

## **PREFACE**

The mass media is playing a major role in bringing changes in the life style of the people in any society. Through communication people can establish social relationship, get knowledge and can improve their living condition. It is one of the means for development and change. It is seen that in our country till the middle part of the present century, the communication system particularly in the village areas had been very poor. As a result of it, the socio-cultural life of the village areas had been free from the influence of the outside culture. But in recent years, rapid expansion of communication media have greatly influenced the traditional culture of the villages and development of new communication technologies are giving new patterns of communication and culture and have great impact in changing the life style of not only urban people but also in rural masses. Among the popular communication media radio, television and film have a great role in changing the life style of people. The development of new communication technologies not only brings the society towards development but also helps in reviving old and out of practice customs and traditions and along with the modern media, traditional media have also been serving the society as indigenous channels of interpersonal, inter-group and inter- village communication, as traditional media are close to the hearts and minds of the people.

Due to the settlement in isolated groups in rural areas particularly those settled in Assam, the customs and traditions of Manipuri community are found to be bounded by a strong and comparatively conservative instinct that passes through generation to generation. In recent times, flexibility in such social rigidity has been observed which may be contributed due to the modern communication system and flow of information. Therefore, it is needful to study the present communication system and pattern of socio-cultural changes taking place in Manipuri society and for this it is also required to understand the pattern of traditional as well as modern mass media in Manipuri society.

Although, various studies have been conducted in this field, there is lack of empirical study concerning particularly the pattern of rural communication system

and socio-cultural changes in Manipuri society. Therefore, in this study an attempt has been made to carry out a comparative study on village communication system in two distinct Manipuri villages: one traditional village named “Jarultola” which is located under Dholai Constituency in the South at about 35 kms away from the district Head Quarter and one transitional village named “Chandpur” which is located under Sonai Constituency in the South-East at about 22 kms away of the District Head Quarter, Silchar.

The thesis comprises of nine chapters- Chapter-I: The Framework of the Study, Chapter-II: The Study Area, Chapter-III: Social Structure of Jarultola Village, Chapter-IV: Traditional Forms of Communication in Jarultola Village, Chapter-V: Modern Mass Media Exposure of the Respondents in Jarultola Village, Chapter-VI: Social Structure of Chandpur Village, Chapter-VII :Traditional Forms of Communication in Chandpur Village, Chapter-VIII: Modern Mass Media Exposure of the Respondents in Chandpur Village , Chapter-IX: Social Structure, Village Communication System and Patterns of Changes in the Village.

The First Chapter: The Framework of the Study is concerned with statement of the problem, review of literature, objective of the study, methodology, technique of data collection and variable of the study which consists of social background, traditional mass media and modern mass media.

In the Second Chapter: the Study area, it is discussed with the profile of the region, of the district and of the two villages.

In the Third Chapter: Social Structure of Jarultola Village, it is concerned with social background and living standard of the respondents and people of Jarultola village.

The Fourth Chapter: Traditional Forms of Communication in Jarultola Village is concerned with the traditional Manipuri/Meitei customs and rituals which is practicing presently in Jarultola village.

In the Fifth Chapter: Modern Mass Media Exposure of the Respondents in Jarultola Village, it is concerned with the mode of using modern mass media by the villagers of Jarultola village.

The Fifth Chapter: Social Structure of Chandpur Village is concerned with social background and living standard of the respondents and people of Chandpur village.

In the Six Chapter: Traditional Forms of Communication in Chandpur Village, it is concerned with the traditional Manipuri/Meitei customs and rituals which is practicing presently in Chandpur village.

The Seventh Chapter: Modern Mass Media Exposure of the Respondents in Chandpur Village is concerned with the mode of using modern mass media by the villagers of Chandpur village.

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Finally, the last Chapter: Social Structure, Village Communication System and Patterns of Changes in the Village is discussed with comparison of the two villages and the social changes occurred in these villages.

Place: Assam University

Date: .....

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