Culture and Communication as Power

Dr.B.Jishamol¹

Abstract

Power cannot be secluded to a particular ruling authority or a political group, but it is reflecting in all social groups and sections. The culture has to be communicated through various medias of communication. During the freedom movement the message to the society and the masses was taken through way of communication by nationalist leaders and poets. This paper analyse the impact of culture through communication and ultimately leads to power of the society.

Key words: Culture, power, communication, Freedom Movement, tradition, Power politics, Development.

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INTRODUCTION

Culture and power are inter-related. Power reflects various examples or institutions to our mind. The Power Politics and Public Administration, the Police, power of a father, power of a village head or a politician are some of them. Hence Power means it is domination of the other, individual or the group. Power is exercised in a family, in a group, in a society or even the country. The existence of power can be realised by each individual in their day today life, at home, society, institution and public place. At times power exceeds the limits and end up in violence also.

Culture is ideas way of life, customs and social behavior of a particular people or a society. (Dictionary – Cambridge.org) Each society or a set of people has their own cultural identity. The tribal people has a different way of life. In the society there are many or multiple way of life. Depending on the society, status, dwelling place, occupation, and the institution related with. John clearly identifies that there is uniqueness in the spiritual than from the material aspects. (John. H. Zammito, Kant,:2000 pp. 333-334.)

In a country or a state it is a culture to identify people as hunters, tribes, fishermen, farmers, slum-dwellers and so on. It is not only decided on purely their cultural aspects and developments but their occupation or mode of life. These classifications cannot be the same to all society or to all the country as uniform. Every geographical area, historical phase, social and community group posed a unique culture or a character. This character or the uniqueness has been considered as ‘National spirit’, (Hans Schaenmakers: 2012). Power cannot be secluded to a particular ruling authority or a political group, but it is reflecting in all social groups and sections. This paper analyse the impact of culture through communication and ultimately leads to power of the society.

Lack of Culture

The country or region where cultural backwardness and under development exist it would be a contributor to poverty, economic backwardness and lack of awareness in politics, health, sanitation and the complete lack behind. The culture has to be communicated through various medias of communication. During the freedom movement the message to the society and the masses was taken through way of communication by nationalist leaders and poets. cultural agencies that are responsible for promoting art and culture would result in wastefulness and also await socially harmful consequences (P.C. Joshi 1992 – p.13) He criticizes and shows an example of how the art forms of the city or the urban cultures has been promoted through establishment of various cultural centres. But the Rural Folk art forms have been neglected. The present technology has not been utilised for recording, promoting the folk traditions from various parts of India.

1) The next aspect is the culture and society is open to foreign cultural penetration, which is a serious threat

¹ Dr.B.Jishamol, Assistant Professor, Department of History, Loyola College, Nungambakkam, Chennai,
to our nation’s cultural identity

2) The issues related with ignorance, superstitions, intolerance became stronger and attack and atrocities and violence induce in the name of culture. This is due to the reflection of breakdown of the traditional moral order.

3) It also reflects in uprooting of mass humanity especially in the urban centres.

4) Finally the vision of India created by great Leaders, freedom fighters and other movements will go in vein and fanaticism, communalism and regionalism will take over.

Culture and Communication

All means of communication technology gives lot of opportunities for preserving, and promoting the culture of India which is unity in diversity. But another side we also need to face the danger of spreading the culture of homogeneity and destroying cultural diversity (P.C. Joshi 1992, p.22) The bridge between culture and other areas of development should be constantly in link. Culture should be related or linked to technology, economics, history, science, politics and the other subjects. Communication should always be a dialogue between the masses or the deprived sections and the policy makers. It should be a liberating force for the masses where it becomes the power (P.C. Joshi 1992, 48)

Emergence of Folk Art forms

A Folk art form is developed in a village with the entire contribution of the village. The transfer of communication happens between the activist and the village people. The next nature of the Folk art form is, it originates as a resist of the struggle to exist in the society. The third nature of the Folk art form is not a part of the activity of the leisureed section of the society. It was a happening of the laboring and working men collectively. The fourth important character of Folk art form is, it has been developed with certain themes, legends, myths and even imaginary.

Power

Law 28 of Power: “Enter Action with Boldness”. If you are unsure of a course of action, do not attempt it. Your doubts and hesitations will infect your execution. Timidity is dangerous: Better to enter with boldness. Any mistakes you commit through audacity are easily corrected with mere audacity. Everyone admires the bold; no one honours the timid.” (Greane, Robert: 2003 – p.227)

Law and Press

As the individual has the rigid information or freedom of expression in the constitution the press also has the right to express, communicate to another person, but also right to receive ideas and information from any other person, unless it is injuries to the society. In a democratic state an individual or a press has the right to receive information relating to public affairs as the Government is responsible to the people. Hence it will enable for a complete discussion on public issues for proper functioning of the Democratic form of Government it is necessary that the information of public affairs to pass on to the press and then to the public. Hence press is a powerful means of communication and plays a vital role in upkeep of the Democratic form of Government. But when serious threat to public security prevails the secrecy can be and must be maintained. (Basu, Acharya Dass: 2002, pp. 219-21).

The Privy Council on Press

According to the Privy Council, as a Democratic country Government and Public administrators must be always open to criticism. Before publishing the press has to verify the authenticity of and accuracy of the fact on which criticism is posed. If it is false news then it has to publish a retraction and apology (Basu – 2002 – pp. 221-222).

Culture and Social consciousness

The enquiry for a new culture starts with or initiated with awakening of a certain community, society, the oppressed, the down trodden among the national community in search of a new national identity. Hence brings a cultural consciousness and a cultural change with the existing culture, tradition, and makes the basis for transformation of the society. As this transformation is viewed clearly “The Culture” represents the seed
and fruit for a national regeneration or social awakening. This awakening started leads to an encounter of old and new, forward-looking and backward-looking, mind and souls, and man and woman. (Joshi 1992, pp. xx)

**Culture as Power**

Culture is the initiative for any kind of expression. It gives a force and resources for the encounter. It is through the medium of culture of a group transform into ideas or values. But behind this values and cultural renaissance, there are a minority group who go beyond the traditional social order and going out for a new social order. Culture only transforms into social enlightenment and the rest of the victims of the oppressed are changed in to new agents of social renaissance. The cultural specialists are the people creating and influencing social consciousness.

**Culture through Press**

The vision of great leaders like Mahatma Gandhi, Jawarharlal Nehru came out though human values, ideals and the spirit they obtained from the western cultures. Nehru’s reconstruction of culture was enhanced by establishing, three academics – The Sangeet Natak Academy, The Lalit Kala Academy and the Sahitya Academy at a Central and State level. (P.C. Joshi, 1992, p.8)

**Culture and Political**

Culture has contributed to politics. In the same way politics also has contributed to cultural awakening. It is only through culture and a rich tradition all the oppressed countries were able to come out of their slavery through enlightenment. Only through cultural movement, Indians derived the lost identity and self-respect which was converted to political struggle as power and got ultimate independence. Under oppressive rule the culture of the contribution should be significantly mentioned in the anti-colonial struggle. (P.C.Joshi – 1992, pp.9-10) The Alliance of Foreign Colonialism, indigenous feudalism and traditionalism contributed to the conversion of culture to power and independence struggle for India.

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