<table>
<thead>
<tr>
<th>Title</th>
<th>The role of traditional media in rural communication.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Ranganath, H. K.</td>
</tr>
<tr>
<td>Date</td>
<td>1977</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/228">http://hdl.handle.net/10220/228</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
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
Dr. H.K. Ramayath
Professor and Head of
the Department of Dance,
Drama and Music,
Bangalore University.

1. Traditional media as effective agents of rural communication:

   A. Traditional media via-n-via mass and electronic media.

      Rural illiteracy at its back, the press radio treat only
      as a music box-film is both expensive and static medium - TV
      yet in the corner.

   B. Advantages of traditional media - Media most intimate with the masses -
      Comrades confidence as LIV media - rich variety in form and content-
      ready availability - new ideas - small budget performances - media realized
      by all age-groups and both the sexes - only media capable of creating a
      face-to-face situation in the field - traditional media are time-carriers
      traditionally.

   C. Disadvantages: dangers of mislabeling the media - erroneous assessment
      of the flexibility of traditional forms for new messages - the ridiculous
      difficult question of achieving a balance between entertainment and
      information - the equally difficult problem of bringing an alignment
      between the natural message of the traditional media and the new message -
      programme multiplicity problem - a dubious question - as to how may
      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 - modes of assessment
      - classification under flexible, semi-flexible and rigid categories - the
      question of CHARGING flexibility in in traditional art-forms through
      the field situations or/and characters.

   B. TECHNIQUES to make it suitable for the medium - categorization
      of the message under direct, related or linked ones - methods of ADAPTING
      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
      message - study of the literacy rate and prevailing level of awareness -
      community composition - occupation of people - socio-economic structure
      - value system, supporting factors - resisting 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-testing the message - charged - medium in a
      selected locality - making the necessary changes before applying it in
      wider 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 styles.

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

c. Multi media 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 - genesis 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.