



“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 sources of news. We read and learn about ritual media .

Topic to be discussed today- Folk media and ritual communication.

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

- PPT (10 Slides)
- Diagrams

Introduction & Brief Discussion about the Topic

- Folk media and ritual 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 RITUAL COMMUNICATION

Folk media and ritual communication are important aspects of traditional cultures and societies. They play a significant role in conveying cultural values, traditions, and beliefs from one generation to another

Here's an overview of these concepts:

Folk Media:

Definition: Folk media refers to various forms of communication and expression within traditional or folk cultures. It includes oral traditions, storytelling, folk songs, dances, theater, and other forms of artistic and cultural expression.

Purpose: Folk media serves as a means of preserving and transmitting cultural knowledge, history, and values. It often reinforces social cohesion within a community and helps define a group's identity.

Characteristics:

Oral Tradition: Much of folk media relies on oral transmission, with stories, songs, and legends being passed down through generations.

Local and Regional: Folk media is often deeply rooted in local and regional customs, making it specific to particular communities.

Participatory: It often involves active participation from the community, such as in folk dances or communal storytelling.

Symbolism: Folk media frequently uses symbolism to convey deeper meanings related to cultural and societal norms.

Ritual Communication:

Definition: Ritual communication refers to the use of structured and symbolic actions, gestures, and words within religious, ceremonial, or cultural rituals. It serves as a means of conveying messages and meaning during these events.

Purpose: Rituals are used to mark important life events (birth, marriage, death), religious ceremonies, and cultural celebrations. They often provide a sense of order, continuity, and meaning in people's lives.

Characteristics:

Symbolism: Rituals are rich in symbolism, using objects, gestures, and words to convey deeper spiritual or cultural meanings.

Repetition: Many rituals involve repetitive actions or words, emphasizing the importance of tradition and continuity.

Community and Identity: Rituals often strengthen the sense of community and cultural identity among participants.

Transcendence: They may facilitate communication with the divine, ancestors, or other supernatural entities, depending on the cultural context.

Examples of Folk Media and Ritual Communication:

Folk Songs: Traditional songs often carry stories, history, and cultural values. For example, American folk songs like "This Land Is Your Land" convey messages about the beauty and importance of the land.

Festivals and Ceremonies: Many cultures have elaborate rituals and festivals. For instance, the Hindu festival of Diwali involves rituals like lighting lamps and fireworks to symbolize the triumph of light over darkness.

Native American Oral Traditions: Various Native American tribes have rich oral traditions that include storytelling as a means of passing down their history, spirituality, and wisdom.

In summary, folk media and ritual communication are essential components of cultural and social life in many societies. They serve as a means of preserving and transmitting cultural heritage, values, and traditions from one generation to the next, while also fostering a sense of community and identity among participants.