

INNOVATIVE USE OF TRADITIONAL MEDIA- A NEW PARADIGM

MANSI KHANNA, MANJU KHANNA

ABSTRACT

TRADITIONAL media is also known as the old media. The Old Media or Legacy Media are traditional means of communication and expression that have existed since before the advent of the new medium of the Internet. Industries that are generally considered part of the old media are broadcast and cable television, radio, movie and music studios, newspapers, magazines, books and most print publications.

India has more than 70,000 newspapers and over 690 satellite channels (more than 80 are news channels) and is the biggest newspaper market in the world - over 100 million copies sold each day.

Traditional tools of communication are developed from the beliefs, customs, and rituals practiced by the people. These are very old and deep-rooted. Traditional media thus represents a form of communication employing vocal, verbal, musical and visual folk art forms, transmitted to a society or group of societies from one generation to another. They are indigenous modes and have served the society as tools/medium of communication for ages.

There are different forms of traditional media like drama, street theatre, puppetry, dance, storytelling, song, music, painting, and motifs and symbols.

Many believe that a paradigm shift has taken place and we now inhabit a new digital media universe. They are mistaken and not just about media, but about paradigms as well.

Today, digital accounts for roughly 15% of global media expenditure. A little bit of grade school arithmetic will reveal that leaves 85% of budgets still dedicated to traditional media.

Traditional media is looked at as the most trustworthy and most reliable form of media and news throughout the world. Traditional forms of media include mainstream magazines, TV news stations, newspapers, and radio.

*Freelance Writer & Media Educator.

**Assistant Professor, MBICEM.

Correspondence to: Dr. Mansi Khanna, Freelance Writer & Media Educator.

E-mail Id: mansikhanna9@gmail.com

The subject of trust is a tremendous advantage for traditional media. When information is taken, or heard, from a source such as a newspaper, magazine, or a radio station, it is automatically considered credible.

On the other hand, for the electronic media, you need a certain style, dress code, diction, literacy etc. They generally do not involve active audience participation. But traditional media is inclusive in nature. It is highly intimate and local specific and deeply connected to one's own life.

Traditional media still in today's time exists in India. Yes it is now a days mixed up with new upcoming media and technology. Traditional media builds healthy and happy relations hence it is very necessary in today's time.

INTRODUCTION

Even today you will find villages where proper electricity is not available. People in such places might not be able to view television or access the internet. Similarly illiterate people will not be able to read newspapers or magazines. However, this does not mean they that do not communicate. They have developed different ways of communication depending upon the local language and culture.

Traditional media is also known as old media. The Old Media or Legacy Media are traditional means of communication and expression that have existed since before the advent of the new medium of Internet. Industries that are generally considered part of the old media are broadcast and cable television, radio, movie and music studios, newspapers, magazines, books and most print publications.

Although studies suggest that New Media, primarily the Internet, is increasingly getting stronger, replacement of Old Media is not a widespread phenomenon quite yet. There is insufficient evidence and it appears that television outlets are still heavily regarded as valuable news sources.

The advent of New Communication Technology (NCT) has brought forth a set of opportunities and challenges for conventional media. The presence of new media and the Internet in

particular, has posed a challenge to conventional media, especially the printed newspaper.

Media of India consist of several different types of Indian communications media: television, radio, cinema, newspapers, magazines, and Internet-based Web sites. Many of the media are controlled by large, for-profit corporations which reap revenue from advertising, subscriptions, and sale of copyrighted material. India also has a strong music and film industry. India has more than 70,000 newspapers and over 690 satellite channels (more than 80 are news channels) and is the biggest newspaper market in the world - over 100 million copies sold each day.

The first Indian media were established in the late 18th century with print media started in 1780. Auguste and Louis Lumière moving pictures were screened in Bombay during July 1895; and radio broadcasting began in 1927. Indian media-private media in particular-have been "free and independent" throughout most of their history. The period of emergency (1975-1977), declared by Prime Minister Indira Gandhi, was the brief period when India's media were faced with potential government retribution.

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form of communication employing vocal, verbal, musical and visual folk art forms, transmitted to a society or group of societies from one generation to another. They are indigenous modes and have served the society as tools/medium of communication for ages.

There are different forms of traditional media. Let us list them.

- Drama
- Street theatre
- Puppetry
- Dance
- Story telling
- Song
- Music
- Painting
- Motifs and symbols

DRAMA

Drama is one of the most popular forms of traditional media. Let us understand this form by using an example from the rural areas. After completing the work in the fields, you very often find that farmers celebrate their joy of leisure. They use different types of art forms for this. They use natural colors for makeup. Performance themes are from their own sufferings, daily work, future dreams and mythology. Here the viewers can also participate as and when they feel like.

STREET THEATRE

This is a performance medium drawing its techniques from traditional drama forms in India. They are performed in any nukkad (street corner), street, market place etc. In such a situation, the audience and the performers are on the same level, emphasizing the fact that the performers are not different from the audience themselves. This also leads to the establishment of a rapport between the performers and the audience. Close eye-contact with the audience is an important element in street theatre which

keeps them busy with the action of the play. Even an actor is under the eagle eye of the audience who surrounds him on all sides. So together they feel a sense of belonging and responsibility to each other. Sometimes the audience is invited to join the chorus for the singing. The sole purpose of street theatre is to motivate the audience to take a quick and required action on a particular issue. In India, waysides, streets, village markets, open-air grounds, fair-sites, country yards and other public areas have remained the ideal spaces to perform street plays. A majority of street plays in India are based on socio-political issues. Some of these are based on current events, others are on subjects like communalism, terrorism, police atrocities, bride burning, dowry system, caste inequalities, elections, industrial and agricultural exploitation, alcoholism, illiteracy, drug addiction and female feticide.

PUPPETRY

The word puppet comes from the French 'Poupee' or the Latin 'Pupa', both meaning 'dolls'. In Sanskrit, puppets are termed 'Putraka', 'Putrika' or 'Puttalika', all of which are derived from the root Putta equivalent to Putra (son). It is derived from ancient Indian thoughts that puppets have life. Puppet theatre is a form of entertainment found practically in all parts of the world. In puppet theatre, various forms known as puppets, are used to illustrate the narratives.

MUSIC AND DANCE

Music and dance in India are among the oldest forms of classical arts with a tradition that dates back to several centuries. These traditions are fundamentally similar but they have different names and are also performed in different styles. Dance puts the rhythm and movement in the play and continuously captures audience attention. Ours is possibly the only country in which music, more than any other art, is so intimately interwoven with the life of people. It would not be an overstatement to say that music in India

has played a crucial part in everyday life from time immemorial. It has been an integral part of marriages, festivals and celebrations of every hue and character. No religious ceremony has been complete without music.

MOTIFS AND SYMBOLS

In India, people revere many symbols, ranging from those which are simple to the most complex ones. Indians believe in symbols which are entirely different from the rest of the world, though traces of similarities can be seen. Symbols in India are the outcomes of mythology, religious beliefs, traditions and philosophy.

India is a country of motifs and symbols where traditional art forms, figures and ritual drawings have existed for many centuries. These art forms include symbols, floor motifs, folk murals, traditional textile designs, scroll paintings etc. It is interesting to note that several figures that we see today seem to be based on man's primary activities.

PAINTINGS

Throughout different periods of history, we find a definite established tradition of painting on various objects, particularly on intimate objects of everyday use, floors and walls; and in almost every instance, the depiction being associated with some ritual.

Traditional paintings of Madhya Pradesh, especially the wall paintings of Bundelkhand, Chhattisgarh, Gondwana, Nimar and Malwa are living expressions of people, closely linked with the socio-cultural environment of the area. They are not mere decorations but also expressions of religious devotion.

STORY TELLING

A story connects us with our humanness and links the past, present, and future by teaching us to anticipate the possible consequences of our

actions. What is story telling? "Telling" involves direct contact between the teller and the listener. It permits direct presentation of the story by the teller. There are stories like the Panchatantra and stories from mythology like Ramayana and Mahabharata where local heroes have always travelled from one generation to another by word of mouth. This is an effective way of motivating children.

Many believe that a paradigm shift has taken place and we now inhabit a new digital media universe. They are mistaken and not just about media, but about paradigms as well.

Today, digital accounts for roughly 15% of global media expenditure. A little bit of grade school arithmetic will reveal that leaves 85% of budgets still dedicated to traditional media. Moreover, even if present trends continue, digital won't reach the level of TV for at least a decade or two.

However, the real failure of digital media is how little it has affected the way we use traditional media. For a true paradigm shift to take place, that's what really has to change.

One of the most important distinctions to make going forward is the difference between the Internet and the Web. The Internet is a patchwork of infrastructure and protocols that moves data around the world. The Web, on the other hand, not only creates a universal medium to share content, it connects everything all through hyperlinks.

Each poses its own set of issues and challenges. For instance, the proliferation of the Internet has created security concerns. The Web, however, derives its power from sharing links to valuable information. Clearly, both objectives must be pursued simultaneously.

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stations, newspapers, and radio. The subject of trust is a tremendous advantage for traditional media. When information is taken, or heard, from a source such as a newspaper, magazine, or a radio station, it is automatically considered credible. It is a different case when information is taken from an emerging media source, such as a blog. Usually, the blog, or other emerging media source, has referenced a traditional media source, or the person researching looks up the same information from a traditional media source to validate the information found on a blog.

In traditional media forms like storytelling, theatre, dance, singing etc, your body is your media. You can create messages and communicate without using any form of mass media. You can create your own media. For example in street theatre, social or political messages are presented before the public with a performance by a group of performers. You do not need any special piece of equipment unlike in television or radio.

On the other hand, for the electronic media, you need a certain style, dress code, diction, literacy etc. They generally do not involve active audience participation. But traditional media is inclusive in nature. They are highly intimate and local specific and deeply connected to one's own lives.

USE OF TRADITIONAL MEDIA IN COMMUNICATION

Traditional media have been in existence in India for long and have been used as a medium of communication in rural areas. Over the years, rural masses have been using folk media for expressing their social, ritual, moral and emotional needs.

Traditional media has a crucial role to perform in the process of socio-economic development in India. It helps in convincing and influencing

people in a very effective way.

For example, during the freedom struggle, folk media played a great role in spreading the message of patriotism. Utpal Dutt who was a popular actor is said to have used Jatra, a traditional theatre form in Bengal during the freedom struggle.

Paala, a traditional form of ballad singing is used for spreading awareness on various social issues by the government of Orissa.

The Song and Drama Division of the government of India uses various forms of traditional media to spread awareness on a number of social issues like AIDS, polio immunization etc.

You all know that during festivals, we exchange sweets, greet each other and decorate our houses. This communicates our friendship and love for others. This is also an example of the traditional form of communication. Today we use modern ways of communication such as the mobile phone and internet to send messages of friendship and greetings. Communication through traditional media thus helps in building good relations.

Traditional media still in today's time exist in India. Yes it is now a day mixed up with new upcoming media and technology. Traditional media builds healthy and happy relations hence they are very necessary in today's time.

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