



"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 Pepliwal (Assistant Professor)**

**Program-** B.A. Journalism 3<sup>rd</sup> 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 sources of news. We read and learn about news agencies like ANI United press international Associated press etc.

Topic to be discussed today-. **TRADITIONAL MEDIA OF COMMUNICATION**

Lesson deliverance (ICT, Diagrams & Live Example) - live discussion

- PPT (10 Slides)

- Diagrams

Introduction & Brief Discussion about the Topic

- . TRADITIONAL MEDIA OF COMMUNICATION
- 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**'

## **FOLK MEDIA AND MODERN MASS MEDIA**

Folk media and modern mass media are two distinct forms of communication that serve different purposes, reach different audiences, and employ different technologies and channels.

**Here's a brief overview of both:**

### **Folk Media:**

Folk media refers to traditional forms of communication and entertainment that have been practiced within specific cultural or community groups for generations. It often involves oral traditions, storytelling, music, dance, rituals, and other forms of expression that are passed down through generations.

Folk media is typically localized and rooted in the cultural, social, and historical context of a particular community or region. It serves to preserve and transmit cultural values, traditions, and knowledge within a community.

Folk media can be highly interactive and participatory, with community members actively engaging in the creation and dissemination of content.

### **Modern Mass Media:**

Modern mass media encompasses a wide range of communication technologies and channels that are used to reach a large, diverse audience. It includes television, radio, newspapers, magazines, the internet, social media, and various digital platforms. Modern mass media is characterized by its ability to reach a global audience and disseminate information rapidly. It often involves professional journalists, broadcasters, and content creators who produce and distribute news, entertainment, and information to a broad audience. Mass media plays a significant role in shaping public opinion, influencing culture, and disseminating information on a wide range of topics.

While both folk media and modern mass media serve important communication functions, they differ in terms of their scope, technology, audience reach, and cultural significance. Folk media is deeply rooted in local and cultural traditions, while modern mass media operates on a global scale and relies on advanced technologies for content creation and distribution. Additionally, modern mass media often has a more commercialized and profit-oriented structure, while folk media tends to be community-based and focused on preserving cultural heritage.

In today's interconnected world, there is a dynamic interplay between these two forms of media. Folk media elements can sometimes be incorporated into modern mass media to celebrate cultural diversity and promote understanding, while modern mass media can, in turn, influence and shape folk traditions as they adapt to a rapidly changing world