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## Traditional Folk Media in Rural Society

(\*Sahil Boora, Dr. Bas Kaur and Rohit)

Chaudhary Charan Singh Haryana Agricultural University, Hisar-125004 (Haryana)

\*Corresponding Author's email: [sahil.ghirai1@gmail.com](mailto:sahil.ghirai1@gmail.com)

### Abstract

Folk media is commonly known as people's performances and also the cultural symbol for the society. Folk media helps in social change and development in rural society. There are different forms of folk media that exist in our society. In this fast-changing world the significance of folk media is decreasing day by day and efforts need to be made to save this social heritage given by our ancestors.

**Key Words:** Rural, Traditional, Folk Media, Community

The media has always been an important diffusion instrument of communication. Today, the importance of media is felt everywhere in the world. However, media plays a critical role in disseminating the information in the society, there exist some parts in the society where media doesn't reach, for that marginalised part folk media plays a critical role in diffusion of the information.

### What is Folk Media

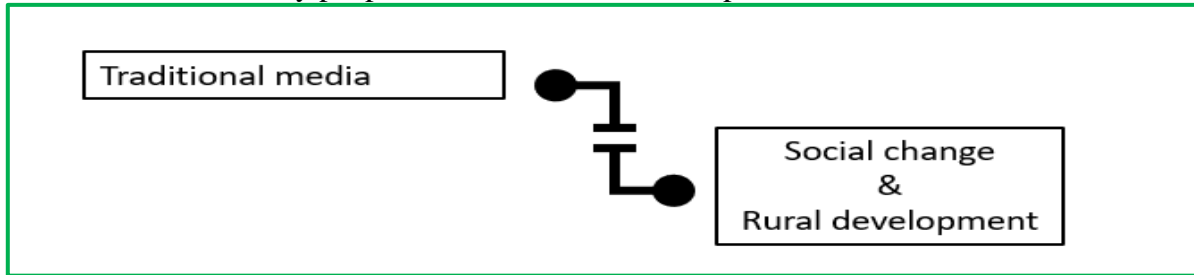
✓ Traditional Folk Media" is a term used to denote as people's performances. Folk Media uses culture and performance art to disseminate information. It can also be described as cultural symbols of the people. Traditionally societies have been using various forms of folk media like dramas, skits, music, dances, ballads, puppets, etc for moral, religious, socio-political messages and entertainment.

According to Balwant Garghi, "Folk media represents the people in their natural habitat, with all their contradictions and multifarious activities."

Or we can say that folk media is the creative diffusion of information through cultural and performance means. In traditional societies, folk media: drama, skits, poems, stories, riddles, songs and dance have been popularly and successfully used for diffusion of messages and even to pass on wisdom of older generations to the youth.



Thus, folk media satisfy people's innate need for self-expression and entertainment.



Every region has its own folk-art form that is immensely popular and relevant in that area. It embodies the traditions, cultures, and customs of traditional people which are transmitted from one generation to another within the community by words or visually or from memory to memory.

### Forms of Traditional Folk Media

#### 1. Oral tradition

Refers to those forms of traditional expression which are verbal (spoken, sung, and voiced) Storytelling, Songs, Poetry, Ballads, Rhymes, Proverbs, Elaborate epics

#### 2. Material culture

Refers to skills, recipes, and formulae displayed in rural arts & crafts (traditional motifs, architectural design, clothes, farming, fishing & tools, and machinery) and Material culture - played a vital role in communicating ideas and culture from one generation to another.

#### 3. Social folk customs

Refers to marriage, and death, festivals, fairs, ritual, and ceremonial gatherings, market occasions, and rural meets

#### 4. Performing arts

Refers to traditional music, dance, drama, and street theatre. There are several popular art forms that dominate pan India

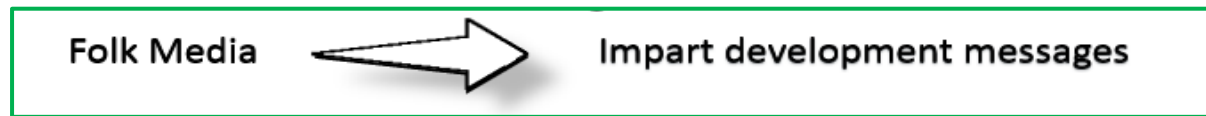
### Characteristics of Traditional Folk Media

- Indigenous in nature. Generally rural in origin. Transmitted from generation to generation through oral means alone
- No source of confirming the authenticity of folk art. It has no grammar
- Indicates and integrates the emotional behaviour of the practicing sector
- Represents the practicing sector of region, religion, family or group that can be
- Limited area of operation
- As long as the contents and formats satisfy psychological and social needs of people, they will be carried forward by people themselves. Hence, the traditional media communication can put fresh contents in folk media.
- Folk media will never die but continue in spite of several obstacles in modern age. Its utilization has its impact even across cultural religions with blended forms and modified contents
- Traditional folk media have their own specific language, rhythm, music, style and form
- It is very much cheap, easy and convincing comparatively than modern media

### Significance of folk media in the development of the rural community

- ✓ So, being an ancient form of art, the folk media is very close to the hearts of the people.
- ✓ Its performances are uniformly popular, irrespective of the educational, social, and financial standing of any community.
- ✓ Its understanding is direct and at a personal level.

- ✓ Folk media were primarily used for entertainment, social communication, and persuasive communication.



### Are traditional folk media really made an impact?

#### The answer is likely to be Yes because,

There is evidence that it is highly preferable by the people of any community for educating on any social development themes including agriculture, and also it is capable of flexible and creating a congenial environment in the rural community.

#### The answer is likely to be No because,

There is evidence that it is being forgotten by the community and they always tend to choose electronic mass media over traditional folk media nowadays. So, for effective transfer of technology, extension education purpose, and also human resource development is possible through blending the traditional folk media with electronic media.

### Conclusion

Media plays an important role in communicating the information but in some parts media doesn't have its reach. For that part Folk media plays an important role in diffusion of information in that marginalized part. Folk media is indigenous in nature, generally it is in rural area. Traditional folk media had an impact on rural society but in this changing world its importance is decreasing day by day and in many parts of the country the younger generation doesn't even know about traditional folk media. So, it is the need of the hour to have a look on folk media also and with the efforts of peoples and government we can save the heritage of our forefathers i.e., Folk Media.

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