



“बेटी बचाओ, बेटी पढ़ाओ”

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

(Format for Preparing E Notes)

(JOURNALISM DEPARTMENT)

Faculty of Education and research methodology

Faculty Name- JV'n Manisha Peepliwal (Assistant Professor)

Program- B.A. journalism 3rd Semester

Course Name - TRADITIONAL MEDIA OF COMMUNICATION

Session No. & Name – 2023-2024

Academic Day starts with –

- Greeting with saying ‘**Namaste**’ by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Lecture Starts with-

Review of previous Session- In our previous session we read and learn about elements of news.

- Topic to be discussed today- Today We will discuss about social communication through folk media.
- Lesson deliverance (ICT, Diagrams & Live Example)- live discussion
 - PPT (10 Slides)
 - Diagrams

Introduction & Brief Discussion about the Topic

Social communication through folk media.

- University Library Reference-
 - E-notes, handmade notes.
 - E- Journal
 - Online Reference if Any.
- Suggestions to secure good marks to answer in exam-
 - Explain answer with key point answers
- Questions to check understanding level of students-
- Small Discussion About Next Topic-
- Academic Day ends with-
National song ' **Vande Mataram**'

COMMUNICATION THROUGH FOLK MEDIA.

Social communication through folk media is a method of communication that relies on traditional and indigenous forms of media to convey information, stories, values, and cultural messages within a specific community or culture. Folk media includes various forms of communication such as folk music, folk dance, oral storytelling, folk art, and other cultural expressions that have been passed down through generations. Here are some key aspects of social communication through folk media:

Preservation of Culture: Folk media plays a crucial role in preserving and promoting the cultural heritage of a community or society. It helps transmit customs, traditions, and values from one generation to another.

Oral Tradition: Many folk media forms are part of the oral tradition, which means they are passed down through spoken or sung word rather than through written text. This makes them highly accessible to those who may not be literate.

Local Relevance: Folk media is often highly localized and reflects the specific beliefs, practices, and concerns of a particular community or region. It can address issues that are particularly relevant to that group.

Community Engagement: Folk media encourages active community participation. It often involves group activities like dance, music, and storytelling that bring people together and strengthen social bonds.

Storytelling: Folk media relies heavily on storytelling, which is an effective way to convey messages, share wisdom, and entertain. These stories often have moral, cultural, or educational components.

Cultural Identity: Folk media is closely tied to the cultural identity of a group. It helps individuals connect with their roots and understand their place within their culture.

Resistance and Protest: Folk media can also be a tool for resistance and protest. It has been used to convey messages of social justice, political resistance, and cultural pride.

Adaptability: Folk media can adapt to changing circumstances and technologies. For example, traditional folk songs can be modernized to address contemporary issues.

Communication in Rural Areas: In rural or remote areas with limited access to modern communication technologies, folk media remains a vital means of communication.

Cultural Exchange: Folk media can serve as a bridge for cultural exchange between different communities and even between generations.