

## CULTURE AND MEDIA: PRESERVE OR PERISH

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*Every culture is unique in its nature and features. People believe that there is change in society due to cultural exchange. Though our country Bharat (India) is very rich in its traditional culture but it is seen that the change is coming, intruding and diluting it. This study has tried to find answers to the questions like who/what is responsible for this change, does this change positive or negative, can acculturated media be held responsible for such changes in the society. It focuses on how cultural communication affects the rural life of tribal community in south western regions of the state Odisha. The communication effect is studied through participatory observation, mostly the action, attitude, and behavior of the tribes to understand how enculturation too change and shape the environment. The research reveals that the change is good but it is not always good. The communication prevails in this area is diffused many folds into to accept innovations through traditional and nontraditional media in their various forms. The acceptance of new way of life put the people of tribal village in dilemma: whether to go with the new things or to retain and preserve the old one to maintain the rich cultural value to make everyone feel proud of being traditional Bharatiya (Indian).*

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