



“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 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 we read and learn about elements of news.

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

## Introduction & Brief Discussion about the Topic

Traditional media vs. television.

- 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 VS TELEVISION**

"Traditional media" is a broad term that encompasses various forms of mass communication that existed before the digital age. Television, on the other hand, is a specific medium within traditional media.

**Let's compare traditional media as a whole to television:**

### **Mediums and Formats:**

**Traditional Media:** This includes print media (newspapers, magazines), radio, television, and outdoor advertising (billboards, posters). It also includes non-digital forms of communication like books and physical newsletters.

**Television:** Television is a subset of traditional media, specifically focused on visual and audio content. It includes a wide range of programming, such as news, entertainment, sports, and educational content.

### **Content Delivery:**

**Traditional Media:** Content in traditional media is usually delivered through physical channels, such as newspapers and magazines delivered to your doorstep, or radio and television broadcasts.

**Television:** Television content is primarily delivered through cable or satellite broadcasts, but it can also be streamed over the internet in digital form.

### **Interactivity:**

**Traditional Media:** Traditional media, in most cases, lacks interactivity. It's a one-way form of communication where the audience consumes content without active participation.

**Television:** Television, especially with the advent of smart TVs and interactive features, has become more interactive. Viewers can interact with content through features like voting in reality shows, participating in live polls, or using second-screen applications.

### **Audience Reach:**

**Traditional Media:** Traditional media outlets often have a broad audience reach. For example, newspapers and television news can reach a wide demographic.

**Television:** Television remains one of the most significant sources of information and entertainment worldwide, reaching billions of people globally.

### **Advertising:**

**Traditional Media:** Advertising in traditional media involves methods like print ads in newspapers and magazines, radio commercials, and TV ads.

**Television:** Television advertising is a significant part of the industry, and it offers a visual and auditory medium for companies to reach a large audience.

### **Challenges and Opportunities:**

**Traditional Media:** Traditional media has faced challenges in recent years due to the rise of digital media, which has led to declining circulation and viewership in some cases. However, it still has a place in the media landscape for specific demographics and purposes.

**Television:** Television has also had to adapt to the digital age, with the emergence of streaming services and on-demand content. However, it remains a dominant force in entertainment and news broadcasting.

In summary, while television is a part of traditional media, the term "traditional media" encompasses a broader range of communication methods. Both traditional media and television have had to adapt to the changing media landscape with the growth of digital and online media, but they continue to play significant roles in providing information and entertainment to audiences