

SAINT CLARET COLLEGE, ZIRO
B. A. (MASS COMMUNICATION)
SYLLABUS AS PER RGU SEMESTRAL SCHEME
(Subjected to syllabus enrichment by SCCZ for Claretines)
Semester II
BMC-201: Traditional Media

Total Marks: 100 (80- End Semester and 20- Sessional)

Objectives Having studied this paper, a student will be able to:

- a. *Various aspects of mass communication in various mediums like Folk song, Dance, Drams, Types of Puppetry etc.*
- b. *To introduce the role of Traditional Media in government and private sectors.*
- c. *To inculcate the idea of social responsibility and create awareness of state and central government welfare measures.*
- d. *Students would be able to acquaint themselves with the glorious journey of journalism.*
- e. *Students would be able to enhance understanding of the origin and of the Media.*
- f. *Students would be able to throw light on the present status of various Traditional media.*
- g. *To explain the role of folk media in development communication.*

Unit I:

- Definition and scope
- Characteristics of traditional media

Unit II:

- Classification of Traditional
- Folk Media: Folk Dance, Folk Songs, Storytelling, Puppetry, Folk Theatre.

Unit III:

- Popular forms of tribal folk media in Arunachal Pradesh and in Northeast India, Tribal Traditional Attires and designs.

Unit IV:

- Traditional folk media and development

Recommended Readings:

- Rani Usha.(2010)*Commercial Photography*, Rajasthan: Amherst Media,
- UNESCO,(1972)*Folk Media and Mass Media in population Communication*, New York
- Chapter 3 *Traditional Media: Meaning And Practices*
<https://shodhganga.inflibnet.ac.in/bitstream/10603/97789/5/ch3.pdf>
- Threats to Traditional Folk Media
<http://ecoursesonline.iasri.res.in/mod/page/view.php?id=117410>
- FOLK MEDIA, <https://www.scribd.com/doc/61379013/Folk-Media-Ppt>
- Shyam Parmar, *Traditional Folk Media In India*