

Folk Media and Communication, (DSE)
B.A. (H) Journalism (Semester V)

Teacher : Dr. Gyamar Nemey

Unit & Sub-Topics	Lectures (L+P)	Month wise schedule followed by Department	Tutorial/Assignment/Presentation
<p>Unit I – Folk Media and its Forms (15 hours)</p> <ul style="list-style-type: none"> • Understanding Oral Traditions and Folk as Medium • Folk Media Concept and Characteristics • Folk Media: ‘People as Producers • Gender and Caste in Folk • Forms of Folk Media: Theatre, Music, Dance and other Narrative forms • Objectives of Folk Media: Aesthetics Expression, Expressional and Communicational • Folk Media: Scope and Limitation 	20	August – September	<p>1. Identify a folk art from their respective community, it’s importance and explore how caste or gender is represented in it.</p>
<p>Unit II – Folk Media and Development (15 hours)</p> <ul style="list-style-type: none"> • Government Agencies and Promotion of Folk Artists: Song Drama Division, Publications Division, The Directorate of Advertising and Visual Publicity (DAVP) and Ministry of Rural Development. 	15	September - October	<p>1. Identify Folk artist from their respective region, elaborate on their art, achievements and contributions.</p> <p>2. Identify any social or developmental issue of a nearby rural area and write a report on how folk media can be used to address the issue.</p>

<p>Unit III: Culture and Folk Media</p> <ul style="list-style-type: none"> • Conceptualising Folk Culture and Folk Media • Influence of Modern technology on Folk Communications: (A comparative understanding) • Folk Communities: Art for whose sake? (In the context of ‘Art for Art’s sake’ debate) 	12	November	<p>1. A discussion on relevance of folk media in the present era of technological evolutions.</p>
---	----	----------	---