



## Role of TV in forming Health Awareness among Tea Garden Communities in Charaideo Purbat Tea Estate: A Case Study

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### Introduction:

Electronic media plays a decisive responsibility in elevating health awareness among the tea communities in Assam by providing way in to information, education, and advocacy, ultimately endorsing optimistic health behaviors. It includes using television, radio, film projector, Sound system etc to publicize health messages, predominantly in a community where access to traditional health services may be limited.

Electronic media, especially television, radio, and film can effectively broadcast health information, such as prevention methods for common diseases, treatment options, and the latest research developments. Educational agenda tailored to the precise needs and language of the tea community can be created and aired to edify people on an assortment of health issues. This media can be used to launch embattled awareness campaigns to address specific health challenges faced by the tea community, like maternal health, child health, or lifestyle-related diseases. This media platforms can promote community rendezvous by enabling dialogue, feedback, and participation in health-related discussions. Electronic media especially TV can help overcome geographical and literacy obstruction, creating health information reachable to remote areas and individuals who may not be able to read or write. By providing information and endorsing positive health behaviors, electronic media can empower individuals to make informed choices about their health.

The history of tea communities of Charaideo Purbat Tea Estate, like many other tea gardens in Assam, emerged from the British colonial period, especially during the 1860s and 1890s. They were recruited from various tribal and caste groups in now Jharkhand, Odisha, Chhattisgarh, West Bengal, and Andhra Pradesh to work in the burgeoning tea plantations. This community, known as "tea garden community," is now a significant part of Assam's population and plays a vital role in tea production. As per the Census report 2011, the total population of these communities was around 65 Lakhs, which is almost 20% of the Assam's total population.

### Objective:

#### General Objective:

To investigate the role of TV in forming health awareness among tea communities.

#### Specific Objectives:

To evaluate the effective programs of TV in improving awareness about the health among tea communities.

#### Research question:

Whether TV is effective electronic media in health awareness among tea communities?

What are the effective TV programs for creating health awareness among tea communities?

### Frame works and methodology:

#### Area and population:

The study was done in the Chraideo Purbat Tea State, under Langibor Gaon Panchayat, under Nazira sub district, in Sivasagar district, Assam, India. The study was completed among tea communities belong to this tea garden. Nazira Subdivision has a population density of approximately 506.72 persons per square kilometer. Sivasagar District has a population density of 431.43 persons per square kilometer, with a rural population of 1,040,954 and an urban population of 110,096, as per census report of 2011. The Langibor Gaon Panchayat has the population around 10 thousand, where this tea estate is situated.

#### Methodology:

Descriptive survey method is used as primary method, and naturalistic observation method is used to get the effective result.

Data gathering tools:

Primary data collection tools:

1. Questionnaires for survey.
2. Observation.
3. Interview.

Secondary data analysis tools:

1. Internet: Online journals, books, reports, records, websites, etc.
2. Library study in various libraries of Government and tea companies.
3. Government and NGOs report.
4. Reports and programs records of the media houses.

Population and sample of the research:

Tea Workers, ex-tea workers, students, government employees and private employee in different field other than the tea garden, who were belong to tea communities in the Charaideo Purbat Tea Estate.

Targeted group: Total 200 samples were selected among tea communities, 50 samples were taken from Tea workers , 50 samples were taken from students, 50 samples were government and private employees other than tea garden workers and 50 samples were retired tea workers.

### Discussion:

#### 1. Influential Electronic Media in health awareness:

Media Consume	Number of Respondents	% of Respondents
TV	121	60.5
Radio	27	13.5
Film Projector	3	1.5
All of Above	49	24.5
None of Above	0	0
Total	200	100%

**Analysis:** The research area was concentrated among the tea communities, it was found out in during the survey that around 99% population engaged as tea labors, where only around 1% engaged in other fields(As govt. school teacher, 4<sup>th</sup> grade in government departments, nurse, shop keeper, Vegetable vendors, daily workers in construction, paddy culture etc.) Almost 99% are below poverty level, but due to surveillance, existence, and simultaneously for entertainment within able budget in the competitive environment, this community tried to arrange electronic media's sets including TV, Radio and film. Radio was the most trendy among these communities due to its accessible, reachable, suitable programs and could carry to their works place, like- tea gardens, paddy field, vegetables field, forest etc. till earliest decade, of 21<sup>th</sup> century. Still it is popular among the old generation of tea communities. Due to audio-visual and effective live programs, TV, took place among them as one of important e-media, they were able to arrange flake TV sets and link with free Direct to home, few populace arranged monthly paid Dish TV. But sometime it was discontinued due to their poor economic condition. Maximum population accepted TV as easier media in their learning process about critical human health. There is a culture among tea communities to view film together in a big field on the occasion of different Puja celebration and garden show in a regular interval, on the other hand VCR, CD etc were important e-media to view films as per own choice . They were able to learn about important issues, news, information, skills, methods, and approaches etc. related to health from all of above mentioned e-media.

#### 2. Expedient E-Media in Understanding the Critical and Technical Information in Relation to Health

Media	Number of Respondents	% of Respondents
TV	109	54.5
Radio	25	12.5
Film Projector	2	1.0
Sound System	1	0.5
None of Above	0	0.0
All of Above	63	31.5
Total	200	100%

**Analysis:** The tea communities had to maintain in updating the current news and information in relation to health to assimilate with the entire society or country being citizens and fraction. So, they use different electronic media to connect with the latest news, data, schemes, declaration, notices, planning, etc about health. The data shows that individually, TV was on top as convenient media. Due to advantages of new media(facebook, whatsapp, twitter, YouTube etc.), new generation carry mobile as portable media due to its multipurpose functions. Sometimes they used to listening radio, TV, portal programs in the mobile handset rather than the big size radio set. But, still, old generation use radio set as convenient media in getting all

kind of information and data. So, they carry radio to their work places. Even in the new media era, Film projector has great impact among tea communities. They spent money, saving from their daily salary to bring Film projector to enjoy films in a regular interval in a year in the name of different Puja and garden shows, they believe that they able to learn through this media more due to its convenient communication. Interestingly, sound system plays a vital role, still in the digital age due to their life style and culture. They use it for their frequent declaration about updated news, declarations, information, schemes, upcoming events, meetings etc. 31.5% population were considered the all mentioned above e-media as convenient media in the learning process about health.

### 3. Reasons of suitability of TV than other E-Media in Receiving Health Related Information:

Quality	Number of Respondents	% of Respondent
Audio-Visual	31	15.5
Varieties of program	29	14.5
Accessibility & Reachable	16	8
Nominal coast in subscribing	19	9.5
All of above	105	52.5
Total	200	100%

**Analysis:** It is out of capacity to use new media in this digital world being below poverty level, need an insupportable sum of money per day to subscribe new media. Print media - news paper, magazine etc. are ostensible, they can't make use of it due to illiteracy, where TV's channels or programs have titular shore in subscribing them or one time investment and easily can make understand the both literate and illiterate audiences throughout its audio and visual distinctiveness. So, having such kind of qualities and advantages, they preferred TV than other e-media.

### 4. Effective Programs of TV for Illiterate People in the Health Awareness:

Programs	Number of Respondents	% of Respondents
Interviews of Doctors and health workers	42	21
Debate and group discussion on health issues	22	11
Advertisement on health schemes and planning	40	20
News, Strike, agitation etc related to health sector	26	13
Film, Drama, etc related to health.	22	11
Health Education, skill development program etc. on health	48	24

**Analysis:** Being illiterate, most of them have less capability to understand the high level programs using standard language or English language, scientific name, jargon or terminology, complex sentences, complex data presentation etc. So, for such kind of illiterate, poor and simple minded audiences need such kind of programs which cover their needful information, data, news, announcements, government schemes etc throughout simple presentation. With basic survival, their health conditions are very pathetic and deprived from facilities of government and Tea Company healthcare system. So, they are good consumer of these awareness programs on their health related issues. Similarly, they expect in inclusion of contents on health to enhance their skills to take necessary remedies themselves. Students of tea communities express that talk show, debate etc. programs improved their awareness in health sector among illiterate people.

### 5. Required changes from the user's perspectives in the Programs of TV, Radio and Film for health awareness:

Required Changes in Programs.	Number of Respondents	% of Respondents
Add more Health educational contents in programs.	6	3
Reduce blurred information, hazy presentation etc in relation to health.	4	2
Add more updated health oriented news, schemes, planning etc.	4	2
Remove health degradation contents from programs. Drinking, smoking, drugs consuming, unnatural sex etc.	2	1
None of above	0	0
All of above	184	92
Total	200	100%

**Analysis:** Contents of programs of TV, Radio and Films are becoming worst in viewing for a healthy society on a present day. Even, these communities also feel it and expressed their agony about the harmful programs, through which neither can improve any positive literacy nor any health awareness, rather polluting the entire

environment. So, suggested to include more health educational syllabus oriented contents in programs. Emphasized to reduce blurred information, hazy presentation etc in relation to health in programs through which the communities facing confused situation being simple minded. Which news or information is authentic or harmful, can't easily recognize. Suggested to remove the health degradation contents from programs, like-drinking, smoking, drugs consuming, unnatural sex etc. which instigate the generations as well as the tea communities, to incline to such kind of harmful activities. They feel importance to add more health oriented news, schemes; planning etc. for their workers, students and parents. Almost all samples accentuate to include the all contents mentioned above.

**Interview:** The researchers completed the interviews of five notable persons belong to tea communities belong to the Charaideo Purbat Tea Garden.

Jitra Panika, who is a retired health worker of Chraideo Purbat Tea Garden Hospital, expressed that all mentioned above e-media were helpful in health awareness among tea communities. But, TV is most effective e-media in this process.

Mahesh Kahar, an employee of the tea garden, he considered that health condition of the communities were pathetic. Totally occupied by ignorance and illiteracy, in this juncture audio-visual e-media were entered to make relief them from an ignorance world. TV was very effective due to its continued programs (24x7) with its simplicity characteristics in understanding messages for illiterate communities.

Rajesh Das, fourth grade employee of Charaideo ME School, said in his interview that mainly programs of TV are becoming worst for students as well as for their communities due to its fake, crime oriented news and programs. Bhaskar Das, ex. Sardar (leader of tea labor), agreed that they are able improve their literacy. Kuili Kahar, ex. Sardar, similar expression adding suggestions to improve the quality of programs.

### Findings:

1. TV is imperative electronic media in improving the health awareness among tea communities. Simultaneously, Radio, Film and Sound System were played a significant role for these communities in improving the awareness and learning about health issues.
2. It is found that TV is convenient electronic media in understanding the essential information of both Government & Private Sectors due to its audio-visual characteristics in understanding the critical and technical information in relation to health.
3. It is found out that TV is suitable than other e-media in receiving health related information due to its qualities of audio-visual, varieties program, accessibility and reach ability, nominal cost in subscribing.
4. The study pointed out that the effective programs of TV are : Interviews of Doctors and health workers; Debate and group discussion on health issues; Advertisement on health schemes and planning; News, Strike, agitation etc related to health sector; Film, Drama, etc related to health; and Health Education, skill development program etc. on health; in making sense about health maintenance.
5. The research uncovered the imperative changes from the users' perspectives in the Programs of TV, Radio and Film for health awareness. Main essential changes are: to add more Health educational contents in programs; Reduce blurred information, hazy presentation etc in relation to health; affix more updated health oriented news, schemes, planning etc.; eradicate health degradation contents from programs like drinking, smoking, drugs consuming, unnatural sex etc.

**Conclusion:** Right through the research, it can replicate that electronic media; especially TV plays a vital role in the development of mentality on human health of tea garden communities in Assam. These backward and deprive communities have to depend on e-media as a significant bridge in maintaining their health. It brings the ways of healthy life; concurrently persuade them to compete with the global society. TV teaches them about the worth of their life. These communities try to assimilate with the updated society, and in this process e-media especially TV playing the major role.

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