

## Chapter 28

### COMMUNICATING THROUGH TRADITIONAL MEDIA

**Meaning:** Communication is a dynamic process. It happens all the time. Your posture, the way in which you walk, talk or carry out your work communicates something or the other. Even your dress, accessories and ornaments communicate. In traditional media, the communication process becomes interpersonal. This form of communication plays a vital role on his listeners and viewers. Traditional media disseminate information and knowledge with the limited target groups with strong effects. This form of communication is quite popular in villages. Rural people rely more on the messages give by the traditional media as compared to other means of communication.

#### COMMUNICATING THROUGH TRADITIONAL MEDIA

It is a flexible, live and natural medium to communicate with the audience.

- Traditional media breaks the language barriers. Its simple, free to use
- men and women of different age group enjoy them,
- Traditional media create a fact-to-face situation between the communicator and the receiver of the message.

- Traditional media are free from advertisements.
- Traditional media is free from biasness.

#### TRADITIONAL MEDIA AS A PART OF SOCIO-CULTURAL AND RITUAL COMMUNICATION

- As we all know that traditional media includes ritualistic dances, religious songs, and methodological based rural plays.
- It is known to convey messages on population, health and hygiene to the rural masses.
- The most important factor of this medium is “flexibility”. Because it is flexible enough to absorb development messages to meet the contemporary needs.
- Cross cultural communication hurdles are not encountered here.
- Performances and fine arts need no language.
- Traditional media includes a social, ritual and cultural gathering to initiate a discussion and communication begins.
- Traditional communication takes place in market, festival, village fair or any rural celebrations.

## APPLICATIONS OF TRADITIONAL MEDIA

- To create awareness on social issues.
- To sensitize people on various issues.

## FUTURE OF TRADITIONAL MEDIA

- The future of traditional media is tough and it's our responsibility to make the medium survive.
- Traditional forms of media manage to sustain themselves. After a performance, viewers generally contribute money to keep the artist and the art alive.
- Contribution comes from the audience and helps traditional media to survive and grow.
- After the Advent of modern means of communication, traditional media players have changed their creative profession.
- Government of India is using these mediums for spreading awareness on health, environment and other social issue among masses
- Change is inevitable. The changing face of communication and media is limiting the space of traditional media.
- Presently traditional media professionals have been facing issues and leaving their creative arts because of lack of financial

support and patronage from people.

- It's our moral responsibility to save the few traditional forms of media from fast eroding and reviving the older forms to present them for future generation.

## DO YOU KNOW

- Government of India supports this media to disseminate the information in the society.
- For revival and survival of traditional media, the government has established bodies like the Song and Drama division, Sangeet Natak Akadamy, Lalit Kala Academy, Directorate of Audio-Visual publicity.

## Maximize Your Marks

- Can you identify any other form of public communication places where social, cultural and ritual communication takes place?
- List any two environmental issues for which you can use traditional media?
- Discuss with any traditional media artist, and to try to know about how modern modes of communication such as television, radio and Social media are affecting profession.

