Role of Media in Highlighting Cultural Heritage: A Systematic Review

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Abstract: *In this study, the awareness of youth in Agartala city, Tripura state, was analysed. The study was based on the correlation between media and cultural heritage and deals with questions like how media creates and makes people aware of local culture and cultural heritage. Today, the Media, especially new media is the most convenient form of large-scale communication and has become an important device for information transfer. The study mainly pointed out the social transformation and changes due to some of the symbols like attitude, belief, and social values. The present study was systematic review based research work. The study was conducted in two stages. First of all, the cultural heritage and its level of awareness scale among youth. The study was conducted among the youth of the city. In this part, face-to-face interactions were done, and the researcher has used the survey through questionnaires. The second stage was discussion-based, and the focus group methods were considered to understand the impact of media. The discussion group sessions fixated on youth and objective were mainly to improve the worldview and awareness of cultural heritage due to new media influences. Based on the data received in the survey and focus group discussion, the results of this study were presented and suggestions were made to solve problems in order to raise awareness.*

Keywords: Media, Cultural Heritage, Youth, Agartala, Cultural Unity.

1. INTRODUCTION:

Media means innovation, which a group of viewers should turn to. This is the main method of comparison that affects the vast majority of the population. The most well-known stages of complex communication are daily media networks in all forms newspapers to digital. In general, the population mainly depends on relies on broad communication to provide information on socio-political issues, proposals and current events in new culture. Extended communication has evolved significantly over time (Bedate,Herrero,Ángel; 2004). The population has long depended on writers and novelists to provide them with the latest news on current events from nearby daily newspapers. Hundreds of years later, in the 90s of the 19th century, radio innovations appeared in the 19th century. The radio will soon replace the newspaper as the most convenient access point for large-scale communications. Families gathered around the radio and listened to their favorite radio stations to hear the latest news on legislative issues, social issues and entertainment. Furthermore, the development of different types of media, such as television and radio, was at its peak to appeal to a wide range of the population. Traditionally, the media played a very important role in the development of society's structure by raising awareness about culture and heritage (Allaire,Firsirotu1984). Today, the Internet is the most convenient form of large-scale communication and has become an important device for information transfer. Culture is a symbol of communication. Some of the symbols are attitude, belief, and social values. The meaning of symbols not likes before as now it is assimilated with many other factors of the society and consciously perpetuated by institutions. Culture is actually an outcome of what people learn from society and transfer to future generations. Culture is actually a style of life and people's behaviour, their values, and their beliefs, which people accept without any sort of hegemony and pass on from generation to generation (Jokilehto;2005) . The culture is also something that the majority of people use and have strong faith in. Culture is the collective programming of the mind that separates members of one group or group of people from another. Culture is a collective association of many related factors that gives a conceptual framework to many beliefs and traditions. Media comes from the word "medium", which means the medium through which one person's message is transmitted to another person or group. Today, we have mass media, and they are very effective in spreading information among the masses and spreading multiculturalism among people (Alzahrani;2013). This research

focuses on how this spread is changing cultural customs and the influence of the media on changing people's culture and mentality in order to adopt another culture. The research focuses on the role of mass media in the development of cultural heritage.

2. Media as Catalyst to Promote Cultural Exchange:

These are some cases related to lifestyle of East and Western part of the world. There many media channels which are using information and knowledge to influence the lifestyle of different part of world community and try to connect them. In this sense, media information education (MIL) is becoming vital to popularize our ancient customs, cultures and cultural heritage in the area. India's Independence Day should include an understanding of what MIL is and how it can serve as an impetus to promote culture and traditions in the surrounding area. India is unique in its lifestyle, which dates back almost 5,000 years and is the most recognized civilization in the world. Today, India, with a population of over 1.2 billion people, has a different social heritage and has had an incredible impact on the world through Indian religions, customs, logic, and narrow customs. For example, pan-Indian saris have spread all over the world, and the Bindi in the temple is gradually catching up in the West. About 25 years before the founding of the World Wide Web. The simplicity of the data applies to all ages. Although this mess of expressions and storylines is fascinating, people from different countries are learning about their lifestyles and should rejoice in their important agreements. Each of India's 29 states has its own dialect, religion, movement, music, technology, food, and traditions that vary from one place in the country to another. Each component has its own impact, so using multimedia becomes a unique key (Singh,Raut;2020).

The mass media certainly have a contribution to the development and awakening of the minds and hearts of the population, contributing to the dissemination of knowledge and education for the information-based development of society. In general, there is a very close association between culture and the media, and the media always plays a role in cultural transformation. For example, representatives of the Purulia tribe in the West Bengal region of the eastern part of the Indian subcontinent have a rich heritage in the fields of folk movement, dramatisation, and music. This helps to strengthen the sense of belonging to the group. It is also a remarkable fact that entertaining media like films, TV, and radio programmes are very powerful tools for influencing culture. The attentive gaze of the TV allows people to travel around the country regularly, visiting the most remote cities and identifying traditional customs and festivals, presenting them to everyone in an exciting and innovative way. The influence of American reality shows on the Indian television industry and the exchange of broadcasts through channels such as Zindagi Live also contribute to cultural exchange with these media. The agreement between India and China to co-produce several films for cultural exchange purposes is a big step not only for good relations but also for cultural exchanges. Promoting individuals as representatives of a social brand, empowering them through local media, and improving media technologies that enhance social relevance and promote social aspirations that are not respected by society can also contribute to the preservation and popularization of culture.

Cultural Heritage and Media Platforms –Correlations:

Cultural heritage is an important part of our society and reflects our common history, values, and traditions. In the digital age, mass media play a key role in preserving and popularising cultural heritage. Let's emphasise the importance of the media in this regard. Firstly, media platforms are working on the social awareness of on safeguarding of cultural heritage. Media products and online information, programs films and cinema allows us to understand the culture and its core values. The understanding on the customs is very crucial for future generations. In addition, media platforms provide marginalised communities with a platform to restore and celebrate their cultural heritage. In many cases, cultural traditions and customs are ignored or marginalized. Through the media, these communities can share their stories, challenge stereotypes, and strengthen their cultural identity. This empowerment plays a key role in preserving and reviving endangered cultural traditions and ensuring their preservation for future generations.
The cultural heritage of a nation is the identity of a country, reflecting, among other things, its way of life, traditions, customs and religious values. As a rule, Nations inherit their way of life from their history and ancestors. This legacy can be tangible or intangible (Patru-Stupariu, 2019). Basically, heritage refers to natural objects, including monuments, historic buildings, landscape monuments, etc., while traditional festivals, dance traditions, and music of the national language belong to the category of intangible heritage. Consequently, all psychological and belief-system-related resources also belong to the category of cultural heritage. When people combine this with archaeology, it simply means the study of the historical resources of antiquity. According to the International Heritage Societies, historical resources can be divided into three sections: archaeological sites, urban historic architecture, and historical monuments. The remains of ancient or modern history are studied from a scientific point of view, and some are kept in museums. These are actually considered national assets, which will be further passed on to the next generation for their knowledge and

awareness about their culture and traditions. This is very crucial, as the future generation must have an understanding of their past and origins.

2. RESEARCH OBJECTIVES:
- To understand the need for the media to connect different cultures.
- To assess the role of mass media in the development of cultural unity.

3. RESEARCH METHODS:
The research methods used for the study were systematic review in nature, and a descriptive approach was used to determine the awareness of the students in Agartala city, Tripura. The survey tools were used for face-to-face interaction. Respondents were mainly the youth of 25-30 years of age were taken into consideration. In the second stage, the focus group discussion was also taken into consideration on the topic of media and cultural awareness. In the focus group discussion, the report of the Ministry of Tourism and the Directorate of Culture and Tourism was taken, which indicated handicrafts, local dishes, cultural and art activities and festivals, minstrels and the culture of the northeast, folk songs, and folk dances. The total number of respondents taken for the research work was 70, and the questionnaires of 12 questions were developed by the researcher to understand the level of awareness about cultural heritage. Figure 1 indicates that the questions were based on the same parameters, which were also later discussed in the focus group discussion. The percentage of respondents was almost 8.5 who supported the idea the idea that the people knew that almost all the people in society are not so aware of their cultural heritage, and media is playing a very crucial role through media shows and serials in cultural awareness.

Table1: Demographic Classification of Samples:

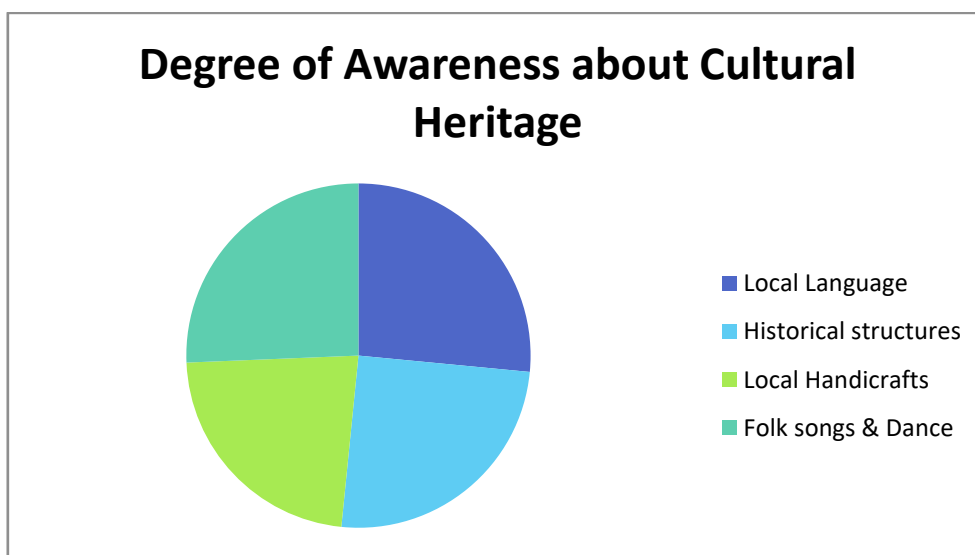| Variance	Groups	Percentage
Gender	Male -45	64.2%
	Female- 25	35.8%
Age	25-28 years- 50	71.4%
	29-30 Years -20	28.6%
Education	42- Bachelor	60%
	28- Masters	40%
Media literacy	All 100%	100%
From Agartala (Hometown)	All 100%	100%

Figure1: Degree of Awareness on Cultural Heritage

4. ANALYSIS AND DISCUSSION:

According to the concern survey, the respondents were clearly indicated that the awareness about the cultural Heritage is regarded as not very high but today's media is playing an effective role in maintaining the awareness. In the research study the level of cultural heritage awareness were based on the following parameters like-

- Knowledge about traditional approaches
- Local Language
- Historical structures
- Local Handicrafts
- Folk songs
- Folk dances

Table 2: Focus Group Discussion and Awareness Degree

Cultural Heritage	Understanding	Social Awareness	Historical awareness	Awareness Degree
Knowledge about traditional approaches	3	3	1	Medium
L2Local Language	4	4	1	Medium
Historical structures	2	2	1	Low
Local Handicrafts	2	3	1	Low
Folk songs	2	2	1	Low
Folk dances	2	1	1	Low
General Status	**2**	**2**	**1**	**Medium**

The discussion among the focus group respondent's views on cultural awareness was summarised in Table 2, as the value and score indicate that the people, especially the youth, are not so aware of the factors given in the table. The discussion was very constructive, and respondents used their different opinions and experiences to justify the role of media and modern media in the awareness parameters of cultural heritage. As indicated in the table, three major variables were considered, i.e., understanding. The overall analysis of variance states that the student's general awareness of cultural heritage is regarding as medium. In the focus group discussion, the total number of participants was 10 from the same group of samples. And they started the discussion on the given parameters and the media's influence in the present scenario. The discussion also mentioned that the media's importance for social awareness in present-day society and its significance in creating better understanding from a cultural perspective. The respondents came to the conclusion that media plays an important role in decision-making, influences behaviour change, and shapes public opinion, which is observable behaviour. A person who carefully monitors media consumption is not immune to the effects of the media. When information is exchanged between representatives of different cultures, different media have different audiences and impacts. According to Jenkins (2006), there is a definite shift in the creation and distribution of multimedia content. Respondents stated clearly that the current trend towards a culture of participation is very much due to the media's influence in sharing information and culture in communities. The media has given new importance to cultural exchange and communication. Louis Wright and Talcott Parsons "emphasised the importance of the media as an instrument of social awareness and control of cultural promotion." In fact, the media has a strong impact on people's lives. Afsane (2012) concludes that television stations are trying to change the lifestyle of society, as media certainly has an impact on the chaining trends and lifestyle of social elements.

5. CONCLUSION:

Culture, in the broadest sense of the word, is a developed behaviour; it is a set of educated and accumulated information that is transmitted in society or, moreover, is formed more quickly through social learning. Culture is a set of scientific achievements of a group of people that are considered a tradition of this people and are transmitted from one era to another. The findings of the study stated that the media not only emphasise culture and heritage in their true spirit but also shape and modify people's cultural beliefs. Today, people are adapting to cross-border cultures and different dialects. The advent of social media has made communication easier and more understandable. TV channels are presenting many drama shows to promote Indian culture and create awareness about its cultural heritage. The media is certainly sharing traditions and culture effectively and introducing the younger generation to their culture (Ojha, Singh, 2019).The research focused on the role of the media in protecting and presenting cultural heritage for cultural

development. The present study used a focus group discussion to understand the opinion of the youth generation on awareness about cultural heritage and the media's role. It represents the social facts and historical programmes that are transmitted from generation to generation to protect the culture and highlights the role of media in creating cultural unity in society. The study also concluded that media is a major factor in socio-cultural awareness. Therefore, the study clearly achieved the objectives and finally came to the inference that the media has a core responsibility to generate interest in cultural heritage and take responsibility for its protection.

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