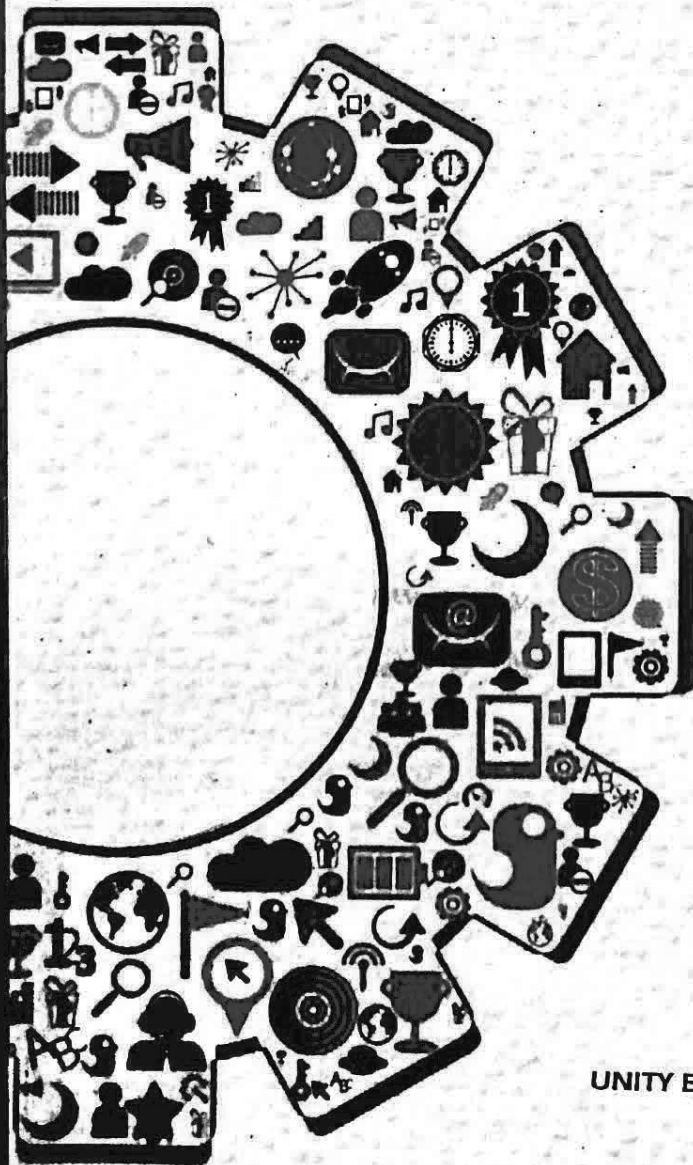


MEDIA & Social Dynamics

International Book of Media Studies



Edited

by

Dr. Rupa Rani Sonowal

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GUWAHATI



Media & Social Dynamics – An International Book of Media Studies with the collection of research papers, articles from Academicians, Scholars and Experts from different Universities, Institutions and Professional Organization.

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TRADITIONAL FOLK MEDIA: PRACTICES AND ITS EFFECTIVENESS AMONG THE TRIBAL COMMUNITY

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Abstract

Folk media are highly personal and powerful tools of communication that hold significant potential for introducing changes that involve adoption and practice of different development programs in traditional societies. The different forms of traditional media are especially effective in attracting people who had to live outside the ambit of institutional education. This study has attempted to understand the role of folk media in creating awareness and participation in rural development with special reference to Zeme Nagas of Dima Hasao district of Assam. It has tried to find out usage of traditional media in social communication and its effectiveness. The study was conducted among 50 respondents from three Zeme Naga villages. This study concludes that despite the emergence of many new media, this study concludes that the ability of comprehending message dispensed through traditional media is still high among the Zeme Naga people.

Keywords: Traditional Media, Zeme Naga, Dima Hasao, Assam.

1. Introduction

Folk media are significant tools for introducing changes that involve adoption and practice of different development programs in traditional societies. The different forms of traditional media are especially effective in attracting people who had to live outside the ambit of institutional education. Through the traditional media avenues, new content are being added to the old forms, which were familiar and dear to the people. Such media are often found to use familiar dialects to exploit the potential of intimate and local communication at the village level. Traditional folk media could, thus, reinforce relevant social changes that are already occurring and could be used to introduce further new ideas. Being close to people at the local level, these channels are potentially useful in the service of developing the rural folks. As it can be surmised, traditional media are most effective in spaces where modern mass media hasn't become fully active. Folk media are principally personal forms of entertainment and communication. These forms of art become part of the way to life of a community and provide acceptable means of bringing development issues into the community in its own-terms. They are capable of reaching intimate social groups. These forms of