

## Urbanisation, Media and Societies at Fringes

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After independence of India, Adivasi/Tribal societies in general and those who are in Jharkhand in central India have witnessed large scale changes. Adivasi societies have no longer been left on self-reliance and even their economic patterns have changed. Many factors like industrialization, education, occupation, urbanization, displacement and government social welfare policies, all these considerably changed the Adivasi life. The cultural and social lives of Adivasis are changing too. This in turn affected the means and the nature of social communication of many of these socialites in many locations. The introduction of new technologies of communication medium started to replace the old mode of communication. Television, radio, satellite TV channels, CDs, mobile phone and the internet have been not only changing the medium of information but also limiting the social mobility and inter-connection within societies. This paper will examine how the process of urbanization and introduction of different media technology in the Adivasi village situated at fringe of Ranchi city, going under several changes. The area is predominantly habitation of Oraon Adivasi. This Adivasis' had their own social and communication system which is changing under various facets. This study maps these changes in understanding how these changes are the product of the new urban scenario in which these societies found themselves in. Mapping the changing nature of communication in the Adivasi society is the main objective of this study. In this study, a survey has been conducted and an unstructured interview has been performed in the area of Ranchi which is Adivasi populated area. Focus group discussion (FGD) was also conducted based on availability of members. A Qualitative approach for analysing the interview data has also been adopted. This study locates the media ecology of a society and the way it is changing by the new technological medium and urbanisation. Changing media ecology from traditional pattern to contemporary medium is changing their culture, social structure and economical pattern and life-style of the society.

**Keywords** *Urbanisation, Media Ecology, Adivasis/Tribal, Cultural Change*

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