



"बेटी बचाओ, बेटी पढ़ाओ"

## JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

### Faculty of Education and 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- Role of traditional media in the communication society.

Topic to be discussed today- Unique nature of traditional media.

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

➤ PPT (10 Slides)

➤ Diagrams

Introduction & Brief Discussion about the Topic

What is 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.'

## **UNIQUE NATURE OF TRADITIONAL MEDIA**

Traditional media refers to the conventional forms of communication and information dissemination that existed before the digital age. These media have played a significant role in shaping societies, cultures, and public discourse for centuries. The unique nature of traditional media lies in several key aspects:

**Tangibility and Physical Presence:** Traditional media encompass physical forms such as newspapers, magazines, books, radio broadcasts, and television programs. This tangibility gives them a unique presence in the real world, which can create a sense of authenticity and permanence.

**Limited Accessibility:** Before the digital revolution, traditional media had limited accessibility due to geographic constraints and production costs. This exclusivity often influenced the impact and reach of the messages conveyed through these mediums.

**Scheduled Consumption:** Traditional media often followed a strict schedule for distribution or broadcasting. For instance, people would tune in to their favorite TV shows at specific times or wait for the next day's newspaper to get updates. This created a shared cultural experience and a sense of anticipation.

**Editorial Control:** Traditional media outlets typically had well-defined editorial processes and gatekeepers who decided what content would be published or broadcast. This editorial control ensured a certain level of quality and credibility, although biases could also emerge.

**One-Way Communication:** Most traditional media forms were designed for one-way communication, where content creators conveyed information to audiences without immediate interactivity. This shaped passive consumption and limited audience engagement.

**Local and Regional Influence:** Traditional media often had a strong local or regional focus. Local newspapers, radio stations, and TV channels played a crucial role in informing communities about local events, issues, and culture.

**Shared Experience:** Major news events or TV broadcasts became shared cultural experiences, as people would gather around radios or televisions to listen or watch important events unfold. This sense of togetherness is different from the personalized consumption patterns of digital media.

**Longevity and Preservation:** Traditional media forms allowed for physical archiving, leading to the preservation of historical records, cultural artifacts, and important moments in time. Newspapers and magazines, for example, provide insights into the past that digital media might struggle to replicate.

**Aesthetic and craftsmanship:** Traditional media often involved a higher degree of craftsmanship. For instance, printing techniques, artistic layout designs, and carefully crafted broadcasts contributed to the aesthetic appeal of newspapers, magazines, and radio/TV programs.

**Sense of authority:** Traditional media outlets were seen as authoritative sources of information due to their established reputations and extensive resources. People often trusted these sources for news and credible information.

While traditional media continues to play a role in modern society, the digital era has brought about substantial changes in communication dynamics, interactivity, accessibility, and the nature of information dissemination. As a result, traditional media and digital media now coexist, each with its own set of strengths and challenges.