



Elective (Open)
MCJ-21110DCE

Semester 1st
FOLK MEDIA & ORAL HISTORY

Course objectives

- To equip students with knowledge of oral traditions in India
- To introduce oral traditions and Folk Media in the context of India and its use in the scenario of globalization to communicate

Learning Outcomes

- The students shall learn about the importance of folk media even in present times
- Students shall come to know how folk media is using digital ways to communicate their issues

Unit I

Introduction to the folk channels of communication
Advantages of Folk Media
Types of Traditional Media
Theatre for Development, Kashmiri Folk Theatre

Unit II

Flexibility of the Folk Media
Folk media vis-à-vis the modern message (Areas of conflict and compromise)
Integrated use of Folk Media and Mass Media
UNESCO's efforts in the promotion of inter-cultural communication

Unit III

Defining oral history
Planning an oral history project
Doing an oral history interview
Oral history as narrative

Unit IV

Oral history and memory
Oral history and digital media
Oral history and social change
Legal and ethical issues in oral history



Suggested Readings

- *Doctor, A. H., Pohekar, G. S., & Fernandes, F. A. (1981). Mass communication: A basic study. Bombay: Sheth Publishers.*
- *Mishra, R. (2016). Traditional folk media in India: Practice and relevance.*
- *Malik, M. (1983). Traditional forms of communication and the mass media in India. Paris: Unesco.*
- *Parmar, S. (1994). Traditional folk media in India. New Delhi: Research Press.*
- *Gargi, B. (2000). Folk theater of India. Seattle: University of Washington Press.*
- *Blackburn, S. H., Beck, B. E. F., & Joint Committee on South Asia. (1989). Oral epics in India. Berkeley: University of California Press.*

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Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)