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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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1. Traditional media as effective agents of rural communication:

A. Traditional media via sea and radio and television media. Rural illiteracy must not be seen as a barrier. Radio and television media are both expensive and static mediums - TV yet to be common.

B. Advantages of traditional media - Media most intimate with the masses - Granite confidence as LTV media - rich variety in form and content - already available - new ideas small budget performances - media relished by all age groups and educational levels - only media capable of creating a face-to-face situation in the field - traditional media are time-carriers traditionally.

C. Disadvantages of traditional media - difficulties of handling the media - erroneous assessment of the flexibility of traditional forms for new messages - the difficult question of achieving a balance between entertainment and information - the totally different position of bringing an alignment between the natural message of the traditional media and the new message - programme multiplicity problem - the dubious question - as to how many 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-rigid and rigid categories - the question of CHALLENGE flexibility in in traditional art-forms through the flexibility situation of/and characters.

B. TRAJECTORY of the message to make it suitable for the medium - categorisation of the message under direct, related or linked ones - methods of ADAPTATION the message for the medium - sure to be taken in the preparation of the programme package.

C. Pre-media field survey: 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 - values system - existing 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-learing 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 ideas.

b. Methods of preserving the primeval 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 media as effective communicator of modern messages - goals 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.