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HEALTH, TRIBAL AND MEDIA : AN INFORMATIVE STUDY
(Special Reference to Youth Health)



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ABSTRACT

Health is a key for success. Govt made plans for health but the success of plan mostly depend upon the work performance done by the source of information. Media is an effective instrument to gain knowledge about the govt. policy, plans for people development, general awareness etc. Most of the time we see that our youth is not aware about her/his health. Present time in our society the communication gap is available between parents and youth. So, many health related communication is not communicated by our society ex. HIV. This time media playing important role for filling this gap. Media exposes the youth to important information and

increases awareness of health and family welfare issues, in addition to a variety of social issues. In the age of commercialization Media is now profit oriented profession so sometime media play negative role on health issues.

KEYWORDS : *Health, Media, Awareness, Commercialization.*

INTRODUCTION

Awareness is the main key lies for Media. As a fourth pillar of our democracy media is also responsible for promoting health awareness and education among youth and every people. Health is necessary condition for development but when we discussed about development economic aspects are discussed largely in the discussion. Human are alive from ancient to modern times because of the their health. Approved sentence in relation to the health is " healthy mind resides in a healthy body ." All of healthy human activity is driven by comparative advantage . With the development of civilization - to keep yourself healthy humans with innovative methods of therapy developed according to regional and local conditions and environment . From ancient times to the present time continuous research in the medical field continues .

Proper diet for healthy living is essential. Currently, proper diet is directly related to economic prosperity. Governance mechanisms developed in ancient times was not so much the nature of the human rights regime was over. Like - began to capture the natural resources of the system, greatly it is - it seemed to be the beginning of colonial exploitation. The exploitation of tribals affected their health.

Since the establishment of democracy, the tribes continued messing with health. Jadugodha is an example of the phenomenon. " In 1978 researcher Ram Sharan Joshi found evidence that tribles are used like a slave in Palamau district. NRHM replied on a RTI that thair is no seprate programme for tribble healthcare.

Concept of health-

different scholars explains the meaning of health differently . The World Health Organization defines health (1948) by following definition -

"Health is a state of complete physical, mental and social well being and not merely an absence of disease or infirmity."

World Health Organization definition of health has three elements - physical , mental and social . Reported in the fourth level , it was - spiritual health . All these elements are related to each other enclaves . Health while pointing to clarify these different aspects are considered by some . Means to be physically healthy . Beautiful image of the person , beautiful skin , bright eyes , shiny hair , clean clothing on the body , obesity, smoking fleshy , sweet breath , sleep and bowel and bladder smooth actions must be completed . Accurate measurement and in all parts of the body to function normally , to be united in all senses , pulse rate, blood pressure , etc. to be normal , physically represent health . In a healthy person, symptoms of mental or brain - myself normal , safe , hassle-free , peaceful behavior towards others and is considered the best position to make adjustments . Health is a condition in which physical and mental conditions have been able to keep adjusting to the physical world . Ecological approach to health considers a dynamic state of equilibrium , meaning " between man and his environment, health is a state of adjustment . "

A report issued in 1995 by the World Health Organization 's International Classification in this report extreme poverty is considered as a disease . Several factors are responsible in determining health . Many people unknowingly or exploited unstable and manage their health . Such incidents are common , especially in tribal areas .

The concept of public health is multidimensional . It has been tried to be defined in several ways. In the concept of public health the society responsible for health (society has an obligation to make sure that the person to their health). The government , through its legal regime to protect the public's health through public health authorities. In public health role of government is most important . After Independence Government of India strengthening public health infrastructure but in many tribal areas the Government health services is absent due to many reason. According to lokesh srivastav and Ritu rani research result "the person who is working in tribal area is not from tribal society, so the health worker has no interest to improve tribal health. In this research they found that tribal are not getting health service on time"

Concept of youth health

When we talk about youth health minimum of time it as about sexual, alcohol and after that food habit, nutrition, drug related problem. These are the main issue for youth health. Youth need more knowledge about sexual, drug, alcohol related problem. After getting knowledge then can aware about these problem. These problem starts due to communication gap and this gap created by our society. In India many society live together. Traditional society do not talk about sexual issue with their child and youth. Commercially modern society have no enough time to talk with their child. So youth related health problem are increasing.

Reproductive and sexual health is an important component of the overall health of all adult

population. Youth is a period of life when heightened emotions, a sense of invulnerability, and an intensively heightened sex drive often lead to high-risk taking and sexual experimentation. Despite the resulting need for information on sex and sexual and reproductive health, youth, particularly unmarried youth, face many social barriers to obtaining accurate and complete information on these subjects. As a consequence, many youth enter marriage without even the basic knowledge about sex and reproduction, let alone the knowledge necessary to negotiate a safe and healthy sexual and reproductive life. While limited access to information on sex and sexual health is often more of a barrier for girls than for boys, even boys lack accurate and pertinent information on sexual health issues. As a result, many preventable reproductive health related problems, including unwanted teenage pregnancies and sexually transmitted diseases. At this stage youth need a communicator for their counseling. In this present age media is a strong mass communicator medium. So at this stage, this is a responsibility of media to give knowledge to the youth about their health related issues.

Status of health in Jharkhand-

large number of tribal people are living in Jharkhand state . There are 32 types of tribal society lives in Jharkhand. Munda, khadia, kharwar, oraon etc are main tribes in the state . The large part of the population lives below the poverty line , they have very limited options for public health services .is tainted . many tribal people are died currently due to Kalra , Pecish , malaria etc.

There are 23,329,105 tribal families residing in India , out of which only 3,410,632 families treated tap water. Jharkhand tribal families residing in the aggregate 1,718,359 , of which only 66 437 families of the treated tap water. Total 668 936 villages family use well water . Inside the compound significantly reduced the availability of water source . "Situation increases the likelihood of water-borne disease . Non-availability of medicines for the state's poor population is a major problem . Insufficient medical staff , lack of proper equipment and proper monitoring of the state, healthcare problems increases among tribal. Nearly 54 percent of children according to weight and age are malnourished in Jharkhand. For the treatment of common diseases that reaches only 19 per cent of the public hospitals . ANM at the time of delivery , the nurse just 5.3 percent of pregnant women are able to get services . 82.1 percent tribal married women are suffer from anemia." The growth rate of the total population of Jharkhand, the tribal population growth rate is low in comparison to non tribal people.

HYPOTHESIS OF RESEARCH

- Govt. makes plans but plans are not working properly.
- Media is filling gap on sexual related problem.
- There is no any separate attention of media about tribes.

OBJECTIVE OF RESEARCH

- Find out the media vision about youth health.
- Find out the media vision on tribale health.

SIGNIFICANCE OF RESEARCH

- By the help of this research now we have idea about govt. and media vision in case of youth health specially about tribal health.
- This research give guideline to GOI. and media when they are making plan for tribale health.

Area of study

- ST society of Jharkhand state.

Limitation of research

- For knowing media vision researcher choose newspaper as a media representative.
- The study of researcher based on Prabhat Khabar newspaper(Ranchi edition)
- Researcher visited Simdega dist. Where ST are living mostly in Jharkhand.(2001 census)

RESEARCH METHODOLOGY

For data analysis-

- Content analysis.

For collecting data-

- Schedule method
- Sampling method
- Interview method

Media vision on youth health

For knowing media vision on health researcher go through content analysis. The result of content analysis is given below.

1.Number and percentage of health related news published in newspaper.

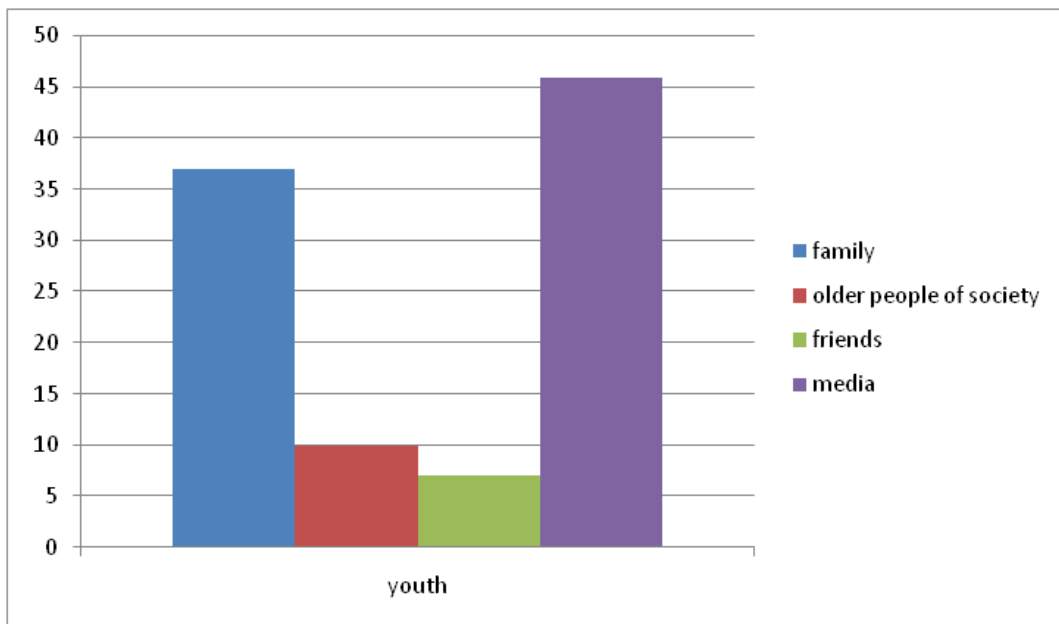
Date	Total news published	Health related news	Percentage of health related news
1-6-2013	174	07	4.02%
2-6-2013	177	09	5.08%
3-6-2013	163	15	9.20%
4-6-2013	209	08	3.83%
5-6-2013	216	13	6.01%
6-6-2013	201	11	5.47%
7-6-2013	228	02	0.87%
Total	1368	65	4.75%

According to above chart we can say newspaper gives 4.75% coverage to health related issues.

In this time period when researcher do content analysis for getting qualitative result researcher found that media do not give follow-up news on health related news. Newspaper give attention to town health news. Newspaper have no separate vision for tribal health problem.

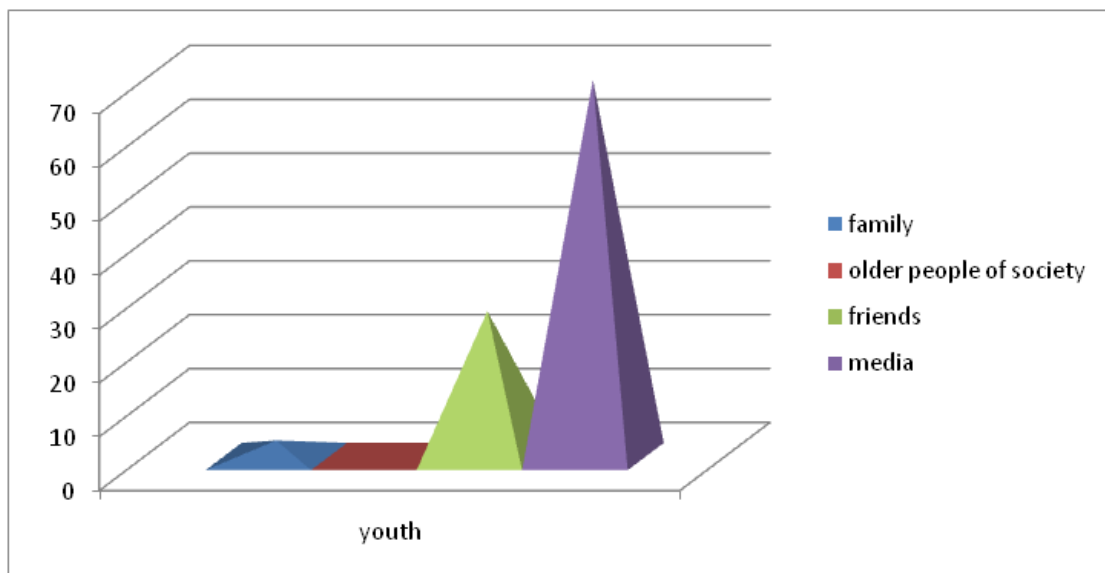
For knowing impact of news on readers (tribal youth reader) researcher ask questions with the help of Schedule method to tribal youth of Simdega dist.(sample size is 100 and all are educated). The result are given below-

Q.1. you are getting health related knowledge from which source-



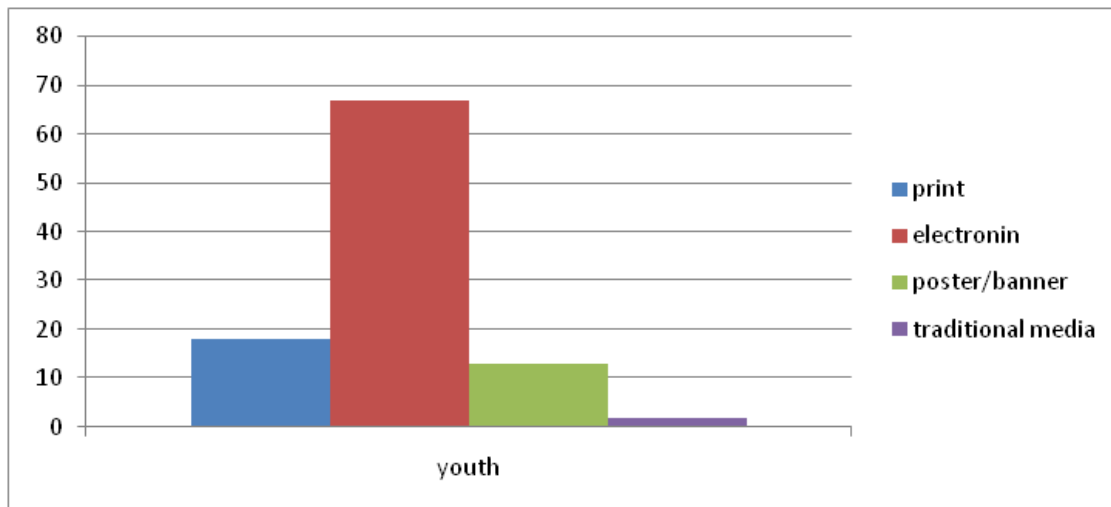
According to this graph we can say that media is giving most information about health to youth. In media print, electronic, traditional are included.

Q.2. from where you are getting information about HIV/AIDS-



According to this graph we can say that media is aware most of the tribal youth about HIV/AIDS.

Q.3. First time by which media you get information about HIV/AIDS-



According to this graph we can say most of the youth getting information about HIV/AIDS at first time by the help of electronic media.

CONCLUSION-

Media have positive vision on youth health awareness issue, but when we talk about commercial issue of media on health awareness most of the time youth health awareness come through advertisement which is given by Government. The result of content analysis shows that media do not forget their commercial interest on health reporting. So most of the time media give focus on town health problem. Due to commercial interest media permutes unhealthy food among youth . Government of India and media have no separate vision for tribal health.

SUGGESTION-

- Media have to give follow up news on health issue.
- Media have to avoid paid news on health issue.
- GOI make separate plans for tribal health.
- If GOI run Health plan and wealth plan together than health plan will give positive result.

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