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Global Visibility of Santhal Tribal Knowledge: The Mediating Role of Media

ORIGINAL ARTICLE



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Abstract

Incorporating indigenous knowledge into global knowledge networks has become increasingly popular in the context of sustainable development and cultural preservation. This study focuses at how the media presents the Santhal tribe's traditional knowledge systems and their potential contributions to global knowledge frameworks. The study highlights how the rich heritage of the Santhal community which includes agricultural techniques, ecological knowledge, artisanal skills, and folklore offers crucial insights for addressing global concerns. Understand social justice and environmental preservation. It accomplishes this by utilizing secondary data from scholarly works, news articles, and cultural studies. The media, as a potent communication instrument, may aid in bridging the gap between global viewers and regional traditions. The study examines how well traditional and digital media

outlets have documented and disseminated Santhal cultural information. Additionally discussed are the challenges of cultural appropriation, commodification, and deception that may arise throughout the process. The findings emphasize the need for collaboration between media professionals, academics, and Santhal community leaders to ensure authentic and respectful representation. By showcasing Santhal expertise internationally, the media may have an important effect in preserving the tribe's traditional identity as well as fostering intercultural dialogue and innovation. The study concludes with recommendations for employing media strategies to enhance the exposure and integration of Santhal knowledge in global knowledge networks, promoting mutual learning and cultural sustainability.

Key Words

Santhal Tribe, Global Knowledge Networks, Indigenous Knowledge, Media Representation, Cultural Sustainability.

Introduction

The Santhal tribe, one of the largest indigenous communities in India, possesses a richness of traditional knowledge that encompasses cultural expressions, ecological awareness, folklore, and sustainable farming practices. This unique knowledge system was developed over many centuries and is relevant to local communities as well as global challenges, such as environmental sustainability and Indigenous knowledge cultural preservation. However, Santhal tribal knowledge has not been widely acknowledged or properly integrated

into wider knowledge networks because of socioeconomic challenges, lack of representation, and geographic isolation.

Traditional and digital media can be a transformative tool in bridging this divide by amplifying the voices of indigenous populations, such as the Santhals. Through regional storytelling platforms and global forums, the media may capture, conserve, and disseminate the tribal group's knowledge, creating opportunities for global recognition and collaboration. Digital channels in particular have totally changed the approach, enabling the Santhals to rapidly share their knowledge across geographical boundaries.

Santhal tribal wisdom must be integrated into worldwide discourse in order to foster intercultural understanding and address important global issues like climate change and biodiversity conservation. Media campaigns, documentaries, and social media initiatives can ensure that the Santhal community's traditions are respected, upheld, and utilized by bringing them in contact with academics, policymakers, and foreigners.

This study focuses at the way the media can help spread Santhal tribal knowledge in global knowledge networks. It examines the strategies and challenges employed, emphasizing the significance of moral storytelling and fair representation. The Santhal tribe may share their invaluable knowledge with the world while preserving their traditional identity by using media to become active participants in globalization rather than passive recipients.

Indigenous (Tribal) Knowledge's Features

Indigenous knowledge is oral, non-formal knowledge that is usually unrecorded. Additionally, it is exclusive to a particular area and is hence locally bound. Lastly, it depends on the setting and culture. Its nature is holistic, and it directly affects the lives and livelihood of many people worldwide. It is dynamic and adaptive rather than static, changing with society's social, economic, cultural, and other changes. The community has control over and is a part of the knowledge.

Research Objectives

1. To examine how the media records and shares Santhal tribal knowledge.
2. To assess how the media affects the incorporation of Santhal tribal knowledge into international knowledge networks.
3. To determine ways to improve the media's ability to spread Santhal tribal knowledge around the world.

Research Methodology

The study is based on descriptive research design by using in-depth analysis of the existing literature and available documents. The research is done by the secondary sources of data includes books, news reports, journals, articles published from time to time, newspaper coverage, reportage, archives of Government records, unpublished papers, media and any insightful thoughts expressed by any individual working on this related research. The study has relied on various information and data collected through Internet sources.

Source of Data

Secondary Data: Books, Journals, Research Paper, Internet

Literature Review

Marine Carrin "Santal indigenous knowledge, cultural heritage, and the politics of representation" (2022) The elevation of the environment through pilgrimages and ceremonial commemorations, which provides the subaltern groups some public visibility, requires the emancipation of previously hidden identities. Indigenous knowledge, which combines ceremonial innovations with many scriptures, provides a novel approach to

thinking about memory loss and dispossession. Additionally, it is a tool for a common Santal identity and politics of representation.

Marine Carrin “Indigenous Learning in Tribal Communities: The Santals of South Asia” (2020) Through the example of the Santals, this chapter examines the indigenous knowledge, cultural practices, and transmission of tribal people as a comprehensive system that is rooted in a particular place and activates several levels of awareness. Themes that illustrate features of learning in relation to the indigenous knowledge system include learning traditional knowledge, or “bidia,” identity formation in relation to literacy, children’s culture, ancestral knowledge, everyday learning and intuition, and mother language and identity. The interaction and evolution of political and cultural identity and rights over time, as well as their relationship to the state’s modernization and the formal education system, are all covered.

Laxmiram Gope, Santosh Kumar Behera, Rajashri Roy “Identification of Indigenous Knowledge Components for Sustainable Development among the Santhal Community” (2017) The purpose of the study is to understand how the Santhal community uses indigenous methods for sustainable development. The researchers conducted a thorough literature search and field survey in order to achieve the goals. It was noted throughout the survey that the Santhal group follows a number of customs. These include customary methods of childrearing, farming, housing, water conservation, animal husbandry, fishing, managing forest resources, and traditional health care. According to this study, these practices are highly relevant for attaining sustainability in the social, economic, and environmental domains.

Dr. Nikhilesh Dhar “Traditional Knowledge and Cultural Identity of Different Tribal Communities of Eastern India : A Study” (2018) Due to the globalized world of the twenty-first century, the indigenous knowledge of the numerous tribal communities in Eastern India that the locals have preserved has either been limited to a small population in this region or allowed to decay over time. This historical knowledge must be preserved in order to guarantee that it is transmitted to future generations. By preserving and documenting six indigenous knowledge systems, the area’s hidden treasures such as household, religious, and healing rituals that the outside world is ignorant of will be protected and made visible. Information specialists may also be very helpful in preserving and documenting the indigenous knowledge of the Eastern Indian states if they are equipped with the appropriate tools for tribal culture preservation and dissemination.

Malvika Gupta & Felix Padel “Indigenous Knowledge and Value Systems in India: Holistic Analysis of Tribal Education and the Challenge of Decentralising Control” (2019) The study offers a thorough analysis of the issue and shows that the value systems and knowledge embedded in long-term sustainable lifestyles are in danger of going extinct.

Mrinal Debnath “Reclaiming Indigenous voice and knowledge in the era of (re) colonization, insights from a rural Indigenous Santal community” (2023) The study looks at how a number of disputed areas of the internationally recognized state, which are represented in Western culture, maintain colonial legacies, repress indigenous knowledge, disregard ecological conscience, and engage in actions that are harmful to both human and environmental well-being. These controversial places are the product of ongoing imperialist-colonialist policies and practices that have been imposed on indigenous peoples in the name of development, progress, and homogenization. It will be beneficial to have a more comprehensive understanding of these issues based on an indigenous rural context in Bangladesh in order to develop appropriate education policies, pedagogy, and practices that address, educate, and enlighten the world about the colonialist-capitalist agenda of exploitation and eradication of the indigenous way of life. More specifically, this study examines the possibility of an ecologically, economically, and culturally sustainable world. In order to alter unfavorable opinions about indigenous culture and the environment, it also offers concepts and ideas for sustainable education policies and practices for various stakeholders.

Dr. Krupasindh Nayak, Debaki Naik “Indigenous knowledge and health care practices among the santal communities: A case study of Mayurbhanj district of Odisha” (2017) The paper highlights the study into

the Santal people's traditional medical expertise in the Mayurbhanj region of Odisha. This paper presents the results of an investigation into different indigenous methods of disease diagnosis and treatment, the identification of specific plants used in medicine and disease cure, and the documentation of their understanding of illness and disease through probing through their disease classification system. The study also aims to determine the general health status of the Santal tribal people in Odisha.

Findings and Discussions

- According to the study, the media is essential for recording and sharing Santhal tribal knowledge because it preserves oral traditions, highlights cultural customs, and increases public awareness of their problems. However, the successful portrayal and promotion of their rich legacy are hampered by restricted access to technology and a lack of focused media initiatives.
- The study found that the media plays a crucial role in integrating Santhal tribal knowledge into global networks by disseminating their cultural practices, traditional knowledge, and environmental observations. However, linguistic barriers and limited access to digital media prevent full integration, necessitating the use of localized content and capacity-building initiatives.
- The study highlights the potential for the global dissemination of Santhal tribal knowledge through the use of multilingual digital platforms, traditional Santhal art forms, and localized storytelling. Partnerships with international media sources, targeted social media initiatives, and collaborative efforts with cultural ambassadors were identified as key strategies for boosting media efficacy in this endeavour.

Conclusion

The study highlights how crucial it is for the media to document and disseminate Santhal tribal material in order to protect their cultural identity and broaden its global audience. Promoting intercultural communication, recognizing indigenous knowledge, and integrating Santhal knowledge into global networks have all been greatly aided by media initiatives. However, problems including limited finances, inadequate representation, and a lack of internet access prevent it from reaching its full potential. The report emphasizes how crucial it is to put strategic measures like collaborations, digital platforms, and capacity-building initiatives into place in order to increase the effectiveness of media. By connecting local stories with audiences worldwide, the media can be a transformative tool in bringing Santhal traditional knowledge to the global arena.

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