



Youth Festival, Media, and Culture

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Abstract

Youth festivals are part of university life, where students learn from real life events, its challenges, and opportunities. Media plays an important role in making people aware about the society and culture. Present study deals with the objectives of youth festivals. We opted survey method to conduct the study with the help of closed-ended questionnaire. Result indicates that both male and female respondents have the opinion that the programs organized during the youth festival help the youth to connect with their local culture. They are agreed that youth festival create awareness among the youth about the various cultures and arts of the country. University students think that social media can change the views of people regarding the youth festival.

Keywords: Social-media, Indian youth festival, Gender, Traditional culture, and Leadership

1.0 Introduction:

The youth festival strives to spread the idea of global unification, social peace, fraternity, resilience, and expedition among the youth by showcasing their artistic abilities on a unified platform. Youth festivals contribute to the preservation of our diverse cultural heritage. Many classic forms on the point of extinction are maintained and revived by including them in youth festival competitions. It will benefit future generations. It will undoubtedly aid a country's cultural development. Youth festivals allow for developing qualities such as mutual respect, love, communal harmony, and national cohesion. Culture and creativity have always contributed to the growth of universal solidarity. The interchange of art and culture from one diaspora to another contributes significantly to forming a genuinely global brotherhood (Cummings et al., 2011).

Madhotsava, as mentioned in Sanskrit literature, is the earliest version of the contemporary Indian youth festival. In the *Ritusamhara*, Kalidasa portrays the two months after spring as a time of new color, merriment, and enthusiasm for youth. According to its proponents, its primary objective is to link youths with mental rather than sensory pleasures (Joshi, 2013).

Cultural festivals conducted in universities deliver the possibility to learn and compete. The youth gain art, culture, pair spirit (togetherness), leadership, and many other attributes

through the different events during this festival (*Ministry of Youth Affairs and Sports, 2022*).

1.1 Youth Festivals and national integration

The primary purpose of the youth festival is to highlight cultural components and several other events that reflect not only the spirit of the fraternity but also peace and progress. In addition, these events give a national forum for youths to exhibit their artistic abilities and aspirations. The Youth Festival is important for expression, performance, and identity rediscovery. Youth Festivals' marginalization matters. Youth Festivals are transitional areas that allow identity testing and identity politics (Bennett & Woodward, 2014).

The mass media are an essential entity in democracy, seeing as it serves the public's thirst for cultural promotion. According to the cultivation theory, the media may shape the behaviours and beliefs of consumers. It is the perceived strength of mainstream media. Access to mass media influences both preset and formed opinions on culture and various contemporary issues (Bilandzic & Rössler, 2004).

2.0 Review of literature:

In their study, Puspitasari & Sabila (2021) employed computer-mediated communication (CMC) theory to examine the communication between Indonesian youth festival organizers and their target audience. This study's findings indicate that social media, as one of the promotional channels for Youth Fest-2019, was successful in reaching thousands of people and attracting youth.

Koutrou & Berber (2021) investigated the elements related to the equivocal participation of participants in the 2017 European Youth Olympic Winter Festival in their study. After contests, the study also investigated the effect on future volunteer commitment and awareness. The study also explored gender, age, and volunteer experience differences in participant perceptions of role ambiguity in competitions. The article addresses the consequences for event managers after concluding that job ambiguity is related to future volunteering outside of competition.

Heidemann (2020) researched the festival held in South Indian temples. During this time, he discovered how individuals participate in the festival. Badagas, the most important celebration in the Nilgiri region, was selected as a case study. During this investigation, the researcher discovered that festivals are essential in fostering emotional connections among individuals. Due to the growing religious sentiments among the populace, individuals from every hamlet participate in the festival and provide cultural performances, such as dances, etc. During this action, the ambience of the temple complex inspires individuals to connect more emotionally.

Peacock (2012) investigates the significance of the Moscow Festival of Youth and Students during the cold war. The paper contends that the event represented a pivotal period in the Cold War when the Soviet leadership acknowledged the growing significance of culture and young in its quest for worldwide agreement. While the Soviet government intended to utilize the festival to create an image of a reformed, free, and peaceful citizenry, the western press and delegates muddled the festival's meaning with their activities.

3.0 Methodology

The present part of the study contains objectives, hypothesis, research design and sample design.

3.1 Objectives: Objectives of the study as follows-

RO1: To know the association between gender of respondents and the statement ‘The programs organized during the youth festival help the youth to connect with their local culture.’

RO2: To know the association between gender of respondents and the statement ‘The events held during the youth festival create awareness among the youth about the various cultures and arts of the country.’

RO3: To know the association between gender of respondents and the statement ‘The information spread through social media can change the views of people regarding the youth festival.’

RO4: To find out the association between gender of respondents and the statement ‘Leadership qualities develop in the youth during the youth festival.’

RO5: To analyze the association between gender of respondents and the statement ‘The most trusted media for you to know about the youth festival organized in Indian universities.’

3.2 Hypothesis: The hypothesis of the study is given below:

Ha1: There is an association between gender of respondents and the statement ‘The programs organized during the youth festival help the youth to connect with their local culture.’

Ha2: There is an association between gender of respondents and the statement ‘The events held during the youth festival create awareness among the youth about the various cultures and arts of the country.’

Ha3: There is an association between gender of respondents and the statement ‘The information spread through social media can change the views of people regarding the youth festival.’

3.3 Research design: Present study is descriptive in nature. We used cross-sectional research design to collect data from the population. We adopted survey method for data collection with closed ended questionnaire.

3.4 Sample design and duration of the study: University students and faculty are the part of population for the present study. We collected sample from four universities for Haryana and Punjab with the help of purposive sampling method. We gathered data from form October 2022 to December 2022.

4.0 Analysis: We analysis data based on crosstabulation to know the association between two variables.

4.1: Association between gender of respondents and the statement ‘The programs organized during the youth festival help the youth to connect with their local culture.’

Gender of respondents	The programs organized during the youth festival help the youth to connect with their local culture.				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Male	3.4%	9.0%	6.8%	26.0%	54.8%
Female	8.0%	4.5%	14.3%	25.9%	47.3%
Total	6.0%	6.5%	11.0%	25.9%	50.6%

Table 4.1: Crosstabulation between gender of respondent and the statement ‘Programs organized during the youth festival help the youth to connect with their local culture.’

The youth festivals held in the universities unite diverse cultures in a united thread with a comprehensive and interactive approach. Table 4.1 indicates that 54.8% of male respondents are strongly agree with the statement that the programs organized during the youth festival help the youth to connect with their local culture. 26.0% respondents agree, 6.8% neutral, 9.0% disagree, and 3.4% are strongly disagree.

On the other hand, 47.3% of female respondents are strongly agree with the statement that the programs organized during the youth festival help the youth to connect with their local culture. 25.9% female respondents agree, 14.3% neutral, 4.5% disagree, and 8.0% are strongly disagree.

Overall, 50.6% of respondents are strongly agree with the statement that the programs organized during the youth festival help the youth to connect with their local culture. 25.9% respondents agree, 11.0% neutral, 6.5% disagree, and 6.0% are strongly disagree with the statement.

4.2: Association between gender of respondents and the statement ‘The events held during the youth festival create awareness among the youth about the various cultures and arts of the country.’

Gender of respondents	The events held during the youth festival create awareness among the youth about the various cultures and arts of the country.				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Male	11.3%	4.5%	10.2%	35.0%	39.0%
Female	7.1%	11.6%	10.7%	37.5%	33.0%
Total	9.0%	8.5%	10.5%	36.4%	35.7%

Table 4.2: Crosstabulation between gender of respondents and statement ‘The events held during the youth festival create awareness among the youth about the various cultures and arts of the country.’

Youth festival is not simply a dance or art performance. Through this event, future generations are exposed to the preservation of cultural legacy, knowledge, and experience. Table 4.2 indicates that 39.0% of male respondents are strongly agree with the statement that

the events held during the youth festival create awareness among the youth about the various cultures and arts of the country. 35.0% respondents agree, 10.2% neutral, 4.5% disagree, and 11.3% are strongly disagree.

On the other hand, 33.0% of female respondents are strongly agree with the statement that the events held during the youth festival create awareness among the youth about the various cultures and arts of the country. 37.5% female respondents agree, 10.7% neutral, 11.5% disagree, and 7.1% are strongly disagree.

Overall, 35.7% of respondents are strongly agree with the statement that the events held during the youth festival create awareness among the youth about the various cultures and arts of the country. 36.4% respondents agree, 10.5% neutral, 5.5% disagree, and 9.0% are strongly disagree with the statement.

4.3: Association between gender of respondents and the statement ‘The information spread through social media can change the views of people regarding the youth festival.’

Gender of respondents	The information spread through social media can change the views of people regarding the youth festival.				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Male	7.9%	4.5%	11.3%	43.5%	32.8%
Female	8.9%	7.1%	8.9%	51.8%	23.2%
Total	8.5%	6.0%	10.0%	48.1%	27.4%

Table 4.3: Crosstabulation between gender of respondent and the statement ‘The information spread through social media can change the views of people regarding the youth festival.’

Social media has emerged as the most effective way to keep up with the constant changes in life. The safe and limited use of communication media is beneficial to the advancement of knowledge and comprehension, but its unlimited usage has the potential to cause harm. Table 4.3 indicates that 32.8% of male respondents are strongly agree with the information spread through social media can change the views of people regarding the youth festival. 43.5% respondents agree, 11.3% neutral, 4.5% disagree, and 7.9% are strongly disagree.

On the other hand, 23.2% of female respondents are strongly agree with the statement that the information spread through social media can change the views of people regarding the youth festival. 51.8% female respondents agree, 8.9% neutral, 7.1% disagree, and 8.9% are strongly disagree with the statement.

Overall, 27.4% of respondents are strongly agree with the statement that the information spread through social media can change the views of people regarding the youth festival. 48.1% respondents agree, 10.0% neutral, 6.0% disagree, and 8.5% are strongly disagree with the statement.

4.4: Association between gender of respondents and the statement ‘Leadership qualities develop in the youth during the youth festival.’

Gender of respondents	Leadership qualities develop in the youth during the youth festival.				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Male	6.8%	7.9%	4.5%	36.2%	44.6%
Female	6.2%	0.9%	11.6%	32.1%	49.1%
Total	6.5%	4.0%	8.5%	33.9%	47.1%

Table 4.4: Crosstabulation between gender of respondent and the statement ‘Leadership qualities develop in the youth during the youth festival.’

The youth festival unites diverse cultures. Throughout the festival, the youth demonstrate their abilities and talents in a variety of competitive and competitive events. Table 4.4 indicates that 44.6% of male respondents are strongly agree with the statement that the leadership qualities develop in the youth during the youth festival. 36.2% respondents agree, 4.5% neutral, 7.9% disagree, and 6.8% are strongly disagree.

On the other hand, 49.1% of female respondents are strongly agree with the statement that the leadership qualities develop in the youth during the youth festival. 32.1% female respondents agree, 11.6% neutral, 0.9% disagree, and 6.2% are strongly disagree.

Overall, 47.1% of respondents are strongly agree with the statement that the leadership qualities develop in the youth during the youth festival. 33.9% respondents agree, 8.5% neutral, 4.0% disagree, and 6.5% are strongly disagree with the statement.

4.5: Association between gender of respondents and the statement ‘The most trusted media for you to know about the youth festival organized in Indian universities.’

Gender of respondents	The most trusted media for you to know about the youth festival organized in Indian universities.			
	Social Media	News Portals	Radio-TV	Newspapers/ Magazines
Male	42.9%	10.2%	7.9%	39.0%
Female	63.4%	14.3%	3.6%	18.8%
Total	54.4%	12.5%	5.5%	27.7%

Table 4.3: Crosstabulation between gender of respondent and the statement ‘The most trusted media for you to know about the youth festival organized in Indian universities.’

In the media, both the channel and the source must be credible. Their purity has an impact not only on the reader or listener, but also on the entire socio-economic-political-cultural system. Table 4.5 indicates that 42.9% of male respondents consider that social media is the most trusted media to know about the youth festival organized in Indian universities. 39.0% respondents believe newspapers/magazines, 10.2% think news portals, and 7.9% consider radio-TV.

On the other hand, 63.4% of female respondents consider that social media is the most trusted

media to know about the youth festival organized in Indian universities. 18.8% respondents believe newspapers/magazines, 14.3% think news portals, and 3.6% consider radio-TV. Overall, 54.4% of respondents consider that social media is the most trusted media to know about the youth festival organized in Indian universities. 27.7% respondents believe newspapers/magazines, 12.5% think news portals, and 5.5% consider radio-TV.

4.6 Hypothesis testing: Chi-square test

Ho1: There is no association between gender of respondents and the statement ‘The programs organized during the youth festival help the youth to connect with their local culture.’

Pearson Chi-Square	Value	Df	Asymp. Sig. (2-sided)
	12.928 ^a	4	.012

There is an association between gender of respondents and the statement ‘The programs organized during the youth festival help the youth to connect with their local culture’ because p-value is 0.012 which is less than the significance value i.e. 0.05. So, null hypothesis “There is no association between gender of respondents and the statement ‘The programs organized during the youth festival help the youth to connect with their local culture’” is rejected.

Ho2: There is no association between gender of respondents and the statement ‘The events held during the youth festival create awareness among the youth about the various cultures and arts of the country.’

Pearson Chi-Square	Value	Df	Asymp. Sig. (2-sided)
	8.935 ^a	4	.063

There is no association between gender of respondents and the statement ‘The events held during the youth festival create awareness among the youth about the various cultures and arts of the country’ because p-value (0.063) is more than the significance value i.e. 0.05. Hence, we fail to reject null hypothesis.

Ho3: There is no association between gender of respondents and the statement ‘The information spread through social media can change the views of people regarding the youth festival.’

Pearson Chi-Square	Value	Df	Asymp. Sig. (2-sided)
	6.514 ^a	4	.164

There is no association between gender of respondents and the statement ‘The information spread through social media can change the views of people regarding the youth festival’ because p-value (.164) is more than the significance values 0.05. Hence, we failed to reject

the null hypothesis i.e. “There is no association between gender of respondents and the statement ‘The information spread through social media can change the views of people regarding the youth festival.’”

5.0 Result and conclusion:

More than half of male respondents strongly agree, and one-fourth of respondents agree that the programs organized during the youth festival help the youth to connect with their local culture. The number of male respondents who strongly disagree is negligible. On the other hand, almost half of female respondents strongly agree, and one-fourth of respondents agree that the programs organized during the youth festival help the youth to connect with their local culture. The number of female respondents who disagree is negligible. Neutral respondents are more female.

More than one-thirds of male respondents strongly agree, and one-thirds of respondents agree that the events held during the youth festival create awareness among the youth about the various cultures and arts of the country. One-thirds of female respondents strongly agree, and more than one-thirds of respondents agree that the events held during the youth festival create awareness among the youth about the various cultures and arts of the country. Disagree respondents are more female and strongly disagree respondents are more male. The number of male respondents who disagree is negligible.

One-thirds of male respondents strongly agree, and less than half of respondents agree that the information spread through social media can change the views of people regarding the Youth Festival. The number of male respondents who strongly disagree is negligible. One-fourth of female respondents strongly agree, and half of respondents agree that the information spread through social media can change the views of people regarding the youth festival. Neutral respondents are more male, and strongly disagree respondents are more female.

Less than half of male respondents strongly agree, and more than one-thirds of respondents agree that the leadership qualities develop in the youth during the youth festival. Half of female respondents strongly agree, and one-thirds of respondents agree that the leadership qualities develop in the youth during the youth festival. Neutral respondents are more female, and strongly disagree respondents are more male. The number of female respondents who disagree is negligible.

Less than half of male respondents consider that social media is the most trusted media to know about the youth festival organized in Indian universities. While more than one-thirds of respondents recognize newspaper/magazines as most trusted media. Almost two-thirds of female respondents consider that social media is the most trusted media to know about the youth festival organized in Indian universities. While less than one-fourth of respondents recognize newspaper/magazines as most trusted media. Males are more among the respondents who consider radio/TV as a reliable medium. And more female respondents believe News Portals as most trusted medium to know about the youth festival organized in Indian universities.



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