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<td>Author(s)</td>
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The Role Of Traditional Media In Rural Communication

By

H K Ranganath
THE ROLE OF TRADITIONAL MEDIA IN RURAL COMMUNICATION

A note for discussion

by

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the Department of Dance,
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1. Traditional media as effective agents of rural communication:

A. Traditional media vis-à-vis mass and electro media.

Rural illiteracy as not such of the press radio treat only
as a basic box-film is both expensive and static medium - TV
yet in the corner.

B. Advantages of traditional media - Media most intimate with the masses -

Guaranteed confidence as live media - rich variety in form and content-
ready availability - new ideas - small budget performances - media relished
by all age-groups and caste the same - only media capable of creating a
face-to-face situation in the field - traditional media are time-carriers
traditionally.

C. Disadvantages: dangers of misusing the media - erroneous assessment

of the flexibility of traditional forms for new messages - the difference
between entertainment and information - the totally difficult question of bringing an alignment
between the nature of messages of the traditional media and the new message -
programme multiplicity problems - some dubious questions - as to how they
would REALLY catch the new development messages.

2. Towards achieving effective rural communication through traditional media

without hurting their form or natural content.

A. Careful assessment of the flexibility of different traditional

performing arts for absorbing new messages - methods of assessment -
classification under flexible, semi-flexible and rigid categories - the
question of changing flexibility in in traditional art-forms through
the illiterate situation or/and characters.

B. TECHNIQUES of the message to make it suitable for the medium - categories

of the message under direct, indirect or linked ones - methods of adaptation
the message for the medium - care to be taken in the preparation of the
programme package.

C. Pre-media field study: its importance to gain crucial knowledge regarding

the mode and preferences of a selected field in terms the media and the
messages - study of the literacy rate and prevailing level of awareness -
community composition - occupation of people - socio-economic structure
-values system - socializing factors - restraining forces - available
categories of traditional media, their flexibility for the message
and their popularity level with the masses.

D. The need and methods of pre-leading the message - charged - medium in a
selected locality - making the necessary changes before applying it in
other field of identical conditions.
3. a. Folk integration of mass-media, in the interest of multiplicity of traditional media - in order to bring, glamour to live performances of traditional performing arts - to augment exchange of traditional forms and themes.

b. Methods of preserving the primeval character of traditional media through the mass media channels, in the interest of both media of communication.

c. Multimedia approach, a most effective strategy in rural communication.

d. Integration of planning, effective communication tangible achievement in and evaluation - Philosophy of the 'package plan'.

e. Traditional arts as effective communicator of modern messages - methods of motivation and involvement - other change agents in rural settings.

4. Conclusion: Two decades of experimentation with traditional media for rural communication in different developing countries - measure of success vis-a-vis the measure of failure - reasons.