

**POPULAR CULTURE, ITS INFLUENCE AND IMPACTS OVER
TRADITIONAL MEDIA OF HMAR TRIBE OF CACHAR DISTRICT OF
ASSAM**

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ABSTRACT

Popular culture basically means the rapid changes and the system of global connection that occurs or happens through communication systems. This can not only be communication but transportation network and other modern technology. Popular culture due to its heavily influenced by mass media its collection of ideas and thoughts can creates a lots of impact in the mind of common people in the forming of a society. Popular culture in some way can also create a negative impact in the field of traditional media of the Hmar people.

The research paper is an attempt to find out the influence and impact of popular culture in the traditional media of Hmar culture among the hmar people of Hmarkhawlien and silchar area. The study is an attempt to know whether the popular culture is still holding the people in love with their traditional media and culture or it has taken them far away from their culture making them forget their culture and close to the foreign culture. Keeping in mind the importance of the area one village area and one town area has been selected for the study. The paper will also highlight whether popular culture should be accepted in a society where the tribal's people are rich in their traditional culture or it should be eliminated and banned in order to preserve their own culture and tradition. This study is based on primary data with selected rural and Urban areas from Cachar district. Primary data were collected by traditional, schedules and personal interview. Purposive sampling method was applied to collect data.

KEYWORDS: *Purposive sampling, importance, traditional, traditional, consumed, influence.*

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