

Mass Media and Tribal Life: A Study in Visakha Agency Area of Andhra Pradesh

V.Subramanyam* and K.R. Rama Mohan

*Department of Anthropology, Andhra University, Visakhapatnam 530 003,
Andhra Pradesh, India*

**E-mail: vsubramanyam23@rediffmail.com*

KEYWORDS Mass Media. Communication System. Tribal Life. Tribal Development. Visakha Agency Area

ABSTRACT Communication become part of the life of mankind and a day passes without it. Through communication people can establish social relationship get knowledge and improve their living conditions. It is one of the means for development and change. The media brings the people together and helping for the globalization process in the modern scientific era. All of the problems of the world are communication problems and all the problems in this world can be solved by more and better communication. Similarly most of the tribal problems can be solved with appropriate and effective mode of communication. Transport communication and mass media brings the isolated tribal communities into the limelight and integrates them into the main stream. The present paper presents the cultural background of tribes, communication system in tribal habitats, tribal's problems and their exposure to mass media in five tribal settlements of Visakha agency area. It highlights the role of mass media in tribal development and change.