

L28 A- COMMUNICATING THROUGH TRADITIONAL MEDIA

Keywords

Accessories and ornaments	Technological infrastructure	Remote areas	Language barriers.
Economically viable	Biased	Purposeful.	Various facets
Blend of entertainment, education and Communication	False desires or expectations	Team spirit	Cross cultural communication hurdles
Solidarity And friendship	Fine arts	Change is inevitable	Mythological stories
Themes	Financial support and patronage	Creative arts	Fast eroding
Reviving	Older forms		

In-text Questions

In-text Questions 28.1

1. From the list given below, pick out the characteristics of traditional media.
 - i. caters well to rural areas
 - ii. requires basic infrastructure
 - iii. requires electricity
 - iv. need based medium
 - v. involves entertainment
 - vi. creates expectations or false desires in the audience

- vii. flexible medium
- viii. natural medium
- ix. consists of language barriers
- x. consists of advertisements

INTEXT QUESTIONS 28.2

1. Recall at least three occasions/ situations in which the traditional form of communication takes place.
 - i.
 - ii.
 - iii.
2. List three forms of traditional media used to communicate development messages to people.
 - i.
 - ii.
 - iii.

INTEXT QUESTIONS 28.3

1. What do you understand by 'ballads'.
2. List any two environmental issues for which you can use traditional media?

INTEXT QUESTIONS 28.3

1. Name any two government bodies which are promoting traditional media?
2. List two ways in which traditional forms of media can be preserved.

TERMINAL EXERCISES

1. Describe the role of traditional media :
 - i. as a vehicle of communication
 - ii. as a part of socio-cultural and ritualistic communication
2. Explain how we can use traditional media for development issues?
3. Discuss the problems faced by traditional media forms for their survival?

Previous Year Questions

1. List any two uses of traditional media in communication. 2
2. Write *two* uses of traditional media. 2
3. Write two application of traditional media? [2]
4. How traditional media is being used in communication in India ? 3
5. Give *two* examples of the application of traditional media in development. 3
6. Where do you find traditional motifs and symbols ? Why this is made ? 3
7. What are the features of Traditional media ? 3
8. Suggest any two suitable social issues for a puppetry performance. 3
9. What kind of development messages can be projected through traditional media? 3
10. How can we use traditional media for social issues? Give suitable examples. [4]
11. Explain any *four* features of traditional media. 4
12. How can we use traditional media for social issues? Give suitable examples. [4]

13. What are the characteristics of traditional media as a vehicle of communication
14. How is traditional media a part of our socio-cultural communication? 4
15. What should we keep in mind while using traditional media in communication programme? 4