

Role of Media in Highlighting Cultural Heritage

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Abstract:

This study examines the relationship between culture and media. Culture refers to the shared beliefs, values, behaviors, and symbols of a group of people that are transmitted from one generation to another. Media, derived from the word medium, refers to the means of communication that facilitates the spread of information from one person or group to another. In today's world, mass media is a powerful tool for disseminating information and promoting multiculturalism. This study explores how the diffusion of culture through mass media affects people's cultural practices and their mindset towards adopting different cultures. Additionally, it investigates how media plays a role in highlighting cultural heritage.

Keywords: Communication, mass media, multiculturalism, cultural heritage.

Introduction:

Culture is a vital part of our identity, representing our history, traditions, beliefs, and practices. Cultural heritage refers to the tangible and intangible aspects of a society's cultural identity, including artifacts, monuments, language, customs, music, dance, and more. These elements are passed down from one generation to the next and are considered invaluable assets for our society. However, preserving cultural heritage requires not only safeguarding it from deterioration but also promoting it to ensure its continuity. In this regard, the media plays a crucial role in highlighting cultural heritage. The media is a powerful tool that reaches a wide audience, making it an ideal platform for promoting cultural heritage. Through various forms of media such as television, newspapers, magazines, and the internet, cultural heritage can be presented in a way that attracts people's attention and raises their awareness. For instance, documentaries, TV shows, and films that focus on cultural heritage can educate people about its importance and significance, as well as inspire them to preserve it.

In addition to raising awareness, the media can also help to create interest in cultural heritage. Social media platforms, in particular, have revolutionized the way cultural heritage is promoted. Museums, art galleries, and cultural institutions can use social media to showcase their collections and exhibitions, as well as share interesting facts and stories about their heritage. This, in turn, can encourage people to visit these institutions and experience cultural heritage firsthand. The media can also play a role in preserving cultural heritage. For instance, the digitization of cultural artifacts and

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documents makes it easier to store and access them. This has been particularly useful in preserving ancient artifacts that are at risk of damage or loss. Additionally, the media can help to facilitate the transfer of knowledge and skills from one generation to the next, ensuring that traditional practices and crafts are preserved for future generations. The media has a significant role in promoting and preserving cultural heritage. By raising awareness, creating interest, and preserving cultural artifacts and practices, the media can help to safeguard our cultural identity. This not only contributes to our understanding of our past but also enriches our present and ensures a legacy for future generations.

Media refers to the means of communication that utilize innovative methods to reach a large audience. It is the primary source of information for the majority of the population and commonly includes newspapers, magazines, radio, television, and the Internet. The public to provide information on political and social issues, entertainment, and pop culture relies upon the media. The evolution of media has progressed over time, from relying on local newspapers for news to the introduction of radio, then television, and now the internet as the most prominent source of information. Culture is a form of symbolic communication, encompassing a group's knowledge, skills, values, attitudes, and motives, which are learned and intentionally maintained by society's institutions. It represents the collective behaviors that are considered the tradition of a group and are passed down from one generation to the next.

Literature Review

Media plays a crucial role in highlighting and preserving cultural heritage by making it accessible to a wider audience. According to Tichy and Tichy (2017), media can be used to convey information, ideas, and knowledge about cultural heritage to a diverse range of people. The authors suggest that media has the potential to create awareness and appreciation of cultural heritage, and can also foster a sense of identity and belonging among communities. The role of media in promoting cultural heritage has been recognized by UNESCO, which has highlighted the importance of using media to raise awareness about the importance of cultural heritage (UNESCO, 2013). Media can take many forms, such as print, broadcast, and digital media, and each has its own strengths and limitations in terms of reaching different audiences (Jenkins, 2006). For example, traditional print media, such as newspapers and magazines, can be effective in reaching local audiences and providing in-depth coverage of cultural heritage topics. Broadcast media, such as television and radio, can reach larger audiences and can be used to promote cultural heritage through documentaries, talk shows, and other programs. Digital media, such as websites and social media, can provide global access to cultural heritage content and allow for interactive engagement with audiences.

The use of media in highlighting cultural heritage is not without its challenges. One issue is the risk of commercialization and commodification of cultural heritage (O'Dell, 2013). When cultural heritage is marketed and promoted solely for commercial gain, it can lead to a loss of authenticity and cultural significance. Therefore, it is important that media organizations and cultural institutions work together to ensure that cultural heritage is presented in a responsible and respectful manner. Another challenge is the need for media literacy among audiences to fully appreciate and understand cultural heritage. According to Lietzau and Schorr (2016), media literacy is the ability to access, analyze,

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evaluate, and create media content. Media literacy skills are essential for audiences to critically engage with cultural heritage content and understand its social, historical, and cultural significance.

Media plays a crucial role in highlighting and preserving cultural heritage. By creating awareness and appreciation of cultural heritage, media can foster a sense of identity and belonging among communities. However, there are also challenges to using media to promote cultural heritage, including the risk of commercialization and the need for media literacy among audiences.

Objectives of Study

- 1) To understand the need of media for bringing different cultures together.
- 2) To evaluate the role of media in the development of cultural unity.
- 3) To evaluate the impact of media in changing cultural trends.
- 4) To understand the need of media for bringing different cultures together.
- 5) To evaluate the role of media in the development of cultural unity.
- 6) To evaluate the impact of media in changing cultural trends.

How media promote cultural exchange between India and World?

The cultural exchange between the East and West is evident in various examples such as the dance moves of Roma Gypsies, Indian stories depicted in Angkorvat temples, and Indian painting techniques found in Bamiyan and Central Asia. Additionally, the influence of Western drama on Indian literature and the impact of foreign literature during the Mughal empire are significant examples of this exchange. Media plays a crucial role in promoting and preserving local culture and heritage, and Media Information Literacy (MIL) is necessary for this purpose. As India celebrates its 70th Independence Day, it is essential to understand the significance of MIL in promoting Indian culture, which is unique and has a history dating back 5000 years. With a population of over 1.2 billion, India has a diverse cultural heritage that has significantly influenced the world through its religions, practices, philosophy, and local traditions. The Pan-Indian saree and the bindi on the forehead have become popular globally.

Around 25 years ago, the World Wide Web was created and revolutionized access to information for people of all ages. However, it is important to recognize that people from different countries are defined by their unique cultures and should take pride in their significant traditions. India has 29 states, each with its own language, religion, dance, music, architecture, food, and customs, all of which vary from region to region within the country. Media plays a crucial role in promoting and revolutionizing the minds and hearts of people by providing information, education, and awareness in the nation. The relationship between culture and media is one of integration, with media providing a means to revive and promote traditional art forms, as seen in the example of tribal people in Purulia region of West Bengal.

Inter-cultural discourse is also essential in contributing to one's sense of community, regardless of

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geographical boundaries. Visual media, such as movies, TV shows, and radio broadcasts, have a powerful impact on culture. They can showcase traditional practices and celebrations in even the most remote villages and present them compellingly and innovatively to the entire nation. For instance, American reality shows have influenced the Indian television industry, while channels like Zindagi have facilitated cultural exchange through the transfer of shows. Additionally, India and China's agreement to produce movies together is a significant step towards fostering good relations and promoting cultural exchange. To promote and preserve culture, it is important to consider developing individuals as cultural brand ambassadors, using local media in native languages to build influence, implementing a media strategy that promotes cultural content and supports social initiatives even with limited commercial value. While this is not an exhaustive list, it is crucial to utilize what is currently available rather than waiting for new resources to become available.

Conclusion

Culture in its broadest sense is developed conduct; that is the totality of a man's educated, amassed encounter which is socially transmitted, or all the more quickly, conduct through social learning. Culture is the entirety of aggregate of the scholarly conduct of a gathering of individuals that are by and large thought to be the custom of those individuals and are transmitted from era to era. Today media highlights culture and heritage in its true spirit but also mould and change the cultural believes of people. Today people are adapting cross border cultures and different dialects. The entrance of social media has made communication easier and simpler. Today we can agree to Marshal McLuhan that communication has made this world a global village. T.V. channels like Epic share the traditions and culture and make young generation aware about their culture.

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