

The Relevance and Effect of Folk Media in Present Time

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Abstract:- Oldest form of media is traditional media which existed long before the arrival of new media like internet and electronic media like tv, radio etc. Those forms developed within the culture, belief and customs of communities. Those media forms are deeply rooted with the daily lifestyle of people from different areas. They became tools of communication with help of song, painting, dance etc. Thus these forms are passing from one generation to another. They have become indigenous forms of tools for communication and transmission of different types of messages. The question of trust and reliability among the people regarding traditional media is its main strength. But the arrival of different technologies has made its application very rare in social situations. In this paper my aim is to explore the relevance of traditional media in present days and its role as a tool of communication in the society.

Key Words:- Traditional Media, electronic media, communication, communities, social cohesion.

Introduction:- The new media may be described as the growing media that is widely used by all. It can also be referred to as an on-demand access to content anytime, anywhere, and on any digital device such as, smart phones, computers among others. It ranges from the social media (Facebook, Twitter, Wechat, WhatsApp, BBM, Blogs, etc.) to other Internet services. In a country like India, this is multi-lingual, diverse in character and where peasantry constitutes that largest segment of population, knowledge of folk institutions, their habits, customs, tradition and culture serve as significant tools in the process of motivating the rural masses towards development programmes launched by the government at the national, state and local levels. Folk media provide an important tool in the process of motivating rural masses. Folk media play very important role on the rural citizens of our country. The rural people are mostly, illiterate, simple and ignorant as well, and this is why 'Folk Media' have come to be very suitable to them all. As the messages all, delivered by the folk media, are easy and understandable quickly as well, so, the villagers can enjoy its presented program as a whole. Very few common errors that take places in our daily life, folk media often try to point out those, as to aware through their presentation. Folk media carry diverse messages on different issues of contemporary happenings.

Role of Folk Media:- Folk media can mould or motivate the numerous unwary and illiterate villagers effectively. It caters what for the rural people, are mostly in easy and understandable manner. It applies very common and widely used languages of the respective society which make any presentation understandable quickly. The presentations as catered by the traditional folk media always come to the rural people in the form of entertainment and enjoyments as well. On the way of giving pleasure and

enjoyment, traditional folk media educate the rural illiterates so many, by rendering useful information's regarding healthcare, child & women education, employment and other round about, as to make the rural people wary of the present life. There are different types of folk media forms like – baul song, pata chitra, jatra, chau dance, gambhira, puppetry etc. Different types of media forms are very close to the heart of people and very relatable to their culture. For this reason it is very much trustworthy and the rate of its acceptability is very high.

Methodology:-

The paper is written based on exploratory research procedure that aims to understand the relevance of folk media in present time. Interview has been conducted of the folk artistes and audiences who sometimes watch programmes based on folk art forms. Primary data has been collected from interview and secondary data has been collected from available journals and books in online and offline mode.

Preservation of Culture:-

Folk media is a traditional and local form of media that plays a vital role in preserving cultural identity, beliefs, and practices. Folk media helps shape and preserve a community's identity by sharing symbols, rituals, and narratives. These shared elements create a sense of belonging and continuity, and help reinforce social bonds. Folk media helps spread cultural information, beliefs, practices, norms, and customs. Folk media can integrate cultural values, beliefs, and attitudes with national and societal needs. Folk media can be used to raise awareness of political and social issues. For example, Bhagat Singh used folk theatre to spread his revolutionary views and inspire others to join the fight for independence.

Community Development:-

Folk media plays a significant role in community development by spreading education on different serious issues. Folk media can educate rural communities on topics such as healthcare, child and women education, and employment. It can overcome barriers to communication, such as language, speech, and interest and help illiterate rural communities learn new things on different topics. It can spread awareness and motivate people to participate in community development programme in rural areas. Folk media can build confidence in the audience through live presentations and thus they can give instant feedback which is found to be very spontaneous.

Traditional Communication:-

The communication pattern which folk media uses is embedded in our culture, society and belief. This did exist before the arrival of any new media form like tv, radio, internet. The uniqueness in presentation of messages is very effective among the people across different communities of different locations. Folk tales, folk song, folk dance are characterized by their accessibility and familiarity to the local population, making them an effective tool for conveying messages in a format that is easily understood by common people whether the person is educated or not.

Entertainment and Social Cohesion:-

Folk media are being used as a tool for entertainment purposes also for many centuries. It is a very flexible medium that is used to tell stories, sing songs that are based on local culture. The way it

disseminates messages is very simple and down to earth. For this reason everybody loves and enjoys it without any hesitation.

Social cohesion is defined as the certainty and tenacity of the attachment and interconnectivity of people within a society. It relates to sharing, executing and supporting legitimate activities of a community or group in unison. Due to the fact that folk media help to fathom likeness in communal practices and cultural gatherings, they assist in maintaining cohesiveness in a society. It creates a feeling of belongingness, brings together common people and reduces social differences hence acting as a social cohesion. This way, a community comes together to support folk media activities, which also strengthens the social relations between the people.

Awareness:-

Folk theatre, folk song, folk painting etc. are effective tool for spreading awareness among the people. May be this type of awareness is also spread with the help of tv, radio etc. But messages disseminated by those media forms seem foreign to the general people. But if same message is spread through folk media in the form of baul song, in the form of folk painting like pata chitra, it will surely seem very native and people will be more conscious about any serious topics like – the need to save environment, the need to save water etc.

Conclusion:-

This paper explores that folk media is irreplaceable and ahead of any present time. It not only preserves heritage but also serves as a potential tool for communication and social change. It has close ties with the people, culture and values. It has not lost its importance and relevance even at the time of digitization and modernization. For this reason, I think, it is time to rethink about how to increase the use of folk media in developing communication model and spreading the messages of development and awareness.

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