

Chapter 27

COMPARISON OF TRADITIONAL MEDIA WITH ELECTRONIC MEDIA

Meaning:

In the modern communication world, it is necessary to know the difference between Traditional media and Electronic media like Television? Traditional media means those communication mediums, which work without the help of electricity. They are totally dependent on human activities such as Puppet shows, Drama, Folk songs, painting, etc. But on the other side Electronic media is totally dependent on electronic equipment such as camera, electricity, radio and television sets.

TRADITIONAL MEDIA AND ELECTRONIC MEDIA: THEIR ADVANTAGES AND DISADVANTAGES

Let us list the advantages and disadvantages of both traditional media and electronic media. **Advantages of traditional media**

- Most useful in human communication.
- No need for special training or technology
- Mostly embedded in one's own culture and tradition.
- Very much a part of our lives.
- Feed back is immediate and known.
- Flexibility in changing the form and content for the existing context. For example, songs can be written for a

social cause without changing the forms and style.

- Cost effective.
- Very easy to remember and can quickly attract the masses.
- Most intimate with the masses in all the regions of the country.
- Primary appeal is to the emotions rather than the intellect.
- Commands an immense variety of forms and themes to suit the communication requirements of the masses.
- Local and live, and able to establish direct rapport with the audience.
- Easily available to their audience.
- Flexible to accommodate new themes.
- Enjoyed and approved by all the people from different age groups, and they are low-cost media as compared to the sophisticated electronic media.

Advantages of electronic media

- Outreach is more and audiences are heterogeneous.
- Messages can be communicated within no time.
- Messages can be communicated to large number of people at a time.

- Variety of audio, video, text can be used in one single medium.
- Great possibility of recording and archiving the content for future use.

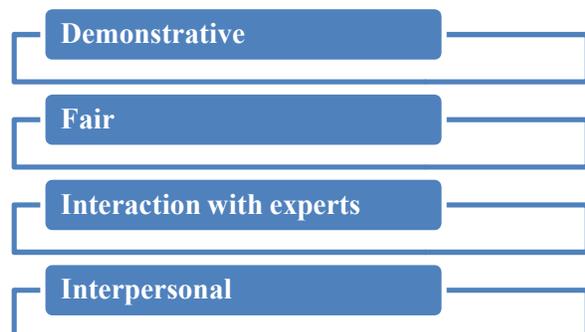
In the near future it might be possible to make this medium interactive

Disadvantages of Traditional media	Disadvantages of electronic media
<ul style="list-style-type: none"> • Restricted to the place of performance. 	Less intimate .
<ul style="list-style-type: none"> • Reach is limited 	Feedback mechanisms are slow
<ul style="list-style-type: none"> • Limited scope for archiving the performance 	Special training required to make programmes .
<ul style="list-style-type: none"> • Can cater only to a limited audience 	Limited access in rural areas

TRADITIONAL MEDIA AND ELECTRONIC MEDIA: NATURE

Let us learn about the different forms:

Nature of traditional media,



Now let us discuss about the nature of electronic media.

- Electronic media provides effective use of the 'sight' and 'hearing' senses.
- Radio stimulates the imagination and is a portable and low cost medium.
- Television has visual and sound capabilities.
- Electronic medium allowing us to watch the world from homes.
- Immediacy and timeliness are the important characteristics of the electronic media.
- Electronic media has a pivotal role to play in information transfer, education, culture, health, politics etc.

Myths and dilemmas about traditional media:

There are certain myths and dilemmas about traditional media that are prevalent in the mind of the people.

Some of them are:

- Traditional media has no relevance in the present context.
- They are not effective for communication.

INTEGRATION OF TRADITIONAL MEDIA WITH ELECTRONIC MEDIA

- Traditional media with the help of electronic media has been increasingly recognized as workable tool to impart development messages in the society.

- Electronic media like radio and television have extended the area of coverage of a traditional performance.
- Coverage of traditional performances through mass media channels
- Transformation of traditional media forms by the introduction of films songs and dances.

Maximize your marks

Q1. List any five advantages of traditional media.

Q2. Observe television programmes for a period of one week. Make a list of traditional forms of media that you have seen on television during his period.

Q3. Look at any puppet program on television or in theaters. Discuss the message that has been delivered in the show with your family members.