



“बेटी बचाओ, बेटी पढ़ाओ”

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(Format for Preparing E Notes)

Faculty of FEM

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 SOCIO- CULTURE

The current research study aimed to frame the ongoing and growing debate in the academic field about the overlapping relationship between traditional media and social media outlets. Particularly, the study sought to present an in-depth and inclusive discussion about the traditional media and social media, focusing on the challenges and opportunities of each type. Additionally, there are major differences between the two types, including: while traditional media generally offers a wider audience pool, social media allows for more targeted distribution; social media is immediate, while traditional can be delayed due to press times; traditional media pieces are more final, where social media is dynamic; social media offers more control over the message than traditional media; social media is a two-way conversation, and traditional is one-way, i.e., with social media, the public has the opportunity to voice their opinions. Furthermore, the findings of the study revealed that although social media has become the most convenient and prevalent communication channel with the ability to reach a broader audience, and although the rise of new media, particularly social media, has put a danger to the survival of some traditional media outlets and reduced their readership and viewership, however traditional media, which is no longer as dominant as it once was, is still a relevant source of information for society and a wide audience who are looking for the credibility and reliability of the news that is circulated on social media. Finally, the study concluded that despite the fact that traditional media and social media both have their pros and cons; however the relationship between them is still a relationship of

integration, not a relationship of exclusion or cancellation. Thus, instead of being pitted against one another, traditional and social media outlets can go hand-in-hand through developing a successful integration, a complementary relationship, and a sustainable sharing processes between the traditional media and the social media outlets in a collaborative, cohesive, and in an ethical manner, as such integration would enhance their roles and services, provide added values than ever, and enable them to reach the widest amount of people at an effective frequency and deliver –in record time and without interference- an easily accessible content that is more interesting and present such content in an attractive way which responds to the targeted audience’s requests and meet their expectations.

Traditional media plays a significant role in shaping societal culture and awareness. It serves as a primary source of information and entertainment for many people and has a substantial influence on how individuals perceive the world and their place in it. Here are some ways in which traditional media impacts social culture and awareness:

Information Dissemination: Traditional media outlets, such as newspapers, television, and radio, are essential sources of news and information. They help inform the public about current events, politics, social issues, and more, which, in turn, contributes to a well-informed citizenry.

Shaping Public Opinion: Traditional media often acts as a gatekeeper by deciding which stories are newsworthy and how they are presented. This editorial control can influence public opinion on various issues, helping to set the agenda for what people discuss and care about.

Cultural Representation: Traditional media reflects and sometimes shapes cultural norms, values, and ideals. Television shows, movies, and advertising, for example, can perpetuate or challenge stereotypes and contribute to the evolving cultural landscape.

Promotion of Social Change: Traditional media has been instrumental in raising awareness about social issues and advocating for change. For instance, newspapers and documentaries have played a role in civil rights movements, environmental activism, and more.

Education and Awareness: Educational programs and documentaries on traditional media platforms help spread awareness about various topics, including history, science, and global issues. These programs contribute to the public's knowledge base and cultural awareness.

Connecting Communities: Local newspapers, radio stations, and TV channels help build a sense of community and inform residents about local events and issues, which is essential for maintaining local cultural awareness.

Entertainment and Cultural Exchange: Traditional media is a significant source of entertainment, often showcasing diverse cultural influences. Music, films, and television programs from different parts of the world can introduce audiences to new cultures and perspectives.

Political and Social Commentary: Traditional media provides a platform for experts, commentators, and analysts to discuss and critique social and political issues, contributing to a well-rounded understanding of complex topics.

Promotion of Tradition and Heritage: Traditional media can help preserve and celebrate cultural traditions and heritage. Festivals, documentaries, and historical programs can educate and remind people of their cultural roots.

Generation Gap and Cultural Change: Traditional media can sometimes highlight generational gaps in cultural awareness and preferences. It can also serve as a medium through which younger generations challenge or reinterpret traditional cultural norms.