

Chapter 25

INTRODUCTION TO TRADITIONAL MEDIA

Meaning:

We all should know that communication is not confined to print, television, radio, photograph, the internet, etc. There are other ways of communication which exist in different forms in and around you. These all forms are known as the name of traditional media. Before the existence of print and electronic media, people exchanged their joy, sorrow, or information with each other with the help of folk dance, drama, puppet shows, hoarding, ballad, and stories.

DEFINITION OF TRADITIONAL MEDIA

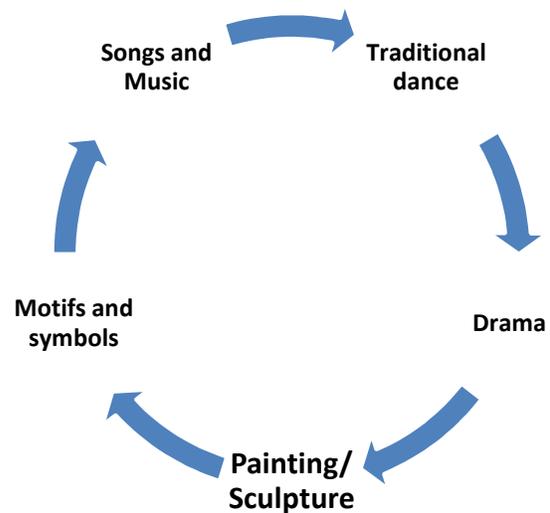
The non electronic mediums which work as part of our culture and as vehicle of transmitting tradition from one generation to another generation is called traditional media.

Different forms of traditional media

Forms of traditional media are divided into various categories. But these all forms are different in different regions and communities. But for your understanding, these can be divided into the following:

- Traditional dance
- Drama
- Painting
- Sculpture
- Song
- Music

- Motifs and symbols.



- One of the traditional forms of communication is the announcement made by beating a 'Nagada' or drum with a stick and used for communicating messages from one village to another through its beats.
- **Puppetry** is a popular form of traditional media which exists in rural areas of India.
- **Patachitra Katha** refers to stories that have been told through the medium of palm leaf paintings.

- **Story telling** is another interesting format of traditional media which existed at a time when advanced forms of communication such as the written word did not exist. But Story telling is still alive after the advent of modern technology in media organizations.
- **Nautanki** is a famous form of folk arts involving a mix of music and dance. It is much popular in northern India. It was the most popular form of entertainment before the advent of cinema.
- **Fairs and festivals** including social, ritual and ceremonial gathering create a platform to meet and exchange views among people.
- **Folk dances** vary from one place to another. For example; you will find a variety of tribal dances in the North Eastern region, Orissa and Gujarat.
- **Traditional paintings,** wall paintings, inscriptions, statues and stupas played a vital role in communicating ideas and culture from one generation to another.
- Forms of traditional media also include the house barn and fence types. The traditional conventional sounds used to summon animals or give them commands are considered as different modes of communication.

TRADITIONAL MEDIA VS TELEVISION

Let us list out some of the differences between traditional media and electronic media.

Traditional media	Electronic media
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-Non-technological in nature. -flexible in nature but culturally rigid -less expensive medium - messages are presented before a live audience - Reach is limited	-Technological in nature -flexible but enjoys cultural freedom -expensive medium which needs high monetary investment - Messages are transmitted or broadcasted - reaches out to a large number of people
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USE OF TRADITIONAL MEDIA IN COMMUNICATION

- Mostly traditional media have been used as a medium of communication in rural areas.
- Over the years, rural masses have been using the folk media for expressing their social, ritual, moral and emotional needs.
- Traditional media plays a very important role in convincing and influencing people in a very effective way.
- During freedom struggle in India, folk media played a great role in spreading the message of patriotism.
- **“Jatra”** a traditional theatre and **“Paala”** is the traditional forms of ballad singing. Both are used for spreading awareness on various social issues by the state governments.

DO YOU KNOW

- **The song and Drama Division** of the government of India uses various forms of traditional media to spread awareness on a number of social

issues like AIDS, polio immunization etc.

- Communication through traditional media thus helps in building good relations.

EXTEND YOUR HORIZON

Question1 Before we move on to the next section on various forms of traditional media, now can you name a few forms of traditional media around you.

Question2 Explain with examples different forms of traditional media.