

National Institute of Open Schooling
Senior Secondary Course: Mass Communication
Lesson 27A: Comparison of Traditional Media with Electronic Media
Worksheet – 27A

1. List the various characteristics of traditional media and explain any three characteristics with examples.
2. Share any personal experience from your life when traditional mode of communication was useful for you.
3. Symbols are known as traditional mode of communication. Visit any bus station and look for these symbols. Indicate their five characteristics.
4. At Indian railway stations, you will see and hear information in both traditional and electronic mode of communication. List out the five information you received from both the mediums.
5. Categorize the programs that are broadcast on TV. How useful is the present media in comparison with the traditional media? Answer on the basis of your experience.
6. Select any two Indian films and identify the five roles of folk songs and music used in them. Share your experiences in the context of India films.
7. Watch traditional and electronic medium programmes. Do a comparative study of both the programmes. Choose a village and discuss with the villagers the difference between the two.
8. Electronic mode of communication reduced the burden on traditional mode of communication. Explain with the help of a suitable example.
9. Visit a fair and list out the perspectives related to mode of communication.
10. In ancient time smoke, fire and rope were used to transmit messages in the nomadic society. Explain this statement by giving three examples of each of the traditional forms of communication.

