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# **TRADITIONAL MEDIA**

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# INTRODUCTION

- The non-electronic medium which is a part of our culture and is used for transmitting tradition from one generation to another generation is called traditional media.
- Tradition is handling down of beliefs, experiences and customs from generation to generation especially in oral form or by a process of traditional performance and communication.
- Traditional media i.e. the traditional means of communication and expression exist before the advent of modern mass media. Traditional media is found expression in the daily social life of the people.

# CHARACTERISTICS OF TRADITIONAL MEDIA

- Traditional media have sustained by changing with the changing times.
- It is direct and personal.
- It is physically very close to the people.
- It is performance oriented.
- Any person is always a participant in the performance, never an audience.
- It is flexible and spontaneous.
- It is cost effective and therefore has enhanced repeatability.
- It has immediate feedback and increased attentiveness.
- It is performed in a common language promoting intelligibility.
- Scope for using body language or non verbal language is adequately available.
- Very easy to remember and quickly attract the masses.
- Local and live, and able to establish direct rapport with the audience.

# TYPES OF TRADITIONAL MEDIA

- Drama
- Street Theatre
- Puppetry
- Folk Music and Song
- Folk Dance
- Painting
- Fairs and Festivals
- Story Telling

# DRAMA

- It is one of the most popular form of traditional media.
- Forms of drama performed in various states.
  - **Tamasha:-** It is an extremely lively form of folk theatre of **Maharashtra**. Tamasha means fun, is pure commercial entertainment. It incorporates 3 basic elements: the entertainment tradition, the more serious propagandist tradition and the devotional tradition.



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- **Nautanki:-** It is a **North Indian** folk drama form performed on an open and bare stage. The pleasure of Nautanki lies in the intense melodic exchanges between two or three performers; a chorus is also used sometimes. The performance is often punctuated with individual songs, dances, and skits, which serve as breaks and comic relief for audiences. The main musical instrument used are the makkara (kettle drum) and the dholak. In the last four decades, new Nautankis are centred on contemporary social messages such as health, HIV/AIDS, women's empowerment, dowry, immigration, and family planning.
- **Khayal:-** It is mainly performed in **Rajasthan**. It is a combination of song, dance and drama. Music is an important aspect. It is performed not only for entertainment purpose but it is used mainly as an essential means of communication between actors.



# STREET THEATRE

- This is a performance medium drawing its techniques from traditional drama forms in India. They are performed in any **nukkad** (street corner), **street**, **market place** etc.
- It's sole purpose is to motivate the audience to take a quick and required action on a particular issue.
- A majority of street plays in India is based on socio-political issues and current events. Eg. Communalism, terrorism, bride burning, dowry system, female feticide, rape, sex determination, caste inequalities, elections, alcoholism, illiteracy, drug addiction etc.



# PUPPETRY

- Puppetry is a very ancient art form, thought to have originated about 3000 years ago. It is a popular form of traditional media which exist in rural areas of India.
- Puppets have been used since the earliest times to animate and communicate the ideas and needs of human societies.
- In India, four types of puppetry are popular namely- *Sutradharika* (String puppets), *Putul Nauch* (Rod puppets), *Chhaya Putli* (Shadow puppets) and **Glove puppets or hand puppets.**
- They have been employed to teach children physiology, hygiene, civics, history, geography and poetry.



# FOLK MUSIC AND SONG

- They are among the oldest forms of classical arts with a tradition that dates back to several centuries.
- Traditional music of India is the most natural representation of the emotions of the masses. Music has played a crucial part in everyday life from time immemorial.
- Some of the predominant folk musical forms are **Baul and Bhatiali of Bengal, Duha and Garba of Gujarat, Powada and Lavani of Maharashtra, Chaiti and Kajari of Uttar Pradesh, Kolkali Pattus of Kerela, Bihu of Assam, Mand and Panihari of Rajasthan, Rauf and Chakri of Kashmir, Sua and Dandari of Madhya Pradesh and Mando and Dhalo of Goa.**
- Songs are associated with every events of life. Be it festivals, advent of new seasons, marriages, births or even daily affairs like admiring nature.

# FOLK DANCE

- Dance is among the oldest forms of classical arts with a tradition that dates back to several centuries.
- Dance puts the rhythm and movement in the play and captures audience attention.
- It is intimately interwoven with the life of people. Hand gestures, eye movement, posture and steps coordination with music and posture affect and audience comprehension of the narrative and its meaning.
- Different types of folk dances are **Kalbeliya and ghoomer from Rajasthan, Bhangra and Giddha from Punjab, Chau Dance and Baagh Nach from Odisha, Fagua and Jhumri from Bihar, Daandiya Ras and Garba from Gujrat.**



# PAINTINGS

- Early man was unaware of words, but he was able to draw a picture of an animal with a tail, a head and four legs or a human figure. Throughout different periods of history, we find a definite established tradition of painting on various objects, particularly on intimate objects of everyday use, floors and wall, and the depiction being associated with some ritual.
- Traditional paintings of Madhya Pradesh, especially the wall paintings of Bundelkhand, Chattisgarh, Gondwana, Nimar and Malwa are living expressions of people, closely linked with the socio-cultural environment of the area. They are not mere decorations but also expressions of religious devotion.

# FAIRS AND FESTIVALS

- Fairs and festivals are also an integral part of the cultural life a community where every member participate actively and enjoy together.
- The festivals speak of rich cultural and traditional background of a community.
- It has some performances or games related to it or some traditional motifs and paintings.
- Festivals are also one of the best forms of traditional media.
- Several festivals worth mentioning are **Rathayatra or Gundichayatra of Lord Jagannath Puri, Diwali, Dussehra, Rakhi, Sivaratri, Janmastami.**
- Fairs and festivals including social, ritual and ceremonial gatherings created a platform to meet and exchange among the people.

# STORY TELLING

- It is another interesting form of traditional media which existed at a time when advanced forms of communication such as a written word did not exist.
- A story connects us and links the past, present and future by teaching us to anticipate the possible consequences of our actions.
- These were not written or documented. Instead they were orally communicated from person to person, a house to another or from a village to another. They kept the stories alive.
- Story telling involves direct contact between the teller and the listener. It permits the direct presentation of the story by the teller.
- There are stories like the **Panchatantra** and stories from mythology like **Ramayana** and **Mahabharata** where local heroes have always travelled from one generation to another by word of mouth. Story telling forms such as **Harikatha** and **Kabigan** played a vital role in communicating historical and epic stories. It reflects the local age-old beliefs, customs and rituals.
- The tales are the bearers of our century's old culture, perceptions, values and beliefs. It links the older generation with the modern generation.

# USES OF TRADITIONAL MEDIA

- Most of the forms of traditional media in our society can be transformed into carriers of our developmental communication messages aimed at the masses at grassroots level in each and every nook and corner of the country. This will ensure a much higher scale of success to our efforts in this particular field of communication aimed at the rural underprivileged and illiterate masses.
- Communication through folk media is the basic way of communication among a particular social entity. The development of rural India depends a lot on the communication that we are providing to the people. And for that nothing can be more functional and spontaneous than folk art.
- For effective community-level communication strategies, an integrated and planned use of both folk and mass media is necessary for achieving optimum impact and for desired feedback.
- Collaboration between the folk artistes and the media producers is absolutely essential for the successful integration of folk media and mass media communication strategies for developmental purposes.

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- Different folk media can be used to cater to different regions. Every village has its relevant music, dance or theatre. These traditional media can be used to reach these people in the process of change and development of the country.
- The folk media is used as to reach the people in the process of change and development of the country. Folk media have an extraordinary impression on the rustic society because of their adequate idioms, purposeful significance and entertainment component.
- The folk arts like Dholki Baris, Loknatya, Jatra, Keertana, Puppetry, etc., have been used by communal personnel, campaigners, and political leaders and the developing agencies to instruct the rural masses and to broadcast innovative information.
- Folk songs have played a very important role in the Chipko and Apiko movements. Folk Singers of the region composed songs in folk tunes and sang them in the street. The rural children picked them up immediately and sang them all the time. Thus, they played the role of communicators.