

Chapter-1

Prologue

The beginning and booming of human civilization, its growth and stability, its decline and demolition have all been attributed to the process of communication. Once the helpless and armless human being started scrambling across the meandering path of progress to reach the destination, the initiation of the process of communication also kept on moving on and on. Without symbol he remained culturally mute and with symbol he started creating his culture to communication.

The logical transformation of forest life into an agrarian life is the resultant of a revolutionary technological problems spearheaded by the need of survival. But both for the nomadic life and agrarian life, communication went on contributing comprehensively. The transformation of blunt stones into sharp stone itself had been the most signification development communication in the annals of human civilization. For the first time the human need had been translated through a primitive version of technology, the development communication.

Passing through ancient society, the process of communication started entering the medieval era human civilization. The script and languages, the art and artifacts, the gothic structures and the grand monuments had

been glittering the grace of communication in different forms and faces. The great literary works and the paintings of all time based heralded the victory of human civilization over time and space.

The ninetieth and twentieth centuries had certainly been the era of communication. The invention of steam engine, telegraphs, telephones, radio, television and printing devices are some of the great creation of human civilization that redefined the value of life. This process lifted to a level of grandeurs when television and computer stormed into the every spell of human life. Through both pace and grace, it has enlightened the valleys of human walks and trades.

By this time, lots of theories of communication have emerged out to understand and analyzing the intricacies associated with the human communication. As a matter of fact, all the aspects of human behavior is regulated by the interaction with the individual, group and mass to make one's own presence viable and to be a part of the society. Based on that some theories of communication have been identified/ presented for better understanding and comprehension about the micro- communication.

THEORIES OF COMMUNICATION

ADAPTIVE STRUCTURATION THEORY

Adaptive Structuration Theory is based on Anthony Giddens' structuration theory. This theory is formulated as —the production and reproduction of the social systems through members' use of rules and resources in interaction. DeSanctis and Poole adapted Giddens' theory to study the interaction of groups and organization with information technology, and

called it Adaptive Structuration Theory. AST criticizes the technocentric view of technology use and emphasizes the social aspects. Groups and organizations using information technology for their work dynamically create perceptions about the role and utility of the technology and how it can be applied to their activities. These perceptions can vary widely across groups

These perceptions influence the way how technology is used and hence mediate its impact on group outcomes.

AGENDA SETTING THEORY

Agenda setting describes a very powerful influence of the media the ability to tell us what issues are important. As far back as 1922, the newspaper columnist Walter Lippman was concerned that the media had the power to present images to the public. McCombs and Shaw investigated presidential campaigns in 1968, 1972 and 1976. In the research done in 1968 they focused on two elements: awareness and information. Investigating the agenda-setting function of the mass media, they attempted to assess the relationship between what voters in one community said were important issues and the actual content of the media messages used during the campaign. McCombs and Shaw concluded that the mass media exerted a significant influence on what voters considered to be the major issues of the campaign.

ARGUMENTATION THEORY

In argumentation people use words and sentences to argue, to state or to deny etc. Nonverbal communication is accompanied with verbal

communication in argumentation and can play an important role. Furthermore, argumentation is a social activity, which in principle is directed to other people. Argumentation is also an activity of reason, when people put forward their arguments in argumentation they place their considerations within the realm of reason. Argumentation is always related to a standpoint. An opinion itself is not enough; arguments are needed when people differ on a standpoint. Finally, the goal of argumentation is to justify one's standpoint or to refute someone else's.

ATTRIBUTION THEORY

Attribution theory is concerned with how individuals interpret events and how this relates to their thinking and behavior. Attribution theory assumes that people try to determine why people do what they do. A person seeking to understand why another person did something may attribute one or more causes to that behaviour. According to Heider a person can make two attributions 1) internal attribution, the inference that a person is behaving in a certain way because of something about the person, such as attitude, character or personality. 2) external attribution, the inference that a person is behaving a certain way because of something about the situation he or she is in.

CLASSICAL RHETORIC

Rhetoric can be defined as 1) to perceive how language is at work orally and in writing, and 2) to become proficient in applying the resources of language in their own speaking and writing. In a way every utterance of a human is rhetoric, because all human utterances are speech-acts meant to

persuade. a basic premise for rhetoric is the indivisibility of means from meaning; how one says something conveys meaning as much as what one says. Rhetoric studies the effectiveness of language comprehensively, including its emotional impact, as much as its propositional content

COGNITIVE DISSONANCE THEORY

Cognitive dissonance is a communication theory adopted from social psychology. The title gives the concept: cognitive is thinking or the mind; and dissonance is inconsistency or conflict. Cognitive dissonance is the psychological conflict from holding two or more incompatible beliefs simultaneously. Cognitive dissonance is a relatively straightforward social psychology theory that has enjoyed wide acceptance in a variety of disciplines including communication. The theory replaces previous conditioning or reinforcement theories by viewing individuals as more purposeful decision makers; they strive for balance in their beliefs. If presented with decisions or information that create dissonance, they use dissonance-reduction strategies to regain equilibrium, especially if the dissonance affects their self-esteem.

COMPUTER MEDIATED COMMUNICATION

Computer-Mediated Communication has become a part of everyday life. Research has suggested that CMC is not neutral: it can cause many changes in the way people communicate with one another, and it can influence communication patterns and social networks (e.g., Fulk & Collins-Jarvis, 2001). In other words, CMC leads to social effects. CMC limits the level of synchronicity of interaction, which may cause a reduction of

interactivity. Furthermore, CMC can overcome time- and space dependencies.

COORDINATED MANAGEMENT OF MEANING

The theory of CMM says basically that persons-in-conversation construct their own social realities. Pearce and Cronen (1980) believe that CMM is useful in our everyday lives. People within a social situation first want to understand what is going on and apply rules to figure things out. They act on the basis of their understanding, employing rules to decide what kind of action is appropriate. People have a vision of what they think is needed, noble and good and also hate and fear certain things. People want to accomplish things in life and they hope to manage things whenever they are in conflict.

CULTIVATION THEORY

Cultivation theory in its most basic form, suggests that television is responsible for shaping, or cultivating ‘viewers‘ conceptions of social reality. The combined effect of massive television exposure by viewers over time subtly shapes the perception of social reality for individuals and, ultimately, for our culture as a whole. There is a distinction between two groups of television viewers: the heavy viewers and the light viewers. The focus is on heavy viewers‘. People who watch a lot of television are likely to be more influenced by the ways in which the world is framed by television programs than are individuals who watch less, especially regarding topics of which the viewer has little first-hand experience. Light viewers may have more sources of information than heavy viewers.

DEPENDENCY THEORY

Dependency theory proposes an integral relationship among audiences, media and the larger social system. This theory predicts that you depend on media information to meet certain needs and achieve certain goals, like uses-and- gratifications theory. But you do not depend on all media equally. Two factors influence the degree of media dependence. First, you will become more dependent on media that meet a number of your needs than on media that provide just a few. The second source of dependency is social stability. When social change and conflict are high, established institutions, beliefs, and practices are challenged, forcing you to re evaluate and make new choices. At such times your reliance on the media for information will increase. At other, more stable times your dependency on media may go way down.

DIFFUSION OF INNOVATIONS THEORY

Diffusion research centers on the conditions which increase or decrease the likelihood that a new idea, product, or practice will be adopted by members of a given culture. Diffusion of innovation theory predicts that media as well as interpersonal contacts provide information and influence opinion and judgment. Studying how innovation occurs, E.M. Rogers (1995) argued that it consists of four stages: invention, diffusion (or communication) through the social system, time and consequences. The information flows through networks. The nature of networks and the roles opinion leaders play in them determine the likelihood that the innovation will be adopted. Innovation diffusion research has attempted to explain the variables that

influence how and why users adopt a new information medium, such as the Internet.

DOMESTICATION

Domestication deals with the cultural, social and technological networks of the everyday life of households. The meanings and significance of all our media and information products depend on the participation of the user (Silverstone, 1996). Four phases describe the concept of domestication: appropriation, objectification, incorporation, conversion.

FRAMING

The concept of framing is related to the agenda-setting tradition but expands the research by focusing on the essence of the issues at hand rather than on a particular topic. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning. Framing is an important topic since it can have a big influence and therefore the concept of framing expanded to organizations as well.

GATEKEEPING

Kurt Lewin was apparently the first one to use the term "gatekeeping," which he used to describe a wife or mother as the person who decides which foods end upon the family's dinner table. (Lewin, 1947). The gatekeeper is the person who decides what shall pass through each gate section, of which, in any process, there are several. The gatekeeper decides which information will go forward, and which will not. In other words a gatekeeper in a social system decides which of a certain

commodity materials, goods, and information may enter the system. Important to realize is that gatekeepers are able to control the public's knowledge of the actual events by letting some stories pass through the system but keeping others out. Gatekeepers can also be seen as institutions or organizations.

HYPODERMIC NEEDLE THEORY

The theory suggests that the mass media could influence a very large group of people directly and uniformly by shooting or injecting them with appropriate messages designed to trigger a desired response. The hypodermic needle model suggests that media messages are injected straight into a passive audience which is immediately influenced by the message. They express the view that the media is a dangerous means of communicating an idea because the receiver or audience is powerless to resist the impact of the message. There is no escape from the effect of the message in these models.

INFORMATION THEORIES

According to the theory, transmission of the message involved sending information through electronic signals. Information in the information theory sense of the word, should not be confused with information as we commonly understand it. According to Shannon and Weaver, information is defined as a measure of one's freedom of choice when one selects a message. In information theory, information and uncertainty are closely related. Information refers to the degree of uncertainty present in a situation. The larger the uncertainty removed by a

message, the stronger the correlation between the input and output of a communication channel, the more detailed particular instructions are the more information is transmitted.

KNOWLEDGE GAP

The knowledge gap theory was first proposed by Tichenor, Donohue and Olien at the University of Minnesota in the 70s. They believe that the increase of information in society is not evenly acquired by every member of society: people with higher socioeconomic status tend to have better ability to acquire information (Weng,S.C. 2000). This leads to a division of two groups: a group of better- educated people who know more about most things, and those with low education who know less. Lower socio-economic status (SES) people, defined partly by educational level, have little or no knowledge about public affairs issues, are disconnected from news events and important new discoveries, and usually aren't concerned about their lack of knowledge.

LANGUAGE EXPENTANCY THEORY

Language Expectancy Theory is a formalized model about message strategies and attitude and behavior change. Message strategies include verbal aggressions like fear appeal, explicit opinions and language intensity which are more combat. Language Expectancy Theory assumes that language is a rule governed system and people develop expectations concerning the language or message strategies employed by others in persuasive attempts (Burgoon, 1995).

MEDIA RICHNESS THEORY

Two main assumptions of this theory are: people want to overcome equivocality and uncertainty in organizations and a variety of media commonly used in organizations work better for certain tasks than others. There are four criteria under this theory (a) the availability of instant feedback; (b) the capacity of the medium to transmit multiple cues such as body language, voice tone, and inflection; (c) the use of natural language; and (d) the personal focus of the medium.

MEDIUM THEORY

Medium theory focuses on the medium characteristics itself (like in media richness theory) rather than on what it conveys or how information is received. In medium theory, a medium is not simply a newspaper, the Internet, a digital camera and so forth. Rather, it is the symbolic environment of any communicative act. Media, apart from whatever content is transmitted, impact individuals and society.

MINIMALISM

The theory suggests that (1) all learning tasks should be meaningful and self-contained activities, (2) learners should be given realistic projects as quickly as possible, (3) instruction should permit self-directed reasoning and improvising by increasing the number of active learning activities, (4) training materials and activities should provide for error recognition and recovery and, (5) there should be a close linkage between the training and actual system.

MODEL OF TEXT COMPREHENSION

This theory describes the complete reading process, from recognizing words until constructing a representation of the meaning of the text. The emphasis of the theory is on understanding the meaning of a text. Kintsch continued working on the theory. When a reader reads a text, an "understanding" of the text is created in the reader's mind. The process of constructing a situation model is called the "comprehension process".

NETWORK THEORY AND ANALYSIS

Network analysis (social network theory) is the study of how the social structure of relationships around a person, group, or organization affects beliefs or behaviors. Causal pressures are inherent in social structure. Network analysis is a set of methods for detecting and measuring the magnitude of the pressures. It is a relational approach.

PRIMING

Priming refers to enhancing the effects of the media by offering the audience a prior context a context that will be used to interpret subsequent communication. The media serve to provide the audience with standards and frames of reference. Priming tells us whether something is good or bad, whether it is communicated effectively, etc. The media have primed the audience about what a news program looks like, what a credible person looks like, etc.

SEMIOTIC THEORIES

Semiotics is the theory of the production and interpretation of meaning. It's basic principle is that meaning is made by the deployment of acts and

objects which function as "signs" in relation to other signs. Systems of signs are constituted by the complex meaning-relations that can exist between one sign and another, primarily relations of contrast and superordination/subordination (e.g. class/member, whole/part). Signs are deployed in space and time to produce "texts", whose meanings are construed by the mutually contextualizing relations among their signs.

SOCIAL COGNITIVE THEORY

The social cognitive theory explains how people acquire and maintain certain behavioral patterns, while also providing the basis for intervention strategies (Bandura, 1997). Evaluating behavioral change depends on the factors environment, people and behavior. SCT provides a framework for designing, implementing and evaluating programs.

SOCIAL PRESENCE THEORY

This approach is the groundwork for many theories on new medium effects. The idea is that a medium's social effects are principally caused by the degree of social presence which it affords to its users. By social presence is meant a communicator's sense of awareness of the presence of an interaction partner. This is important for the process by which man comes to know and think about other persons, their characteristics, qualities and inner states (Short et al., 1976). Thus increased presence leads to a better person perception.

SOCIAL SUPPORT

Social Support is associated with how networking helps people cope with stressful events. Besides it can enhance psychological well-being. Social

support distinguishes between four types of support (House, 1981). Emotional support is associated with sharing life experiences. It involves the provision of empathy, love, trust and caring. Instrumental support involves the provision of tangible aid and services that directly assist a person in need. It is provided by close friends, colleagues and neighbours. Informational support involves the provision of advice, suggestions, and information that a person can use to address problems. Appraisal support involves the provision of information that is useful for self-evaluation purposes: constructive feedback, affirmation and social comparison.

SPEECH ACT

According to Searle, to understand language one must understand the speaker's intention. Since language is intentional behavior, it should be treated like a form of action. Thus Searle refers to statements as speech acts. The speech act is the basic unit of language used to express meaning, an utterance that expresses an intention. Normally, the speech act is a sentence, but it can be a word or phrase as long as it follows the rules necessary to accomplish the intention. When one speaks, one performs an act. Speech is not just used to designate something, it actually does something. Speech act stresses the intent of the act as a whole.

SPIRAL OF SILENCE

The phrase "spiral of silence" actually refers to how people tend to remain silent when they feel that their views are in the minority. The model is based on three premises: 1) people have a "quasi-statistical organ," a sixth-

sense if you will, which allows them to know the prevailing public opinion, even without access to polls, 2) people have a fear of isolation and know what behaviors will increase their likelihood of being socially isolated, and 3) people are reticent to express their minority views ,primarily out of fear of being isolated.

TWO STEP FLOW THEORY

This theory asserts that information from the media moves in two distinct stages. First, individuals (opinion leaders) who pay close attention to the mass media and its messages receive the information. Opinion leaders pass on their own interpretations in addition to the actual media content. Opinion leaders are quite influential in getting people to change their attitudes and behaviors and are quite similar to those they influence. The two-step flow theory has improved our understanding of how the mass media influence decision making. The theory refined the ability to predict the influence of media messages on audience behavior, and it helped explain why certain media campaigns may have failed to alter audience attitudes and behavior.

USES AND GRATIFICATION APPROACH

Uses and gratifications theory attempts to explain the uses and functions of the media for individuals, groups, and society in general. There are three objectives in developing uses and gratifications theory: 1) to explain how individuals use mass communication to gratify their needs. What do people do with the media|| .2) to discover underlying motives for

individuals' media use. 3) to identify the positive and the negative consequences of individual media use.

The twenty first century has experienced, what we may call, a grand metamorphosis. A commodity society has already been metamorphosed into a knowledge society. This has been possible by the contribution of computer and ITs, empowered by satellite communication. In Indian scenario, wherein more than 500 languages and 5000 culture groups are prevalent, moreover, more than 650 districts and 6 lakhs villages are there to support 121 crores of population, the mode and text of communication process count homogenously. The agricultural productivity along with its agro-ecological functioning is profusely being contributed by micro- communication.

Where there are differences between villages, between communities, even between small agricultural plots, no wonder micro communication shall play a great role. With the change in topography, the crop variety keeps changing and with the change of the crop variety the technology of census changes and thus essentially and must the communication must be changing.

Micro communication is cultural -it draws on ways we have learned to speak and give nonverbal messages. We do not always communicate the same way from day to day, since factors like context, individual personality, and mood interact with the variety of cultural influences we have internalized that influence our choices. Communication is interactive, so an important influence on its effectiveness is our relationship with others. Communication is the lifeline of civilization. The text and

elements of civilization are created through communication in the form of scripts, symbols, languages and para languages. The folkway of communication laid the foundation for ancient civilization and it helps space-heading the civilization to attain its highest altitude. Even with the formidable growth in modern communication devices and processes, the folk communication including traditional and crestine communication remain as a prime mover for sustaining our economy, ecology and culture. Micro-Communication has got both spatial and operational dimensions. As the terminology suggest it is organised within small communities, smaller spatial distribution and involving rather a small group or isolated community.

The agricultural productivity or the generation of livelihood at the grassroots level depends how the process of communication is being organised or conducted therewith. Micro Communication thus involves small group or communities although it constantly integrates this sprawling social conglomeration to be attuned to a common social goal. The role of micro communication has been discernable especially in case of socialization of agricultural technology, splay of local innovation, consensus building over differences in community source, socialisation and agricultural technologies.

The variability of communication, process and text, direction and dicta, effect and response in a smaller group of communicators having common goal and objective are possibly having the best and highest of micro communication elements. It is reflected and displayed when group of farmers are chatting while they are planting hills of rice, taking tea at

the rural tea stalls at the end of the day's work or the rural women sitting in a community courtyard when they are not that stress with household course. The present study tightly focuses on the spatial, operational and impactational nature of micro communication to estimate as far and as long this micro communication helps augmenting and supporting productivity ensuring and ushering food security, sustaining and supporting social capitals to make the communication process, the foundation being micro or group communication.

General Objective

To study the intercultural micro communication pattern in hill ecosystem for livelihood generation, food security and agricultural development.

Specific Objectives

- To study the interaction of micro communication pattern for livelihood generation, food security and agricultural development in hill ecosystem in the form of causal and consequent variables
- To explore the micro level policies on communication input, processing, output and socialization pattern
- To study the conceptual analysis on micro-communication

Need for the Study:

Our social network correspondingly broadens, transgressing borders virtually and physically. Frequent contacts with people from different cultural backgrounds make us aware of vast differences in the cultures that largely shape our identity. These intercultural interactions challenge us to widen our outlook and expand in new directions. Research in intercultural

communication focuses on these contacts between culturally diverse people. The research is thought-provoking, as it prompts us to reflect on our own lives and our relationships with each other in this world.

Communicating and establishing the relationship with people from different cultures can lead to a whole hosts benefits including healthier communities, increase commerce, reduce conflict and personal growth. As there is great diversification in languages and cultures among the different tribes in the different states of north eastern India, studying its intercultural communication pattern would be of great use for the development of the tribal people in the hilly regions.

LIMITATIONS OF THE STUDY

- The limited time period of the academic schedule does not allow covering the vast areas of the states under study though efforts have been made for inclusiveness.
- The non native and linguistic barrier of the different tribes on effective data collection and interpretation.
- The number of variables should have been more and some of them have become overlapping by nature. Inclusion of some case study would have been better in substantiating the residual effect, the extraneous events/character that could not be explained.
- Study suffers from usual limitation of time, money and other resources as it being the student's research.

- Like other social/extension research, the findings are based on the ability and honesty of respondents to recall and express their opinions. Hence, the prejudices and bias in their responses are not rule out.
- Utmost effort has been taken to make a rapport with the respondents; still full support could not be claimed. However, proper care and considerate thought has been exercised in making the study empirically as systematic as possible.

ORGANIZATION OF THE THESIS

The thesis has been divided into seven chapters. The second chapter, following the first of Introduction deals with the Theoretical Orientation of the study. The third chapter deals with the Review of Literature related with the study. The fourth chapter deals with Research Setting. The fifth chapter Research Methodology includes methodological framework adopted to achieve the various objectives of the present study. The sixth chapter contains the Results and Discussion. The Summary, Conclusion, and Future Scope of Research have been presented in the seventh chapter. Lastly the Appendices, including the Interview Schedule have been presented.