

## THE FOLK; MEDIA & MUSIC

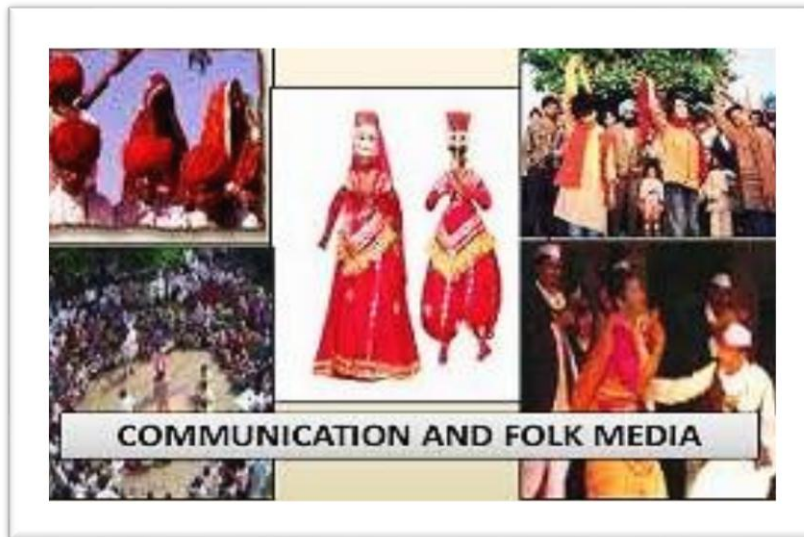
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### Abstract

*Rural India is a treasure trove of folk art and craft, such as Songs, Dance, Street theatre, Puppetry etc. Folk Music and Dance are yet other popular forms of folk media. Folk media & the music are an effective means of communication in today's world since it not only helps connect people with their cultures but also revives the lost culture of the society.*

### Introduction

Folk is defined as the people who representing the composite of social culture, customs, rituals and forms of behaviour in a society. The idea of using Folk as a medium of Mass Communication is to maximise perception and understanding especially in rural areas. In a country like India, Folk media & Folk Music plays an integral part of the local and cultural milieu.



The term "**Traditional Folk Media**" is a term used to denote 'people's performances'. It describes folk dance, rural drama, rural festivals and musical variety of the village people. During past few decades Folk media have been increasingly recognised as the viable tools to impart development

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messages and other forms of information. In a developing country like India Traditional Folk Media have been reckoned as successful mass-motivators because people understand the messages easily because folk media have a secular character and use familiar cultural forms, which are appealing to local rural community. As Folk media stimulate community participation it gets instant feedback also.



Traditional folk media is not just confined to dance and music, but also includes art and crafts. Thus, Traditional Folk media has enriched the content of the mass media channels.. Traditional folk media originated as a consequence of people's need to express themselves. These performing arts pulsate with life and slowly change through the flux of time. In India folk performance is a composite art. It is a total art created by the fusion of elements from music, dance, pantomime, versification, epic ballad recitation, religion and festival peasantry. It absorbs ceremonials, rituals, beliefs and of course the social system.



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According to veteran folk media scholar Balwant Garhgi “Folk media represents the people in their natural habitat, with all their contradictions and multifarious activities. It gives a glimpse of their style of speech, music, dance, dress and wisdom. It contains a rich store of mythological heroes, medieval romances, chivalric tales, social customs, beliefs, and legends. In order to understand the colourful diversity and unity of India, it is important to see the folk theatre in its natural settings.”

Rural India is a treasure trove of folk art, theatre, music, dance, art and craft. Being ancient forms of art, the folk music is very close to the hearts of the people. As we all know that the Music appeals to the physical, intellectual, emotional, moral and spiritual instincts of man. In all spheres of life music is absolutely essential. Music is remembered more faithfully because to the folk singer the whole meaning of the song is emotional rather than logical. In tribal societies or societies other than urbanities, Folk music plays a main role in daily life. Most of the activities of the members of these societies revolve round the rituals and festivities associated with their traditional music.

Folk musical styles supplement the speech communication with patterned vocal sounds, i.e., musical styles of modes. The folk music and folk songs go hand in hand which functions as a communication device when it is employed through the language and accepted melodic patterns of a community. Apart from entertainment, Folk songs are sung to teach the child to walk, eat, play, be industrious and good natured. The rural child receives home education through folk songs, which are unforgettable and everlasting. All our different forms of folk songs are famous for their unique styles and compositions. The Folk songs reflect the inherent natural talent of the rural artists who composed the splendid music to refresh their mind and explore their hidden potentialities.

Communication is the foundation stone on which entire society is built up, as it makes living together possible and acts as a cohesive force which holds various social groups together. Folk media & the Music, are an effective means of communication in today’s world since it not only helps connect people with their cultures but also revives the lost culture of the society. Thus, traditional folk media is much more than mere song and dance.



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They are a medium of expression for the common man, and a way to vent out his feelings. Along with mainstream media, even traditional folk media must be encouraged so that our grass roots are as strong as the class on top of the pyramid!

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