



"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 communication through folk media.

Topic to be discussed today- public opinion.

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

- PPT (10 Slides)
- Diagrams

Introduction & Brief Discussion about the Topic

- 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**'

TRADITIONAL MEDIA AND DEVELOPMENT ISSUES

Traditional media plays a significant role in the development of societies and individuals in various ways.

Relationship between traditional media and development:

Information Dissemination: Traditional media, including newspapers, radio, and television, has historically been a primary source of information for the public. It helps to inform individuals about current events, government policies, health and education initiatives, and more. Access to accurate and timely information is essential for societal development

Education and Awareness: Traditional media often plays a crucial role in educating people. Educational programs, documentaries, and news segments can raise awareness about important issues such as public health, environmental concerns, and social justice, contributing to individual and societal development.

Cultural Preservation: Traditional media, particularly in the form of books, newspapers, and magazines, can preserve and promote a society's cultural heritage. This preservation of culture is vital for identity and social development.

Social and Political Engagement: Traditional media can serve as a platform for public discourse and engagement. Through opinion pieces, letters to the editor, and talk shows, it can facilitate discussions on various topics, thus contributing to the political and social development of a nation.

Economic Development: Traditional media is often a significant industry in itself, providing jobs and contributing to a country's economy. Additionally, it serves as a platform for advertising and marketing, which can stimulate economic growth.

Public Accountability: Investigative journalism and reporting by traditional media outlets can help hold governments, businesses, and other institutions accountable for their actions. This accountability is essential for a well-functioning society and development.

Health Communication: Traditional media is often used to communicate important health information and messages, such as vaccination campaigns, disease prevention, and healthy lifestyle promotion. This is crucial for public health and overall development.

Development Initiatives: Governments and organizations often use traditional media to promote development initiatives. For example, they may use television and radio to inform the public about sanitation programs, vaccination campaigns, and educational opportunities.

Access and Inclusivity: Ensuring equitable access to traditional media is important for development. Governments and organizations need to make sure that marginalized and remote communities have access to newspapers, radio broadcasts, and television programming to prevent information gaps.

Challenges and Concerns: Traditional media can also perpetuate biases and reinforce certain stereotypes, which can hinder social development. Additionally, the digital divide, where some people have access to modern media while others rely solely on traditional media, can pose challenges.