondary	-	-	20	5	25
Graduate	-	1	16	4	21
Post-Graduate	-	-	1	3	4
Total	15	19	53	13	100

The data reveals that most of the respondents (80%) of the secondary level of education have medium level of mass media exposure and one fifth of the respondents (20%) have scored high level of mass media exposure. Among the post-graduate level of education, majority of the respondents (75%) have scored high level of modernity and one fourth of the respondents (25%) have scored medium level of modernity. Among the graduate level of education, most of the respondents (76.2%) have scored medium level of mass media exposure, near about one fifth of the respondents (19%) have scored high level of modernity and a few of the respondents (4.8%) have scored low level of mass media exposure. Among the illiterate respondents, more than half of the respondents (56%) have scored zero i.e. they do not have any mass media exposure, while the rest of the respondents (44%) have scored low level of mass media exposure. Among the primary level of education, more than half of the respondents (64%) have scored medium level of mass media exposure, a little more than one fourth of the respondents (28%) have scored low level of mass media exposure and a few of the respondents each (4%) have scored zero and high level of mass media exposure.

Thus, it suggests that there is a positive relationship between education level and the level of mass media exposure of a respondent. Those who have zero level of education have reached to low level of mass media exposure only as among the illiterate respondents, again among the post-graduated respondents have scored the most (75%) high level of mass media exposure. However, most of the level of mass media exposure is perpetuated at the medium level of mass media exposure as among the primary, secondary, and graduate respondents (64%, 80%, and 76.2% respectively). Only about one fifth of the respondents (20%) having secondary level of education and less than one fifth of the respondents (19%) have high level of mass media exposure. Only, in case of high educated respondents majority of the respondents (75%) have scored high level of mass media exposure.

Education and Modernity

Education is considered as an agent of modernization. Therefore, the relationship between the education of the respondents may throw some light on the determinants of modernity. To analyze the level of modernity it has been categorized into six categories: (i) Nill (ii) Very Low (iii)

Low (iv) Average (v) High (vi) Very High. On the basis of the respondents' education level, the categorization has been made in the following way: (i) Illiterate (ii) Primary (iii) Secondary (iv) Higher Education. The distribution of the respondents is shown in the table no. 4.

Table No 4 : Education and Modernity

Respondents' Education	Level of Modernity						Total
	Nil	Very Low	Low	Average	High	Very High	
Illiterate	-	15	10	-	-	-	25
Primary	-	-	10	15	-	-	25
Secondary	-	-	5	19	1	-	25
Graduate	-	-	1	17	3	-	21
Post-Graduate	-	-	-	1	3	-	4
Total	-	15	26	52	7	-	100

The data indicate that majority of the respondents (81%) having graduate level of education, have scored average level of modernity level, more than one tenth of the respondents (14.3%) have scored high level of modernity and a few (4.8%) have scored low level of modernity. Among the secondary level of education, most respondents (76%) have scored average level of modernity, one fifth of the respondents (20%) have scored low level of modernity and only some of the respondents (4%) have scored high level of modernity. Among the primary educated respondents more than half of the respondents (60%) have scored average level of modernity and the rest of the respondents (40%) have scored low level of modernity. Among the post-graduate level of respondents most of the respondents (75%) have scored high level of modernity and one fourth of the respondents (25%) have scored average level of modernity. However, among the illiterate respondents, more than half (60%) have scored very low level of modernity and the rest of the respondents (40%) have scored low level of modernity, nobody could have reach to average or high level of modernity.

Thus, it suggests that there is a positive relationship between education level and modernity level of an individual. Although, it has indicated that with rise in the level of education there is a probability of rising the level of modernity level but the level of modernity in most of the cases perpetuated at the medium level of modernity as among the primary, secondary, and graduate (60%, 76%, 81% respectively). Only few of the respondents (4%) at the secondary level and little more than one tenth of the respondents (14.3%) at the graduate level have scored high level of modernity. It suggests that although education helps to lift up the modernity level of an individual but it is not solely responsible to bring the high level of modernity. It seems there are other factors which retrained to reach up to the level of modernity which required further investigation.

Occupation and Mass Media Exposure:

In order to analyze the relationship between occupation and modernity, the respondent's occupation is categorized into six categories: (i) Housewife; (ii) Student; (iii) Unemployed person; (iv) Agriculturists/skilled worker/unskilled worker (v) Semi Professional/White Collar/Petty Businessman; and (vi); Government officer/Professional; and the level of mass media exposure is classified into four categories: i) Nill (ii) Low (iii) Medium (iv) High. The distribution of the respondents is shown in the table no. 5

Table No 5: Occupations and Mass Media Exposure

Respondent's Occupation	Level of Mass Media exposure				Total
	Nill	Low	Medium	High	
Housewife	7	7	1	-	15
Unemployed	1-	1			
Student	-	2	20	5	27
Agriculturists	5	2		-	7
skilled worker	-	1	3	-	4
unskilled worker	-	2	2	-	4
Semi Professional	-	-	-	-	-
White Collar	1	4	20	4	30
Petty Businessman	1	1	4	1	7
Government officer	-	-	3	-	3
Professional	-	-	2	-	2
Total	15	19	53	13	100

The data indicate that the respondents who are a government scored the most (100%) medium level of mass media exposure, among the respondents who are student more than three- fifth of the respondents (74%) have scored the medium level of mass media exposure, near to one- fifth of the respondents (18.5%) have scored high level of mass media exposure and less than one- tenth of the respondents (7.4%) have scored low level of mass media exposure. Among the white collar respondents most of the respondents (70%) have scored medium level of mass media exposure, while more than one tenth of the respondents (16.7%) have scored high level of modernity and a little more than one tenth of the respondents (13.3%) have scored low level of mass media exposure. Among the petty businessman respondents more than half of the respondents (57.1%) have scored medium level of mass media exposure and each more than one tenth of the respondents have scored zero, low and high level of mass media exposure. Among, the skilled worker respondents each half of the respondents (50%) have scored low and medium level of mass media exposure, while among the unskilled worker respondents each one-fourth of the respondents (25%) have scored zero and low level of mass media exposure and half of the respondents (50%) have scored medium level of mass media exposure. Among the housewife more than two-fifth of the respondents (46.7%) have scored nill and low level of mass media exposure and only less than one tenth of the respondents (6.7%) have scored medium level of mass media exposure. Among the agriculturist respondents, most of the respondents (71.4%) have scored zero at the level of mass media exposure and only a little more than one fourth of the respondents (28.6%) have scored low level of mass media exposure.

However, among the professional all the respondents (100%) have scored high level of mass media exposure. Thus, it suggests that there is a positive relationship between occupation and the level of modernity.

But most of the respondents have scored the medium level of mass media exposure as among the student, unskilled worker, white collar, petty businessman and government officer (74%, 50%, 70%, 57.1% and 100% respectively). Among students, only less than one-fifth of the respondents (18.5%), among white collar little more than one tenth of respondents (16.7%) and among petty businessman a little more than one tenth of the respondents (14.3%) have scored high level of mass media exposure. However, the professional respondents have high level of mass media exposure. So, it was observed that the level of mass media exposure is perpetuated mostly it seems there are more other factors to be investigated.

Occupation and Modernity

In order to analyze the relationship between occupation and modernity, the respondent's occupation is categorized into six categories: (i) Housewife; (ii) Student; (iii) Unemployed person; (iv) Agriculturists/skilled worker/unskilled worker; (v) Semi Professional/White Collar/Petty Businessman; and (vi) Government officer/Professional; and the level of modernity is classified into six categories: (i) Nil (ii) Very Low (iii) Low (iv) Average (v) High (vi) Very High. The distribution of the respondents is shown in the table no: 6

Table No. 6: Occupations and Modernity

Respondents' Occupation	Level of Modernity						Total
	Nil	Very Low	Low	Average	High	Very High	
Housewife	-	9	5	1	-	-	15
Unemployed	-	-	1	-	-	-	1
Student	-	-	5	20	2	-	27
Agriculturists	-	5	2	-	-	-	7
skilled worker	-	1	1	2	-	-	4
unskilled worker	-	-	2	2	-	-	4
White Collar	-	-	8	20	2	-	30
Petty Businessman	-	-	2	5	-	-	7
Government officer	-	-	-	1	2	-	3
Professional	-	-	-	1	1	-	2
Total	-	15	26	52	7	-	100

The data indicate that most of the respondents (74.1%) who are student have scored medium level of mass media exposure, while near about one fifth of the respondents (18.5%) have scored low level of modernity and only less than one tenth of the respondents (7.4%) have scored high level of modernity. Among the petty businessman most of the respondents (71.4%) have scored average level of modernity, while, the rest of the respondents (28.6%) have scored low level of modernity. Among the white collar more than three fifth of the respondents (66.7%) have scored average level of modernity, while little more than one fourth of the respondent (26.7%) have scored low level of modernity and a few of them (6.7%) have scored high level of

modernity. Among the skilled worker each one fourth of the respondents (25%) have scored very low and low level of modernity and half of respondents (50%) have scored average level of modernity, while each half of skilled worker have scored very low and low level of modernity. among the professionals each half of the respondents (50%) have scored average and high level of modernity. Most of government officer respondents (66.7%) have scored high level of modernity and one third of the respondents (33.3) have scored average level of modernity. Most of the respondents among agriculturist (71.4%) have scored very low level of modernity and a little more than one fourth of the respondents have scored low level of modernity. Among housewife three fifth of the respondents (60%) have scored very low level of modernity, about one third of the respondents (33.3%) have scored low level of modernity and a few (6.7%) have scored average level of modernity. Among unemployed the respondents have scored 1% low level of modernity.

Thus, it suggests that most of the respondents have perpetuated at the average level of modernity as among the student (74.1%), petty businessman (71.4%), professional (50%), skilled worker (50%) and unskilled worker (50%) and no respondents could have reach to the level of modernity. Only a few of students (7.4%), white collar (6.7%) have scored high level of modernity but among the government officer more than half of respondents (66.7%) and professionals half of respondents (50%) could have scored high level of modernity which indicate a positive relationship between respondent's occupation and the level of modernity but it is not the sole factor which could bring the all around modernity of an individual as none of the respondents have reached to the very high level of modernity which required further investigation.

Father's Education and Mass Media Exposure

To analyses the relationship between the father's occupation of the respondents and the level of mass media exposure; the mass media exposure is categorized into four categories: (i) Nil; (ii) Low (iii) Medium; (iv) High and the level of father's occupation is categorized into four categories: (i) Illiterate (ii) Primary (iii) Secondary (iv) Higher Education. The distribution of the respondents is shown in the table no: 7.

Table No: 7 Father's Education and Mass Media Exposure

Father's Education	Level of Mass Media exposure				Total
	Nil	Low	Medium	High	
Illiterate	15	12	2	-	29
Primary	-	6	33	6	45
Secondary	-	1	13	5	19
Graduate	-	1	3	1	4
Post-Graduate	-	-	1	1	2
Total	15	19	52	13	100

The data indicates that most of the respondents (73.3%) whose father have primary level of education have scored medium level of mass medium exposure and each more than one tenth of the respondents (13.3%) have scored high and low level of mass media exposure; at the secondary level educated father, more than half of the respondents (68.4%) have scored medium level of mass media exposure, while little more than one fourth of the respondents (26.3%) have scored high level and a few of the respondents (5.3%) have scored low level of mass media exposure. Among the respondents whose father is a graduate, three fifth of the respondents (60%) have scored medium level of mass media exposure and each one fifth of the respondents have scored high and low level of mass media exposure. Among the post-graduate father, each half of the respondents (50%) have scored low and high level of mass media exposure.

Among the illiterate father, most of the respondents (51.7%) have scored zero while less than half of the respondents (41.4%) have scored low level of mass media exposure and a few of the respondents (6.9%) have scored medium level of mass media exposure.

From the data it suggests that there is a positive relationship between father's education and the level of mass media exposure as among the illiterate father, only a few respondents could have reach to the medium level only of mass media exposure, whereas, among the respondents whose father is a post-graduation have not scored below medium level of mass media exposure. But most of the respondents have perpetuated at the medium level of mass media exposure as among the respondents whose father have primary, secondary and graduation and post-graduate level of education (73.3%,68.4%,60% ,50% respectively). Only little more than one fourth of respondent's father (26.3%) at secondary level, then one fourth of the respondent's father (20%) at the graduate level and little more than one tenth of respondents (13.3%) has high level of mass media exposure. However, among the high educated father, the respondents have scored half of high level of mass media exposure. Although father's education background is helps to raise the level of modernity but this is not the only sole factor t bring the all around modernity of an individual it needs some other factor which require further investigation to find out.

Father's Education and Modernity

Education is considered as an agent of modernization. Therefore, the relationship between the educations of the respondents' father may throw some light on the determinants of modernity. To analyze the level of modernity it has been categorized into six categories: (i) Nil (ii) Very Low (iii) Low (iv) Average (v) High (vi) Very High. On the basis of the respondents' father education level, the categorization has been made in the following way: (i) Illiterate (ii) Primary (iii) Secondary (iv) Higher Education. The distribution of the respondents is shown in the table no: 8

Table No: 8 Father's Education and Modernity

Respondents Education	Level of Modernity						Total
	Nil	Very Low	Low	Average	High	Very High	
Illiterate	-	15	12	2	-	-	29
Primary	-	-	8	33	4	-	45
Secondary	-	-	5	13	1	-	19
Graduate	-	-	1	3	1	-	5
Post-Graduate	-	-	-	1	1	-	2
Total	-	15	26	52	7	-	100

The data reveals that most of the respondents (73.3%) whose father have primary education have scored medium level of modernity, then near to one fifth of the respondents (17.8%) have scored low level of modernity and less than one tenth of the respondents (8.9%) have scored high level of modernity. Among the respondents whose father have secondary level of education more than half of the respondents (68.4%) medium level of modernity, more than one fourth of the respondents (26.3%) low level of modernity and a few of the respondents (5.3%) high level of modernity. Among the respondents whose father have graduate, three fifth of the respondents (60%) have scored medium level of modernity, while each one fifth of the respondents (20%) have scored high and low level of modernity. Among the post-graduate father each half of the respondents

have scored (50%) high and medium level of modernity. Among the illiterate, nobody have high level of modernity, but most of the respondents (51.7%) have very low level of modernity, while less than half of the respondents (41.4%) have medium level of modernity and a few (6.9%) have medium level of modernity.

Thus, it suggests that there is a positive relationship between father's education level and the level of modernity, as among the illiterate, only a few (2.6%) could have reach up to average level of modernity while among the most educated father, the half of respondents have scored high level of modernity. But still most of the respondents have perpetuated at the medium level of modernity only, as among the primary, secondary and graduate (73.3%, 68.4%, and 60% respectively) level of education. In fact among the post- graduate half of the respondents also have scored medium level of modernity it needs a further investigation. There are other factor required besides education to bring the high modernity level of an individual. No respondents have able to reach to the level of very high level of modernity.

Father's Occupation and Mass Media Exposure

In order to analyze the relationship between occupation and the level of mass media exposure, the respondent's father occupation is categorized into four categories: (i) Agriculturists/skilled worker/unskilled worker; (ii) Semi Professional/White Collar/Petty Businessman ; (iii) Government officer/Professional and (iv) Retired Person; (iv) Agriculturists/skilled worker/unskilled worker; and the level of mass media exposure is classified into four categories: i) Nill (ii) Low (iii) Medium (iv) High. The distribution of the respondents is shown in the table no. 9.

Table No. 9: Father's Occupation and Mass Media Exposure

R's Father's Occupation	Level of Mass Media Exposure				Total
	Nill	Low	Medium	High	
Agriculturists	15	14	22	2	53
Skilled worker	-	1	1	-	2
Unskilled worker	-	1	-	-	1
Semi Professional	-	-	2	-	2
White Collar	-	13	7	-	20
Petty Businessman	-	-	9	2	11
Government officer	-	-	1	-	1
Professional	-	-	2	-	2
Retired Person	-	3	3	2	8
Total	15	19	53	13	100

The data indicate that most of the respondents whose father are government officer, professional and semi-professional they have scored maximum level (100%) of mass media exposure .Among the petty businessman father most of the respondents have scored (81.8%) medium level of mass media exposure and more than one tenth of the respondents (18.1%) have scored high level of mass media exposure. Among the white collar respondents more than three fifth of the respondents (65%) have scored medium level of mass media exposure and more than one third of the respondents (35%) have scored high level of mass media exposure. Among the skilled worker each half of the respondents (50%) have scored low and medium level

of mass media exposure and among skilled worker scored low level of mass media exposure. Among the retired father, each more than one third of the respondents (37.5%) have scored low and medium level of mass media exposure and one fourth of the respondents (25%) have scored high level of mass media exposure. Among the agriculturist father most of the respondents (41.5%) have scored medium level of mass media exposure, while each more than one fourth of the respondents (26.4%) have scored nil and low level of mass media exposure, only a few (3.7%) have scored high level of modernity. Thus, it suggests that there is a positive relationship between the father's occupation and level of mass media exposure.

From the above data it was observed that most of the level of mass media exposure is perpetuated at the medium level only as among the government officer (100%), professional (100%), semi-professionals (100%), agriculturists (41.4%), white collar (65%) and petty businessman (81.8%). However, each more than one third of the respondents whose father are retired have low and medium level of modernity. There are other factors which restrained an individual to lift up to the level of mass media exposure. Besides, occupation of father there are others more factors to investigate further.

Father's Occupation and Modernity

In order to analyze the relationship between occupation and modernity, the respondent's father occupation is categorized into four categories: (i) Agriculturists/skilled worker/unskilled worker; (ii) Semi Professional/White Collar/Petty Businessman; (iii) Government officer/Professional Retired Person; (iv) Agriculturists/skilled worker/unskilled worker; and the level of modernity is categorized into six categories: (i) Nil (ii) Very Low (iii) Low (iv) Average (v) High (vi) Very. The distribution of the respondents is shown in the table no. 10

Table No. 10: Father's Occupation and Modernity

R's Occupation	Level of Modernity						Total
	Nil	Very Low	Low	Average	High	Very High	
Agriculturists	-	15	16	20	2	-	53
Skilled worker	-	-	1	1	-	-	2
Unskilled worker	-	-	1	-	-	-	1
White Collar	-	-	3	15	2	-	20
Petty Businessman	-	-	2	8	1	-	11
Government officer	-	-	-	1	-	-	1
Professional	-	-	-	2	-	-	2
Retired person	-	-	3	3	2	-	8
Total	-	15	26	52	7	-	100

The data indicate that most of the respondents whose father are government officer, professional and semi-professional they have scored maximum level (100%) high modernity. Most of the respondents (75%) whose father are white collar have scored medium level of modernity, more than one tenth of the respondents (15%) have scored low level of modernity and one tenth of the respondents (10%) have scored high level of modernity. Most of respondents whose father are petty businessman (72.7%) have scored medium level of modernity, near about one fifth of the respondents (18.1%) have scored low level of modernity and less than one tenth of respondents (9.1%) have scored high level of modernity. Most of the respondents whose

father is skilled worker each half of the respondents (50%) have scored low and medium level of modernity. Among the respondents whose father is agriculturists, each more than one third of the respondents (37.7%) have scored average level of modernity, more than one fourth of the respondents (30.1%) have scored low level of modernity, more than one fifth of the respondents (28.3%) have scored very low level of modernity. among the retired father more than one third of the respondents (37.5%) have scored low and average level of modernity and one fourth of the respondents (25%) have scored high level of modernity.

Thus, it suggests that most of the respondents have perpetuated at the average level of modernity only, as among the agriculturists (37.7%), White Collar (75%), Petty Businessman (72.7%), Government officer (100%), Professional (100%), Semi Professional (100%) and Skilled Worker (50%) have scored average level of modernity. only a little of the respondents (3.7%) among the agriculturist father, one tenth of the respondents (10%) among the white collar father less than one tenth of the respondents (9.1%) among the Petty Businessman father and one fourth of the respondents (25%) among the retired father, have scored high level of modernity. however, no respondents have able to reach to the level of very high modernity level. It indicates that most of the respondents have restricted to medium level of modernity, it seems there are other factors which have restricted to raise the level of modernity which require further investigation.

Sex and Mass Media Exposure

In order to analyses the relationship between sex r and the level of mass media exposure, the gender is categorized into two categories: (i) Male; (ii) Female; and the mass media exposure has been categorized into four categories: i) Nill (ii) Low (iii) Medium (iv) High. The distribution of the respondents is shown in the table no. 11.

Table No 11: Sex and Mass Media Exposure

Sex	Level of Mass Media Exposure				Total
	Nill	Low	Medium	High	
Male	7	8	29	6	50
Female	8	11	24	7	50
Total	15	19	53	13	100

The data reveals that among the male respondents majority of the respondents (54%) have scored medium level of mass media exposure, near to one fifth of the respondents have scored low level of mass media exposure, more than one tenth of the respondents (14%) have scored zero level of mass media exposure. Among female respondents majority of the respondents (52%) have scored medium level of mass media exposure, more than one fifth of the respondents (22%) have scored low level of mass media exposure, then, near to one fifth of the respondents have scored zero level of mass media exposure and more than one tenth of the respondents (14%) have scored high level of mass media exposure. Thus, it seems that majority of the respondents whether male or female have scored medium level of exposure. Only a few have scored high level of mass media exposure (male 12%, female 14%), there is no any discrimination found in the distribution of mass media exposure of the respondents. But, most of the respondents have perpetuated at the medium

level of mass media exposure only, as among male (54%) and female (52%). In this situation it needs further investigation.

Sex and Modernity

In order to analyses the relationship between sex and the level of modernity, the gender is categorized into two categories: (i) Male; (ii) Female; and the modernity has been categorized into six categories: (i) Nill (ii) Very Low (iii) Low. (iv) Average (v) High (vi) Very. The distribution of the respondents is shown in the table no. 12

Table No. 12: Sex and Modernity

Sex	Level of Modernity						Total
	Nill	Very Low	Low	Medium	High	Very High	
Male	-	7	14	25	4	-	50
Female	-	8	12	27	3	-	50
Total	-	15	26	52	7	-	100

The data reveal that among the male respondents majority of the respondents (50%) have scored medium level of mass media exposure, more than one fourth of the respondents (28%) have scored low level of mass media exposure, and more than one tenth of the respondents (14%) have scored very low level of mass media exposure and a few (8%) of the respondents have scored high level of modernity. Among female respondents majority of the respondents (54%) have scored medium level of mass media exposure, more than one fifth of the respondents (24%) have scored low level of mass media exposure, then, near to one fifth of the respondents (16%) have scored very low level of mass media exposure and a few (6%) of the respondents have scored high level of modernity. Thus, it seems that majority of the respondents whether male or female have scored medium level of exposure. Only a few have scored high level of mass media exposure (male 8%, female 6%), there is no any discrimination found in the distribution of mass media exposure of the respondents. But, most of the respondents have perpetuated at the medium level of mass media exposure only, as among male (50%) and female (54%). In this situation it needs further investigation.

The relationship between education, mass media communication and modernity may now be summarized. As far as the relationship between mass media communication and modernity is concerned there is a positive relationship at the medium level, more than half of the respondents (77%) have who have high mass media exposure scored average level of modernity, while more than three fifth of the respondents (75.5%) who have medium level of mass media exposure scored average level of modernity. As far as relationship between education and mass media exposure is concerned more than half of the illiterate respondents do not have any mass media exposure, while the rest of the respondents have only low level of mass media exposure. In case of high educated respondents (Post-Graduate) majority of the respondents have high level of mass media exposure. In the modernity level also most of the respondents have perpetuated at the medium level of modernity as among the primary, secondary and graduate level of education. As far as relationship between occupation of respondents and mass media exposure is concerned, most of the respondents have scored the medium level of mass media exposure as among the student, unskilled worker, white collar, petty businessman and government officer (74%, 50%, 70%, 57.1% and 100% respectively). Among students, only less than one fifth of the respondents (18.5%), among white collar little more than one tenth of respondents (16.7%) and among petty businessman a little more than one tenth of the respondents (14.3%) have scored high level of

mass media exposure. However, the professional respondents have high level of mass media exposure. There is a positive relationship between occupation of respondents and modernity level as most of the respondents have perpetuated at the average level of modernity as among the student (74.1%), petty businessman (71.4%), professional (50%), skilled worker (50%) and unskilled worker (50%). Only a few of students (7.4%), white collar (6.7%) have scored high level of modernity but among the government officer more than half of respondents (66.7%) and among professionals half of respondents (50%) have scored high level of modernity but it is not the sole factor which could bring the all around modernity of an individual as none of the respondents have reached to the very high level of modernity which required further investigation.

As far as occupation of father and level of mass media exposure of individual is concerned, there is a positive relationship between father's education and the level of mass media exposure as among the illiterate father, only a few respondents could have reach to the medium level only of mass media exposure, whereas, among the respondents whose father is a post-graduation have not scored below medium level of mass media exposure. It has also indicates that there is positive relationship between father's occupation and modernity level of respondents most of the level of mass media exposure is perpetuated at the medium level only as among the government officer (100%), professional (100%), semi-professionals (100%), agriculturists (41.4%), white collar (65%) and petty businessman (81.8%). But most of the respondents have perpetuated at the medium level of modernity as among the respondents whose father have primary, secondary and graduation and post-graduate level of education. As far as relationship between sex and mass media exposure and the relationship between sex and modernity is concerned, majority of the respondents whether male or female have scored medium level of exposure. Only a few have scored high level of mass media exposure there is no any discrimination found in the distribution of mass media exposure of the respondents. But, most of the respondents have perpetuated at the medium level of mass media exposure only. Although there seems to be a positive relationship between education, mass media communication and modernity, but modernity perpetuate more at the medium level. The others factors like level of education, father's education, occupation, and father's occupation have significance on the level of modernity of a person. However, it indicates that there are more others factors to be investigated. No doubt, education has always plays an important factor in not only in modernization but in the mass media exposure also however, it has shows its limitation also.

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