

L27 A- COMPARISON OF TRADITIONAL MEDIA WITH ELECTRONIC MEDIA

Keywords

Strengths and Weaknesses	Merits and demerits	Local language	New themes
Meaningful use	Accommodating	Flexibility	Human communication
Miscommunication	Embedded	Social cause	Cost effective
Masses	Intimate	Intellect	Emotions
Rapport	Sophisticated	Outreach	Heterogeneous.
Archiving	Interactive	Advent	Live programming
Feedback mechanisms	Attitude	Informal	Unscripted
Social changes	Tribal areas	Illiterates	Modern communication
Tool of communication	Socio-cultural, religious, moral and emotional needs	Tool to reform	Standard of living
Farming methods and techniques	Efficiency	Literature	Informal atmosphere
Research organizations	Cater	Audience participation	Folk media
Preserve	Disseminate	Forefathers	Inherited
Women and child rights	Primary health care and nutrition	Inspiring	Enriched
Exploits	Contemporary messages	Convey	Originality
Authenticity	Genuineness		

In-text Questions

In-text Questions 27.1

1. State whether the following statements are true or false :
 - i. Traditional media is mostly electronic in nature.
 - ii. Mass media provides the facility of recording and archiving the content for future use.
 - iii. Traditional media requires basic infrastructure to receive it.
 - iv. Mass media can communicate to large number of people at a time.
 - v. Traditional mediums are local and live helping to establish direct rapport with the audience.

INTEXT QUESTIONS 27.2

1. List any five advantages of traditional media
2. Mention any five disadvantages of electronic media

TERMINAL EXERCISES

1. Discuss the nature of traditional media and electronic media.
2. List the advantages and disadvantages of traditional media.
3. Observe television programmes for a period of one week. Make a list of traditional forms of media that you have seen on television during his period.

Previous Year Questions

1. Discuss the myths about traditional media. 2
2. What are the integrated role of traditional media and electronic media? [2]

3. Write the two disadvantages of electronic media. 2
4. Write the two disadvantages of electronic media. 2
5. What are the myths and dilemmas about traditional media in India ? 3
6. Give *two* examples of the application of traditional media in development. 3
7. What are common myth and dilemma about traditional media ? 3
8. What are the features of Traditional media ? 3
9. Write *two* myths prevalent in the minds of people about traditional media and the reality. 3
10. What are the myths and dilemmas about traditional media ? 4
11. What are the possibilities of integrating traditional media with electronic media ? 4
12. List any *four* disadvantages of traditional media. 4
13. Mention any *four* disadvantages of electronic media. 4
14. Write on the myths and dilemmas about the traditional media. 4
15. List any four advantages of traditional media and four of electronic media. 4
16. Write down the possibilities of integrating traditional media with electronic media. 4
17. What kind of development messages can be projected through traditional media 4
18. List *four* advantages of traditional media. 4
19. Write any **four** disadvantages of traditional media and **four** of electronic media. 4
20. State **four** differences between traditional media and electronic media. 4

21. What should we keep in mind while using traditional media in communication programme? 4

22. Mention any six advantages of traditional media. [6]

23. Discuss the advantages and disadvantages of traditional media.

[6]