

## **Folk Media and Political Movement: A Case Study on the Bodos of North East India**

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**Abstract :** Politics of ethnic identity in the north-east India is well-known phenomenon. The ethnic assertion in this region is mostly linguistic and cultural in nature. Most of the ethnic groups in the north-east region have been demanding either autonomous or separate state to maintain their socio-cultural identity. After the Indian Independence, the ethnic groups of people think that they have not developed till. Despite having many natural resources, North East India remained backward in terms of economic, education as well as politics. In this scenario, many educated and middle-class elite people have involved in working for the all-round development of their community. The Bodos are one of the major tribes in North East India. In Assam, the Bodos are assumed by themselves to be exploited and suppressed by the Assamese Hindu society. Consequently, the socio-cultural identity movement has emerged among the Bodos. The main aims of my study are: i. to focus on how the Bodos of Assam are using the folk media in their political movement and iii. To analyse the role of folklore towards serving the ethnic unity and nationalism among the Bodos. Methodology: The study is based on the primary and secondary sources. Interview and observation method was conducted for collecting the primary data. For secondary source, some printed books, magazines and others materials published by the distinguished publishers and websites have been used.

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