

Traditional Communication

Curriculum:

- Unit – I** Traditional Media – Nature – Meaning – Definition – Historical Background – Characteristics – Classification of Formats – Different Phases.
- Unit –II** Traditional Media and Communication-Communication Models – Folk Arts and Social Perspectives – Folk Arts and Religious Communication.
- Unit – III** Folk Arts in India – Jatra Yakshagana – Tamasha – Koodiyattam – Palla Therkuttu – Other Popular Folk Arts in Different Regions, Folk Formats in Gujarat – Origin and Growth – Dandia Street Plays (Sheri Natak).
- Unit - IV** Folk Arts and Political Communication – Traditional Media in Health Education and Communication – Folk Media in Promoting Tourism – Environ - Change Agents – Traditional Media and Social Relevance.

Reference Books :

1. Dr. N. Usha Rani: Folk Media for Development.
2. Ranganath H.K: Folk Media & Communication.
3. Shyam Parmar: Traditional Folk Songs.
4. Durgadas Mukhopadhyaya: Folk Arts and Social Communication.