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Q5(b)

Ethnic media and social awareness

UPSC Civil Services Mains 2021 · Anthropology GS 2 · 10 marks · Indigenous and exogenous processes of socio-cultural change in Indian society

5.3 Indigenous and exogenous processes of socio-cultural change in Indian society: Sanskritization, Westernization, Modernization; Inter-play of little and great traditions; Panchayati Raj and social change; Media and Social change.

Core demand of the question

- Write a note on ethnic media and social awareness
- Keep the note to a 10-mark length of about 150 words

Revision summary

Ethnic media speak a community's language about its honour and rights.

They carry FRA, reservation, and land news that national media skip.

Church and language print historically built Naga and other publics.

They can also harden exclusionary rumours.

Article 29 is the cultural-legal space they occupy.

Introduction

Ethnic media are newspapers, radio, and digital channels that speak in a community's language and about its honour. They raise social awareness, and they can also harden a closed ethnic public.

Body**What they do**

- Tribal and regional papers, **community radio**, and church newsletters carry land, language, and job news that national Hindi or English media skip.
- Script and song on FM and phones teach literacy and a named history, a path already seen in **Naga** and Mizo **church print**.
- **Awareness here means rights knowledge: FRA**, reservation, and atrocity law travel faster when explained in the home tongue.

Politics of the message

- Ethnic media can support constitutional claims, as language papers did after **States Reorganisation**.
- They can also spread sons-of-the-soil exclusion and rumour. Awareness is not automatically civic.
- **Article 29** protects the right to conserve language and culture, which is the legal room in which ethnic media sit.

Limit

- Ownership and literacy still skew to an ethnic middle class. The landless may hear the radio and still miss the form-filling.

Flow diagram

Ethnic media -> Rights language literacy

Ethnic media -> Closed ethnic public

Article 29 -> Ethnic media

Conclusion

Ethnic media make a community visible to itself and to the state. They raise rights awareness when they teach law; they raise walls when they teach only blood.

Facts & figures

Community radio

Local-language broadcast used for health, school, and land awareness in tribal belts.

Article 29

Right to conserve distinct language, script, and culture.

Church print

Mission newspapers and Bibles that created literate ethnic publics in the North-East.

FRA messaging

Rights information that only works when translated into the home tongue and village meeting.