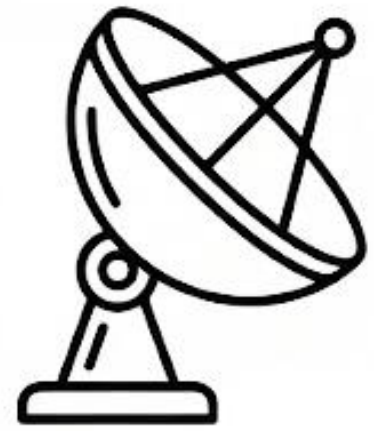




MASS COMMUNICATION (335)

CHAPTERWISE NOTES



MASS COMMUNICATION

Sl. No.	Module	Chapters (Public Examination)	Marks
1	Module 4 : Television	L-13 Television in India L-15 Television channels L-16 Television programme production	12
2	Module 5 : Advertising and Public Relations	L-18 Advertising - An Industry L-19 Public Relations: An Introduction	12
3	Optional Module 7A : Traditional Media	L-27A Comparison of traditional media with electronic media L-28A Communication through Traditional Media	15

Component	Details	Marks
Public Exam (Selected Modules 4,5,7A)	Total Chapters : 7	39
Practical Exam	Practical	20
TMA	Tutor Marked Assignment	16
Final Possible Marks		75 Marks

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2	Television channels
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6	Comparison of traditional media with electronic media
7	Communication through Traditional Media

1

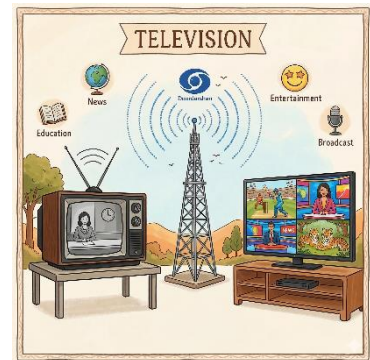
Television in India

Introduction

Television has today become **an important medium of mass communication**. It provides **information, education and entertainment** and is an integral part of our daily life. In this chapter, its **origin, development in India, impact and new trends** are studied.

Evolution of Television

- **Television** is a medium that transmits visuals along with sound.
- The idea of television had developed even before its invention.
- Many scientists contributed to its development.
- **John Baird** is considered the father of television.
- **In 1936, BBC** started the world's first television service.
- **In 1939**, television broadcasting started in **America**.
- Early television broadcasts were **black and white**.
- **In 1953, CBS (America)** telecast the first successful colour programme.
- Due to the Second World War, the development of television slowed down.
- After the war, its development increased rapidly.
- Television was initially called "**radio with pictures**".



History of Television in India

- **In 1959, television in India** began as an experiment.
- In the beginning, programmes were telecast two days a week, one hour each.
- It was operated by **All India Radio (AIR)**.



- Early programmes were mainly **educational**, meant for students and farmers.
- **By 1970**, television centres were established in other parts of **the country**.
- **In 1976, Doordarshan** separated from AIR and became an independent department.
- **SITE (1975-76)**
 - ⇒ Its full name is **Satellite Instructional Television Experiment**.
 - ⇒ Its objective was to spread education in rural areas.
 - ⇒ The **ATS-6 satellite** was used in it.
 - ⇒ This programme was conducted in 6 states.
- **In 1982, important events took place.**
 - ⇒ The Asian Games were telecast.
 - ⇒ For the first time, colour and national broadcasting started.
- **In 1983, Doordarshan was expanded** on a large scale.
- **In 1997, Prasar Bharati** was established.
- Today Doordarshan reaches about **90 percent of the population**.
- It has many channels, such as **DD National, DD News, DD Sports, DD Bharati etc.**

Emergence of Private Television Channels

- In the beginning, **only Doordarshan had a monopoly**.
- **In the 1990s**, private channels developed.
- The main reasons were:
 - ⇒ Coverage of the Gulf War by CNN.
 - ⇒ Development of cable and satellite technology.
- India's first private Hindi channel was **Zee TV**.
- The arrival of **STAR TV** increased competition in television.



- **In 1995, a Supreme Court decision came.** It stated that the government cannot have a monopoly over airwaves.
- After this, many **regional channels** started.
- Today different types of channels such as news, film, religious and cartoon are available.

Impact of Television in Our Daily Life

Positive Impact

- Television is an effective educational medium.
- It provides people with information on various subjects.
- It increases awareness on social issues.
- It provides entertainment and reduces stress.

Negative Impact

- Excessive watching of television affects studies and other activities.
- It can increase obesity.
- Advertisements increase consumerism among people.
- Violent programmes have negative effects on children.
- It can develop stereotypical thinking.
- Some programmes create fear among children.

Some New Trends in Television

- The traditional broadcasting method is **terrestrial (antenna) system.**
- **Modern broadcasting methods:**
 - ⇒ Cable network
 - ⇒ Direct Broadcast Satellite (DBS)
- **Types of channels:**
 - ⇒ **Free-to-air channels**, which are free.



⇒ **Pay channels**, for which payment is required.

- **New technologies:**

⇒ **IPTV (Internet Protocol Television)**

⇒ It has become possible to watch television on mobile.

- **Facilities:**

⇒ It is possible to record programmes.

⇒ Viewers get more options and control.

- Internet is a new medium, which is becoming a **challenge for television**.
- Audience participation has increased in new media.
- New trend: **Reality shows**, in which audience participation takes place.

TOP 5 QUESTIONS

Q 1. Who is considered the father of television?

Answer- John Baird is considered the father of television. He made an important contribution in the development of television technology.

Q 2. What was the SITE programme?

Answer- SITE was a satellite-based educational programme. It was started in 1975-76 to provide education and information in rural areas.

Q 3. What is the importance of 1982 in India?

Answer- In 1982, the Asian Games were telecast. In the same year, colour and national television broadcasting started for the first time in India.

Q 4. Write two positive impacts of television.

Answer- Television provides education and information. It increases social awareness and also provides entertainment to people.



Q 5. What is IPTV?

Answer- IPTV is a technology in which television programmes are watched through the internet. It provides viewers with more control and options.



2

Television channels

Introduction

The number and diversity of television channels have increased greatly over time. Today, different types of channels are available according to the needs of various audiences. In this, the categories of television channels, types of programmes and their different formats have been studied.

Different Categories of Television Channels

- Television provides different channels for various audience groups such as children, women, youth, farmers etc.
- Such programmes which are for specific audiences are called **special audience programmes**.

News Channels

- **News channels** are those channels which broadcast news and current events.
- Earlier news was telecast at fixed times.
- At present, news channels broadcast **24 hours (24×7)**.
- News is the information which is presented by the media about recent events.



Sports Channels

- **Sports channels** broadcast programmes related to sports.
- On these channels, sports are generally telecast **live**.
- When there is no live telecast, then sports news and other programmes are shown.



Cartoon Channels

- **Cartoon channels** broadcast programmes made for children.
- These are the most popular channels among children.
- In these, cartoon and animation based programmes are shown.



Entertainment and Lifestyle Channels

- **Lifestyle channels** are based on topics related to lifestyle.
- On these channels, programmes related to home, family, food, decoration etc. are telecast.
- These channels influence the interests and lifestyle of viewers.

Science and Discovery Channels

- **Science channels** broadcast programmes related to science, technology and discoveries.
- On these, topics related to weather, space, nature and scientific discoveries are shown.

Types of Television Programmes

- Television programmes are made keeping different objectives in mind, their main objectives are:
 - ⇒ **To provide information.**
 - ⇒ **To entertain.**
 - ⇒ **To educate.**

Informative Programmes

- **Informative programmes** are those programmes whose objective is to provide information to the viewers. Their types are:
 - ⇒ News bulletins and current affairs programmes.
 - ⇒ Programmes related to sports.
 - ⇒ Programmes related to cooking.
 - ⇒ Programmes related to science, environment and economy.

Entertainment Programmes

- **Entertainment programmes** provide enjoyment and entertainment to the viewers. Their types are:
 - ⇒ Serials and dramas.
 - ⇒ Comedy programmes.
 - ⇒ Music programmes.
 - ⇒ Game shows.



- ⇒ Chat shows.
- ⇒ Cartoon programmes.
- ⇒ Horror and fantasy programmes.
- ⇒ Reality shows.

Educational Programmes

- **Educational programmes** provide education and knowledge to the viewers. Their types are:
 - ⇒ Distance education programmes.
 - ⇒ Programmes related to health, cleanliness and fitness.
 - ⇒ Programmes related to agriculture and rural development.
 - ⇒ Literacy and social development programmes.
 - ⇒ Programmes related to culture and art.

Different Formats of Television Programmes

- Television programmes have two main formats.

1. Fiction Programmes

- ⇒ **Fiction programmes** are based on imagination and story.
- ⇒ Their main objective is to entertain the viewers.
- ⇒ They are generally presented in the form of serials.

Non-Fiction Programmes

Non-fiction programmes are based on real events and facts. Their types are:

- ⇒ News bulletins, in which a brief description of news is given.
- ⇒ Game and quiz shows, in which question-answer session takes place.
- ⇒ Talks and discussion programmes, in which social issues are discussed.



TOP 5 QUESTIONS

Q 1. What are the main categories of television channels?

Answer- The main categories of television channels are news, sports, cartoon, entertainment and lifestyle, and science and discovery channels. These fulfill the needs of different audiences.

Q 2. Write the definition of a news channel.

Answer- News channels are those channels which broadcast news and current events for 24 hours. They provide latest and important information to the viewers.

Q 3. What are informative programmes?

Answer- Informative programmes are those programmes whose objective is to provide information to the viewers. These include programmes related to news, science, sports and other subjects.

Q 4. Differentiate between fiction and non-fiction programmes.

Answer- Fiction programmes are based on imagination and story. Non-fiction programmes are based on real events and facts. There is a difference in their objectives and presentation.

Q 5. What is the objective of educational programmes?

Answer- The objective of educational programmes is to provide knowledge and education to the viewers. They give information on topics like health, agriculture, literacy and social development.



3

Television programme production

Introduction

Television programme production is a complex and creative process. It involves many people, equipment and stages. In this, the stages of programme production, required equipment, professionals and recording processes have been studied.

Stages of Programme Production

Television programme production is divided into **three main stages**.

- ⇒ **Pre-production stage.**
- ⇒ **Production stage.**
- ⇒ **Post-production stage.**

Pre-production stage

- This is the stage which is completed **before shooting**.
- The following tasks are included in it:
 - ⇒ Brainstorming and research.
 - ⇒ Script writing.
 - ⇒ Discussion with artists and team.
 - ⇒ Arrangement of required equipment and materials.
 - ⇒ Selection of set, costumes and location.
 - ⇒ Pre-preparation for editing.
- In this stage, **prior planning is very essential**.



Production stage

- This stage is of **shooting in the studio** or on location.
- The following tasks are included in it:
 - ⇒ Proper arrangement of all facilities.
 - ⇒ Coordination with artists and team.
 - ⇒ Crowd control.
 - ⇒ Shooting without interruption.
 - ⇒ Solving problems that arise.

Post-production stage

- This is the final stage of programme production.
- In this, the programme is given final shape.
- The main tasks of this stage are:
 - ⇒ Cutting the visuals to proper length.
 - ⇒ Arranging the visuals in correct sequence.
 - ⇒ Adding text and captions.
 - ⇒ Combining sound and music.
 - ⇒ Final editing of the programme.

Television Programme Production Process

Machinery and equipment required for production :

1. Camera

- Camera is the main equipment of programme production.
- It converts visuals into electrical signals (video signal).



2. **Lights (Lighting)**

- Clear image cannot be obtained without **light**.
- Its main objectives are:
 - ⇒ To obtain clear and quality images.
 - ⇒ To present the object in real form.
 - ⇒ To show the effect of environment and time.



3. **Microphone**

- **Microphone** converts sound waves into **electrical signals (audio signal)**.
- It amplifies the sound and makes it audible.



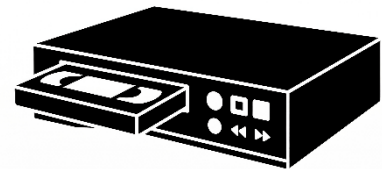
4. **Sound Recorder**

- **Sound recorder** records the sound received by the microphone.
- Its functions are:
 - ⇒ To select and control sound.
 - ⇒ To improve the quality of sound.
 - ⇒ To mix different sounds.



5. **Video Tape Recorder**

- **Video tape recorder** records both visuals and sound.
- Most television programmes are recorded first.



6. **Post Production Editing Machine**

- This equipment is used for editing.
- In this, the recorded material is selected and arranged.
- Through this, the programme is given final shape.



Important Professionals in Television Programme Production

Television programme production is a team work. The role of each member is important.

1. **Producer**

- The producer is the main incharge of programme production.
- It coordinates the budget and all activities.

2. **Director**

- The director controls technical and creative work.
- It presents the script in visual form.

3. **Production Assistant**

- The production assistant assists the producer and director.
- It arranges necessary resources.

4. **Script Writer**

- The script writer prepares the script of the programme.
- It includes dialogue, visuals and details of the set.

5. **Actors**

- Actors perform different roles according to the script.

6. **Anchor**

- The anchor presents the programme.

7. **Cameraperson**

- The cameraperson operates the camera.
- It performs the work of video shooting.



8. **Sound Recordist**

- The sound recordist records the sound of the programme.

9. **Art Director**

- The art director is responsible for set design and decoration.

10. **Property Manager**

- The property manager arranges the set and materials.

11. **Floor Manager**

- The floor manager controls all activities in the studio.

12. **Costume Designer**

- The costume designer prepares the costumes of the artists.

Studio and Outdoor Recording

Television programmes are recorded at two types of places.

- **Studio recording**: It is done in a closed place.
- **Outdoor recording**: It is done in an open place.

Live Television Programmes and Recorded Television Programmes

1. **Live programmes**

- ⇒ These programmes are telecast at the same time.
- ⇒ There is very little opportunity for correction in them.

2. **Recorded programmes**

- ⇒ These programmes are recorded first.
- ⇒ Later they can be edited.
- ⇒ In these, the possibility of correction is more.



TOP 5 QUESTIONS

Q 1. What are the three stages of television programme production?

Answer- The three stages of television programme production are pre-production stage, production stage and post-production stage. These three stages together give complete form to the programme.

Q 2. What is the importance of pre-production stage?

Answer- In the pre-production stage, planning, research and script are prepared. It is the foundation of the entire programme and if it is correct, the other stages become easier.

Q 3. What is the function of camera?

Answer- The camera converts visuals into electrical signals. It creates video signals and makes the visuals recordable.

Q 4. What is the role of director?

Answer- The director controls the technical and creative aspects of the programme. He gives visual form to the script and directs the entire team.

Q 5. Differentiate between live and recorded programmes.

Answer- Live programmes are telecast directly and have less possibility of correction. Recorded programmes are recorded first and can be edited later.



4

Advertising - an Industry

Introduction

Advertising is an important medium of mass communication. It provides people with information about various products and services and influences their thinking and decisions. Advertising understands the needs and desires of consumers and motivates them to purchase.

Principles of Advertising

- **Advertising** provides consumers with information about products and services.

- It influences the needs and desires of people.

- Main needs of consumers:

- ⇒ Safety.

- ⇒ Love.

- ⇒ Respect.

- ⇒ Self-confidence.

- Main principles:

- ⇒ The objective of advertising is to attract the attention of the consumer.

- ⇒ This is done through colour, size, slogan and presentation.

- Advertising creates desire among consumers.

- It also creates trust and certainty towards the product.



Planning an Advertisement

- It is necessary to plan before making an advertisement.

- Points to be kept in mind while planning:



- ⇒ Why the company wants to advertise.
- ⇒ What is the objective of the advertisement.
- ⇒ Who is the target group.
- ⇒ What message is to be conveyed through the advertisement.
- ⇒ Where the target group is located.
- ⇒ Through which medium to reach the audience.
- ⇒ For how long the advertisement will run.
- ⇒ What will be the length of the advertisement.
- ⇒ What will be the language of the advertisement.
- ⇒ What type of visual material will be used.

Guidelines for Advertising

- While making advertisements, it is necessary to follow certain rules.
- Main guidelines:
 - ⇒ Advertisements of tobacco, alcohol etc. cannot be directly supported.
 - ⇒ In advertisements of soft drinks, it is necessary to give correct information.
 - ⇒ Permission is required for advertisement of medicines.
 - ⇒ There should not be misleading or false claims in advertisements.
 - ⇒ It should be in accordance with the Constitution and morality.
 - ⇒ It should not insult any religion, caste or nationality.
 - ⇒ It should not promote violence and crime.
 - ⇒ Women should not be presented as weak or helpless.



⇒ Advertisement should not be presented as news.

Advertising as a Profession

There are many employment opportunities available in the field of advertising.

Structure of an Advertising Agency

- An advertising agency is made up of various experts.

- Main components:

 - ⇒ Creative team.

 - ⇒ Media planner.

 - ⇒ Market research team.

 - ⇒ Production team.

Main Positions and Functions :

Creative Director

- Leads the advertisement production.
- Coordinates the work of the team.

Copywriter

- Writes the words, slogans and dialogues of the advertisement.

Visualizer

- Prepares the visuals and design of the advertisement.

Freelancer

- A person who works independently.



Media Planner

- Decides the medium and budget for the advertisement.

Market Researcher

- Collects and analyses information related to consumers.

Difference between Advertising and Public Relations**Advertising**

- It is paid for.
- It is direct and clear.
- The audience immediately understands that it is an advertisement.

Public Relations

- It is not directly paid.
- It is indirect and subtle.
- The audience does not immediately recognize that it is promotion.

TOP 5 QUESTIONS

Q 1. What is the main objective of advertising?

Answer- The main objective of advertising is to attract the attention of consumers and motivate them to purchase a product or service. It influences their needs and desires.

Q 2. What is a jingle?

Answer- A jingle is a rhyming song, which is used to promote a product. It helps in attracting the attention of the audience.



Q 3. What points should be kept in mind while planning an advertisement?

Answer- While planning an advertisement, objective, target group, message, medium, time, language and material should be kept in mind. All these elements are important in making an effective advertisement.

Q 4. Why are guidelines necessary in advertising?

Answer- Guidelines are necessary so that the advertisement is not misleading and does not have a negative impact on society. They protect morality, law and social values.

Q 5. Differentiate between advertising and public relations.

Answer- Advertising is a paid and clear medium, whereas public relations is indirect and without payment. Both aim to convey a message to people, but their method is different.



5

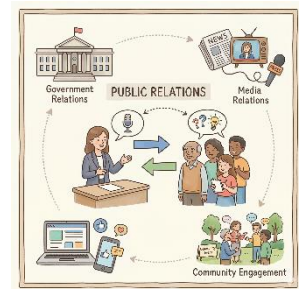
Public relations : An introduction

Introduction

Public relations is an important communication process. It establishes relationships between the organisation and the public. It influences the thinking, attitude and behaviour of people and strengthens mutual understanding.

Concept of Public Relations

- Public relations is a two-way communication process between the organisation and the public.
- In this, continuous communication is established between the organisation and the public.
- Its objective is to influence the thinking and attitude of the public.
- Through public relations, people are explained and their cooperation is obtained.
- Main features of public relations:
 - ⇒ It is a communication process.
 - ⇒ In this, the receiver (Audience) plays an important role.
 - ⇒ The effect of communication depends on the understanding of the receiver.
- The main focus of public relations is the public (Public).
- For effective public relations, it is necessary to understand the interest, needs and expectations of the public.



Stages of the Public Relations Process

- **Awareness :**
 - ⇒ The message must reach the public.
- **Acceptance :**
 - ⇒ The public should understand and accept the message.
- **Action :**
 - ⇒ The public should act according to the message.



Evolution of Public Relations in India

- Forms of public relations existed in ancient India as well.
- Kings and rulers used various methods to know the opinion of the public.
- Religious and social leaders communicated in simple language and influenced people.
- In the modern period, in the 1920s, Indian Railways started public relations activities.
- Through exhibitions, ceremonies and advertisements, information was given to people.

Government Public Relations Structure

- In a democracy, it is necessary for the government to get the support of the public.
- For this, the government uses public relations.
- After independence, in 1947, the Ministry of Information and Broadcasting was established.

Main Media Units

- **All India Radio (AIR)** provides information to the public.
- **Doordarshan (DD)** broadcasts through television.
- **Films Division (FD)** prepares films and visual material.
- **Press Information Bureau (PIB)** provides official information to newspapers.
- **Registrar of Newspapers (RNI)** registers newspapers.
- **Photo Division provides** photographs of government activities.
- **Film and Television Institute of India (FTII)** provides training.
- **Directorate of Advertising and Visual Publicity (DAVP)** carries out advertising and publicity work.
- **Song and Drama Division** promotes through cultural media.
- **Publication Division** carries out publication work.

Main Functions

- To provide information about government schemes and programmes.
- To create awareness and motivate the public.
- To receive feedback from the public, which is called feedback.



Types of Public Relations

Public relations is a multidimensional process, which has various types.

Product Public Relations

The objective of product public relations is to introduce the product in the market and to provide information about it to the people.

- Its main methods are:
 - ⇒ Organizing special events.
 - ⇒ Holding exhibitions.
 - ⇒ Making window display.
 - ⇒ Organizing press conferences.
 - ⇒ Distributing printed material.

Employee Relations

- It is necessary to maintain good relations with employees.
- Its main measures are:
 - ⇒ Providing information through newsletters.
 - ⇒ Appreciating the work of employees.
 - ⇒ Giving awards and incentives.
 - ⇒ Providing opportunities for education.

Government and Political Relations

- It is done to obtain the support of the public.
- Its main methods are:
 - ⇒ Organizing election campaigns and public meetings.
 - ⇒ Putting up posters and hoardings.
 - ⇒ Announcing schemes.



Community Relations

- It is necessary to establish good relations with the community.
- Its main functions are:
 - ⇒ Developing public places.
 - ⇒ Cleaning and beautification.
 - ⇒ Providing health services.
 - ⇒ Organizing social programmes.
 - ⇒ Providing assistance during disasters.

TOP 5 QUESTIONS

Q 1. What is public relations?

Answer- Public relations is a two-way communication process, in which relationships are established between the organisation and the public. Its objective is to influence the thinking of people and to obtain their cooperation.

Q 2. What are the stages of the public relations process?

Answer- The three stages of the public relations process are awareness, acceptance and action. Through these stages, the message reaches the public and creates an impact.

Q 3. When did the modern development of public relations take place in India?

Answer- The modern development of public relations in India took place in the 1920s, when Indian Railways started publicity and communication activities.

Q 4. What is the objective of government public relations?

Answer- The objective of government public relations is to provide information about schemes to the public, create awareness and obtain their support.

Q 5. State the types of public relations.

Answer- The main types of public relations are product public relations, employee relations, government and political relations and community relations.



6

Comparison of traditional media with electronic media

Introduction

Traditional and electronic media both are important means of mass communication. Each medium has its own characteristics, utility and limitations. Only by understanding both these media, the appropriate medium for a message can be selected.

Traditional Media and Electronic Media: Advantages and Disadvantages

- Each medium has its own merits and demerits.
- No medium is completely suitable in all situations.

Advantages of Traditional Media

- It is very **effective in human communication**.
- It does not require special technical training.
- It is **connected with culture and tradition**.
- It is deeply connected with people's lives.
- It provides **immediate feedback**.
- It is a low cost medium.
- It can be easily remembered.
- It is more effective at the local level.
- It creates more emotional impact.
- It establishes direct contact with the audience.

Advantages of Electronic Media

- Its reach is **wide**.



- It can transmit **messages instantly**.
- It reaches a large group at the same time.
- It uses both **visual and audio**.
- Storage and reuse of content is possible.
- Live broadcasting is possible.

Disadvantages of Traditional Media

- Its performance space is limited.
- Its reach is limited.
- It affects a limited audience.
- Storage of content is limited.

Disadvantages of Electronic Media

- It has less personal contact.
- Feedback is slow.
- It is an expensive medium.
- It requires technical training.
- Its reach in rural areas may be limited.

Traditional Media and Electronic Media: Nature

Traditional Media

- It is an informal and folk-based medium.
- It is more effective for rural and illiterate people.
- It expresses social and cultural values.
- It helps in spreading education and awareness.
- It gives message through entertainment.

Main Forms of Traditional Media

- Demonstration.



- Fair.
- Interaction with experts.
- Puppetry.

Electronic Media

- It is a modern and technology-based medium.
- It creates **visual and audio impact**.
- It provides quick and time-bound communication.
- It covers a large area.
- It influences the lifestyle and behaviour of people.

Interrelationship between Traditional Media and Electronic Media

- Both media are **complementary** to each other.
- Traditional media still play an important role in society.
- Electronic media has increased the reach of traditional media.
- Traditional media has enriched the presentation of electronic media.
- Advantages of combined use:
 - ⇒ The impact of the message increases.
 - ⇒ Better communication is possible in rural areas.
 - ⇒ Development and awareness programmes become more effective.

TOP 5 QUESTIONS

Q 1. What is traditional media?

Answer- Traditional media is a communication medium that is connected with folk culture and tradition. It establishes direct contact with people and is effective at the local level.

Q 2. Write two advantages of electronic media.

Answer- The reach of electronic media is wide and it transmits messages instantly. It uses both visual and audio.



Q 3. Write one disadvantage of traditional media.

Answer- The reach of traditional media is limited and it can affect only a limited audience.

Q 4. State the relationship between traditional and electronic media.

Answer- Both media are complementary to each other. Traditional media increases local impact, while electronic media provides wide reach.

Q 5. Why are traditional media important?

Answer- Traditional media are connected with culture and society. They easily reach people and are effective means of communication especially in rural areas.



7

Communication through Traditional Media

Introduction

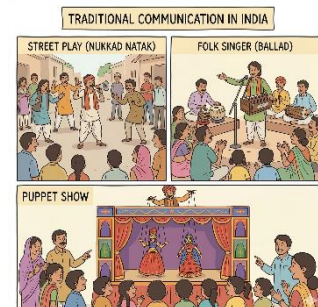
Communication is a continuous process, through which a person conveys his thoughts, emotions and information to others. Traditional media make this process simple, lively and effective. These media are deeply connected with society, culture and the daily life of people.

Communication through Traditional Media

Communication : The process of exchange of thoughts, emotions and information.

Traditional Media

- These are simple, lively and natural media.
- They can be used even without electricity and technology.
- They provide effective communication even with limited resources.
- They establish **direct contact** with the audience.
- They are connected locally and culturally.



Characteristics

- **Flexible**
- **Live**
- **Natural**
- Language barrier is less.
- They are not dependent on advertisements.
- Messages are useful and purposeful.
- They provide both entertainment and education.



Traditional Media as a Component of Socio-economic and Traditional Communication

- Traditional media are an integral part of social life.
- They promote awareness and development in society.
- They increase relationships and cooperation among people.
- **Role :**
 - ⇒ Spreading awareness on social issues.
 - ⇒ Providing information on topics like health, cleanliness and population.
 - ⇒ Developing participation and understanding among people.
- **Characteristics :**
 - ⇒ They provide personal and intimate communication.
 - ⇒ They are easily understood and accepted.
 - ⇒ They are used in various social and cultural programmes.

Use of Traditional Media

- Traditional media are used to spread awareness on various **social issues**.
- They develop **sensitivity and understanding** among people.
- **Areas of use :**
 - ⇒ Providing information on health related topics.
 - ⇒ Spreading awareness on social problems.
 - ⇒ Use in national movements and campaigns.
- **Main forms :**
 - ⇒ **Ballad** : A story presented in the form of a song, which provides effective communication.
 - ⇒ **Street play** : Small plays which can be presented at any place.
 - ⇒ They create a deep impact on the audience.



- **Points to be kept in mind :**

- ⇒ The original form of traditional media should not be changed.
- ⇒ The message should be presented in a correct and clear manner.

Future of Traditional Media

- The existence of traditional media depends on **the support of the audience.**
- The financial support given by people maintains these media.

- **Challenges :**

- ⇒ Due to modern media, their importance is decreasing.
- ⇒ Many media are gradually disappearing.
- ⇒ Artists are moving towards other fields.

- **Measures for preservation :**

- ⇒ Learning and promoting these media.
- ⇒ Creating interest among people towards them.
- ⇒ Providing support by government and institutions.

- **Government efforts :**

- ⇒ Protection and promotion by various institutions.
- ⇒ Use in awareness programmes.



TOP 5 QUESTIONS

Q 1. What is communication?

Answer- Communication is the process of exchange of thoughts, emotions and information. Through this, people connect with each other and share information.

Q 2. Write two characteristics of traditional media.

Answer- Traditional media are live and natural. They establish direct contact with the audience and are connected with local culture.

Q 3. What is a ballad?

Answer- A ballad is a lyrical story, which is presented through music. It communicates messages in an effective and simple way.

Q 4. Where are traditional media used?

Answer- Traditional media are used in social awareness, health, education and various campaigns. They help in making people aware and motivating them.

Q 5. What is the challenge faced by traditional media?

Answer- Due to the increasing influence of modern media, the importance of traditional media is decreasing. Many media are disappearing and preservation is necessary to save them.



