



PROMOTION OF ELEGANT WORK OF INDIGENOUS LITERATURE WRITERS THROUGH MEDIA

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ABSTRACT

In this research study, the researcher critically analyzed the significant need of promotion of elegant work of indigenous literature writers in Manipur through various form of media. Even though Manipur is a tiny state located in Northeastern part of India, it is a treasure house of Arts, Culture and Sports. Manipuri "Raas Leela" dance is one of the renowned forms of Indian classical dance that hails from the state of Manipur. It represents one of the most significant cultural accomplishments of Manipuri tradition. "Madhabi," penned by Dr. Lamabam Kamal, is a one of the renowned tragic novels that revolve around the love story of a girl named Madhabi, who made significant sacrifices for her love. There are many more to be mentioned. Now, media is ubiquitous, permeating all facets of society. It plays an essential role in the distribution of information. Consequently, it is crucial for government, educators, and academics to seriously think on the promotion of the refined works of indigenous literature writers in Manipur through various media platforms. In this study, the researcher has employed data collected through interviews with senior writers and scholars. Additionally, the researcher has drawn upon information from reputable journals, academic papers, and pertinent websites.

KEYWORDS : Literature, Media, Arts and Culture, Manipur and writers

INTRODUCTION

Literature serves a fundamental function in shaping the culture, traditions, and civilization of a specific community. The term "Literature" originates from the Latin word "Littera," which translates to "letter of the alphabet" and is typically used in its plural form. It analytically captures the spectrum of human experiences, including joy and sorrow, emotions and intuitions, as well as concepts of beauty and ugliness, love and hatred, and notions of good and evil. Literature encompasses written works such as books, pamphlets, periodicals, and journals, particularly those esteemed for their artistic value that reflect contemporary human art, culture, and philosophy. Furthermore, it manifests in various forms, including stories, poems, dramas, novels, travelogues, and essays, addressing themes such as culture, history, and social, political, and economic issues, thereby mirroring the prevailing conditions and circumstances of contemporary society (Susona, 2018).

Now, media plays an essential and undeniable role, especially in the dissemination of information. Media touch every activity in society. It is also widely recognized as the fourth pillar of the state, enabling citizens to actively engage in governance and social activities through informing, educating, and mobilizing the public. Various forms of media, such as journals, magazines, news channels, newspapers, radio, TV, internet, and email, serve as vital tools for sharing information, news, and ideas. The influence of media continues to grow, allowing stories to reach a wide audience. Media not only spreads news and events but also shapes the attitudes, behaviors, and thoughts of its consumers (Mayanglambam, B. S., & Manukonda, R., 2016).

OBJECTIVES OF THE STUDY

The purpose of this study is to examine the following objectives:

- To study the present scenario of Media in promoting Indigenous Literature Writers in Manipur.
- To study the frivolous works of Indigenous Literature Writers in Manipur.

RESEARCH METHODOLOGY

In this research study, a combination of Exploratory and Descriptive Research methods has been used. The study integrates both primary and secondary data collection processes. The primary data was collected through an interview with Professor Nameirakpam Pramodini Devi, the Dept. of Linguistics at Manipur University, Manipur, India.

Furthermore, secondary data was sourced from official government websites and other pertinent non-governmental sources. Additionally, the researchers incorporated secondary data from a variety of reputable research articles, papers, journals, books etc.

FINDING OF THE STUDY

Manipur, located in northeast India, is a state surrounded by nine hill ranges covering 90% of its total geographical area, with a small oval-shaped valley in the center making up the remaining 10%. With a geographical area of 22,327 km², it constitutes 0.7% of India's total land surface. The state shares borders with Myanmar, Nagaland, Assam, Chin Hills (Myanmar), Mizoram, and Surma Tract and upper Chindwin (Myanmar) (Economic Survey Manipur, 2015-2016). According to the 2011 Census of India, the population of Manipur was 285,600 individuals, with a population density of 128 individuals/km².

Manipuri language, akin to other major languages in India, features a systematic script. The script's usage dates back to ancient eras, as evidenced by discoveries of coins, stone inscriptions, metal inscriptions, and hand-made paper writings. In the 11th and 12th centuries A.D., numerous books were written on agarbak (bark of Agar tree) during the rule of King Khagemba (1547-1652 A.D.) Mutua, 2005).

The cultural heritage of a community is reflected in its literature. The development of a community's literature is closely linked to the cultural development of its people. The Manipuris are also one of a prime example of this correlation (Rajkumar, 1987). Manipuri literature encompasses works written in the Manipuri language (Meeteilon) by authors from Manipur, Assam, Tripura, Myanmar, and Bangladesh, and is also referred to as Meetei Literature. This body of literature includes poetry, prose, short stories, novels, and drama (Ningamba, 2021).

Hijam Anganghal Singh, 2) Khwairakpam Chaoba, 3) Dr. Kamal, 4) Raj Kumar Mani Singh, 5) Elangbam Rasnikant, 6) Hawaibam Nabadipchandra, 7) Rajkumar Sitaljit Singh, 8) G.C.Tongbra, 9) Pacha Meetei, 10) Rajkumar Surendrajit Singh, 11) Hijam Irabot Singh, 12) Maharajkumari Binodini, 13) Elangbam Minaketa, 14) Nongthombam Shri Biren, 15) Leimapokpam Damodor Singh, 16) Kayamuddin Pukhrimayum, 17) Ningthoukhongjam Khelchandra Singh, 18) Nilbir Sharma Shastri, 19) Elangbam Nilakanta, 20) Rajkumar Madhubir, 21) Chongtham Manihar, 22)

Paokhothang Haokip, 23) Dr. IR Babu, 24) Khaidem Pramodini, 25) Arambam Samarendra, 26) Kangjam Padmakumar, 27) Arambam Darendrajit Singh, 28) R.K. Shimrey, 29) Hijam Guna Singh, 30) Kalachand Shastri are the 30 legends who have contributed their best during their lifetime in enriching the Manipuri Literature and their portraits were displayed during the last Literature Festival 2012, organised by Sahitya Academi New Delhi and Manipur State Kala Academi, Imphal (ManipurTimes, 2024).

During the early century, a number of noteworthy and eloquent books were published, but it were published without the names of authors and the years of publication. The earlier literature comprised ritual hymns, cosmogony, history, and folklore, most of which were written in archaic Meiteilon (Manipuri). These books were presented in a poetic style, and some were also found in prose. Some of the books included 'Ougri', 'Numit Kappa', 'Sana Lambok', 'Wahonglon', 'Hijing Hairou', 'Poreiton Khuntokpa', 'Naothingkhong Phambal Kaba', 'Khamba-Thoibi', 'Lairemma Paosa', and 'Khemcho' (Ningamba, 2021).

Ougri:

Ougri is a devotional poem that is considered the finest literary work dedicated to the god Sun. According to the chronicle Laishra Pham, it is believed to have been composed in the pre-Christian era. This poem was performed during the coronation of King Nongda Lairen Pakhangba in 33 A.D. It is also thought to be closely linked to the creation of the earth (Manihar, 2003). Ougri songs are still sung today during the religious and social festival called "Lai Haraoba." These songs are accompanied by dance known as Ougri Hangen and Khencho (Lyrics), sung in chorus with the Pena (a violin-like instrument) and drums.

Khamba Thoibi:

is a Classical Meitei language epic poem based on the ancient love story of Khuman prince Khamba and Moirang princess Thoibi of Ancient Moirang kingdom of Ancient Kangleipak (Manipur). The emergence of secular narrative verse in the form of ballads is believed to have begun in the 12th Century, with Moirang presenting the initial and most enchanting poem. The tales of "Moirang Saiyon" are rich in poetry and have a historical context, with Khamba and Thoibi being portrayed as the seventh and final "Saiyon." Fragments of manuscripts focusing on Moirang themes appear to date back to the mid-13th century. According to ancient scholars and experts, the Khamba-Thoibi episodes, considered the pinnacle of Manipuri romances, are truly epic in terms of theme, treatment, and presentation (Manipuri Sahitya Parishad, Imphal, 1970).

"I was delighted to see Khamba Thoibi at Manipur when you produced it as perhaps the first full scale ballet in the Manipuri form of dancing. The whole conception and execution was excellent and some of the dancers were obviously highly talented and extremely well trained. I personally think that the Manipuri style is the most graceful form of Indian dancing and I wish you every success in your attempt to develop and popularise it."

— Humayun Kabir, then Union Minister for Scientific Research and Cultural Affairs, Government of India (saying to Mrs. Vimala Raina, on 1st January 1960).

There are many more interesting and frivolous books, Novels, poems. Dr. Lamabam Kamal Singh's "Madhavi", the first fiction novel in the Manipuri language, Maharaj Kumari Binodini Devi's historical novel "Boro Saheb Ongbi Sanatombi", which won the Sahitya Akademi Award in 1979 can be mentioned.

"Media is literature in a hurry."

– Mathew Arnold

"Literature itself is media, a tool for messaging, communication and art."

Francesca Baker

Now, with the event of new media technology apps, techno and easy accessible of internet, media become pervasive. It plays a significant role in the dissemination of information and connecting each other. The role and influence of media continues to grow, allowing stories to reach a wide audience in a second.

In the present day, the world has become a global village, as envisioned by McLuhan, where modern technologies that facilitate global connections. This interconnectedness allows people from all corners of the globe to communicate and exchange information and experiences, regardless of their physical distance.

As per report given by Statista, global data and business intelligence platform, that "as of April 2024, there were 5.44 billion internet users worldwide, which amounted to 67.1 percent of the global population. Of this total, 5.07 billion, or 62.6 percent of the world's population, were social media users.

In India the government's Digital India initiative, along with the rising internet penetration in recent years, has resulted in a surge in the country's digital population, with over 751 million active users as of January 2024. India was the second largest online market in the world, behind China.

In contemporary society, the information disseminated through media significantly shapes public perception, emotions, and discourse, while simultaneously, it is the responsibility of the media to reflect the sentiments, feelings, and responses of the populace. Every domain holds relevance for media coverage, as issues that impact a substantial segment of the population are deemed equally significant as any other matter (Tushar, 2020).

Professor Nameirakpam Pramodini Devi, the Dept. of Linguistics at Manipur University, Manipur expressed that *"During this age of digital advancement, the rich collection of exquisite and captivating literary works by indigenous writers in Manipur can be disseminated and made accessible to a global audience through various media platforms. It is imperative for the government to play a significant role in supporting and promoting the exceptional literary creations of indigenous writers in Manipur"*.

CONCLUSION

In conclusion, Manipur possesses a vibrant literary heritage, despite its modest size and distant location in the far Northeast of India. The state is renowned for its arts, culture, and sports, with many Legends were born who have contributed their best during their lifetime in enriching the Manipuri Literature. It is imperative to disseminate these exceptional literary works by Indigenous writers to foster literature and ensure its accessibility to a global audience through diverse media platforms. In today's interconnected world, modern technologies play a crucial role in enabling global connections, as envisioned by McLuhan.

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