



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

Topic to be discussed today- Traditional media.

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

- PPT (10 Slides)
- Diagrams

## Introduction & Brief Discussion about the Topic

- Traditional 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

Traditional media refers to the conventional means of mass communication that were prevalent before the advent of digital and internet-based media. These traditional media forms include:

**Print Media:** This category encompasses newspapers, magazines, brochures, flyers, and other printed materials. These publications are typically physically distributed and can provide in-depth coverage of news and topics.

**Broadcast Media:** This includes radio and television. Radio broadcasts audio content, while television combines audio and video to convey information, news, entertainment, and advertising.

**Film:** Traditional film, shown in theaters, was a significant form of media. Though movies continue to be made, digital distribution has become more common, blurring the lines between traditional and digital media.

**Outdoor Advertising:** Billboards, posters, and other physical signs and displays fall into this category. They are used to convey information, advertisements, or public service announcements to a large audience.

**Direct Mail:** Sending physical promotional materials or information to a targeted audience through postal mail is another traditional media channel. This can include newsletters, catalogs, and flyers.

**Books:** While not often considered part of the "media" landscape, books are a traditional form of printed media that have been used for centuries to convey information, stories, and knowledge.

### **Examples of Traditional Media**

**Newspapers:** The most widely recognized form of print media, newspapers have been around for centuries and reporting upon daily happenings. They're printed on a regular schedule and provide large amounts of information on local, national, and international events.

**Radio:** Radio is an electronic medium that broadcasts news broadcasts, music shows, talk shows or interviews. It's cheaper than print advertisements since needing only one voice actor which can greatly benefit smaller businesses trying to reach wider audiences.

**Television:** Television is an audiovisual medium that transmits content such as news programs, drama series, sitcoms etc. Although having drawbacks because of infrastructure and broadcast expenses, it was highly influential between the 1960s and 1990s.

**Magazines:** Magazines tend to be more niche than newspapers, presenting articles on topics such as pop culture, sports, and health. Editorials tend to target specific demographics as thematic focal points.

**Direct Mail Advertising:** Prior to email, we would check our mailboxes daily expecting new items or important documents, and would also receive 'junk' adverts. Today, direct mail infrastructure remains in place, but tends to be used for parcel deliveries rather than information dissemination.

**Billboards:** This refers to large outdoor adverts set in strategic areas alongside roads, which remain in place to this day. Billboards can garner more money from advertisers if placed in locations where there's significant foot traffic and can capture wide audience attention.

**Brochures:** Brochures are mass-produced print materials distributed on the streets, pin boards, and in mail boxes. They are considered low-cost marketing alternatives to billboards or even digital adverts.

**Telephone Directories:** Telephone directories were used to provide a catalog of businesses within specific geographical areas. The usage of directories has declined since digital advertising and web search became widespread.

**Mail Order Catalogs:** Before Amazon and eBay revolutionized retail shopping with online purchases and easy deliveries, people utilized mail-order catalogs. These included ordered products targeting many customer categories with extensive product descriptions.

**Public Service Announcements (PSAs):** These messages are aired primarily on broadcast television and radio along with occasional banners placed outside corporate storefronts or governmental offices to promote public safety initiatives aimed at health concerns, environmental issues and public wellbeing in the community.