

“A Critical Analysis of the Importance and Necessity of Folk Media Integration with Mass Media”

*M. Iyyanar, C. Jebakumar

*Technician Electronic Media, Centre for Electronic Media,
Pondicherry University, Pondicherry
Assistant Professor and Head, Dept. of Visual Communication,
Dr. Ambedkar Govt. Arts College, Chennai
E-mail: miyyanar@gmail.com*

Abstract

This research paper aimed to analyze the importance of folk media and its necessity. Also, it discusses the media integration and its influences. Folk-media-mediated communication (FMC) plays a great role in development communication. The uniqueness and its realistic nature of folk media occupy a genuine place in the world of media communications. We know that the contemporary world operates with the axis of various print, electronic and broadcasting media. Since the ninety percent of the worlds' population lives in developing countries and 70% of them are living in rural areas, they are not very much informed about the various developments which occurred in the globalized community. Mass media such as newspapers, television and information technology enabled media communication and other electronic media play a greater role in inseminating information in the name of news, talk shows, debates and discussions and even through the entertaining programmes. All these information inseminated or broadcasted for the purpose of making people informed about the various happenings of sleepless world. There is no doubt that all these media fulfills the information thrust and needs of the people in some way or other. But, it's very difficult to opine that the existing media covers every sect of people and fulfills the needs of all the people, still these media do not effectively reach these people. Many research studies show that these existing print and electronic media do not have the required impact in terms of motivating change and development. It has been failed in their established -duty to develop some vulnerable sections of the society.

Keywords: Folk media, Mass media, Electronic media, integration of folk media

1. Introduction

The word folk media refers to traditional media such folk songs, folk music, traditional drama and theatre arts. Folk media represents the peoples' cultural identity. Folk dance, rural drama and musical variety of the village people come under traditional media. It includes art and crafts works. Folk media is a powerful communication medium. In India folk performance is considered as a composite art. It is a total art created by the fusion of elements from music, dance, pantomime, verifications, epic ballad recitation, religion and festival peasantry. It absorbs ceremonials, rituals, beliefs and of course the social systems.

2. Importance of the research

Integration of the folk media with popular mass media is very important. Because of reaching and entertaining the audience is very important to ensure the participation in developmental activities. Besides, the vulnerable sections of the people in the society should be well –informed. Folk media helps to transform the cultural heritage from one generation to another generation. Folk medium and folk songs are nearly in the extinction stage. So it is very important to conduct the research in the field of folk media and communication.

3. Review of Literature

According to veteran folk media scholar Balwant Gargi 'folk media represents the people in their living area with all their personal and social activities' [1]. The terms media influence or media effects are used in media studies, psychology, communication theory and sociology to refer to the theories about the ways in which mass media and media culture affect audiences' thoughts and behaviors. Specifically, media effects refer to the changes to an audience's cognition, emotions, attitudes, and behaviors after exposure to media content. Media effects are the central issues in the field of mass communication, and media effects studies are the dominant approaches in current communication research (Lang, 2013; Perloff, 2013) [2].

Dynamics of cinema and its influence on folk media

In our childhood days, there was no cinema as there is now. Performers travelled from village to village telling stories. Songs were interwoven in the stories. This was the beginning of well-established folk media [3]. At national level, there is some folk lore or folk songs. There are many folk songs such as Ojapali, mobile theatre, street theatre and villuppattu is defined as any human communication that occurs through the use of vocal and instrumental music. While the term has traditionally referred to those communications that occur via different types of music and it makes satisfy the musical tastes of different people who love music. Since the pre-historic period, human started taste the different types of music. In modern time we listen to music of different ranges from western and Indian-classical instrumental to non vocal-instrumental music's like Jazz, opera, blues, music of hippies' of western countries [4].

The art of singing is the amalgamation or fusion of musical sounds with voice, and augments regular speech by the use of rhythm, tonality, the use of sustained tones, and a variety of techniques [5]. They can't satisfy themselves by a similar and stereotyped vocal music. Human mind needs different kinds of musical tastes and specifically it always inclined to peculiar sounds vocally or instrumentally. In this regard folk music has its own peculiarity and uniqueness [6]. Like other music, folk music still popular today but some time it faces the problems of recognition and sustainable development of folk music. [7]. Folk music is not popular because it's not designed to appeal to the largest group of people or a particular age group or demographics. There are many possibilities exist to integrate the Folk media with computer-mediated formats (e.g., instant messaging, email, chat rooms, online forums, social.). It contains the nation's idioms such as patriotism, fearlessness, and brevity [8]. Lisa et al. viewed the folk song as a powerful media to express their patriotism, voice and political views, etc [9].

The folk songs are created using colloquial communicative language and have more creative content. It is generally created by the common man and not by the composer. It reflected the emotions, views, and facts than the entertainment. It helped to transform the cultural heritage without any boundary.[10].

4. Research Methodology

This study is based on the observation made by him from the various cinema, the functions of various folk media groups in developing the society. In order to get opinion from various sections of the society about the pre-requisites for integrating the both folk medium and cinema and how we can make the folk media as popular art. What kind of efforts that should be carried out by the stakeholders to develop the mass media culture by way of integrating the folk media? It assumes that every stake holders many have different type of opinion in their mind about the promotion of folk media as popular art. In order to get their opinion ,the researcher is going administer questionnaire or interview schedule which contains the various types of research-based questions or statements which would frame by the way of including the various information, possible efforts to make integrating folk media in the cinema medium. So, this research work, the researcher is going to use the descriptive, analytical and empirical research methods.

Sampling

Before we decide the samples, the researcher is going to select the possible stakeholders who really have the interests in the promotion of media communication and folk media development. Once they select the types of stakeholders, the researcher will do the desk work to frame the percentage of sample population that would select from the every stakeholder groups. Once we select the sample population, the researcher is going to apply the appropriate statistical tool to analyze and interprets the data, Since the study would cover more number of sample population or stakeholders, the researcher probably is going to apply the simple percentage analysis .The main aim of the researcher to make his study worthwhile, the importance only given to their opinion or perception rather to give the importance to the statistical analysis.

5. Results and Discussion

Even though in Tamil Nadu, people live in rural areas do not aware of any development, there is a need for integration among the folk media and the mass media in order to save and develop the uninformed society, and its vulnerable population such as the peasants, agricultural labour, bonded labours, woman and children and other oppressed people and rediscovering the potential of folk and traditional performing arts as a weapon in their struggle, for law, better health, status of better working and living conditions and human rights. Third world and developing countries are beginning to appreciate the use of folk media as a mode of communication. Besides this, there is also a need for the Integration of folk media and mass media is very essential for them to get popularity among themselves by the way of using the uniqueness of both

6. Limitations of the research

The basic assumption of strong media effects then was that audiences were passive and homogeneous. This assumption was based on the psychology of the humans. There are two main explanations for this perception of mass media effects. People received the information with authenticity and quick. Moreover, propaganda was implemented during the war time by several governments as a powerful tool to unite their people. This propaganda exemplified strong-effect communication.

7. Conclusion

This research clearly shows that folk media integration is very important to reach the uneducated and illiterate people. Folk dance, rural drama and musical variety of the village people come under traditional media. These performing arts pulsate with life and slowly change through the flux time. In India folk performance is a composite art. It is a total art created by the fusion of elements from music, dance, pantomime, verifications, epic ballad recitation, religion and festival peasantry. It absorbs ceremonials, rituals, beliefs and of course the social systems. These media push the people in living in the falsely illumined- world, they are being failed to inform the people about their original world and their real world and uninformed about the various good-happenings and fulfills the essential needs of a particular sections of the people. In order to develop or make these uninformed people a well informed people, there is a need for adopting the effective community level communication strategies. In this regard, some of the innovative people who has an extra knowledge and the persons who have a specialized skills in the vocal and instrumental music world, who have ability to contribute something to change the people living without knowledge of various social evils and it has also ability to make people to know about their real talents. Besides the multi level satellite channels, there are some of the other media which function in rural areas can also act as a very effective communication medium to bring changes in the uncovered or unreached society

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