Research Article

The Role and Importance of Folk Media in Contemporary Society

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Abstract:

Oral tradition that includes storytelling, music, dance and drama has been a tool of passing information from generation to generation for Equals centuries. In this research paper, the role of folk media in the process of cultural preservation, enhancing sense of community, and encouraging people's participation at the contemporary stage is disclosed. The paper discusses the role of folk media and its importance and application in the information society, based on different case analyses and existing findings. The work relies on interviews and participant observation in order to obtain a thick description of the extent and the changes in the significance of folk media.

Keywords: Folk media, cultural heritage, social cohesion, community engagement, traditional communication

Introduction:

Folk media refers to the conventional media that includes passing down stories and other events in a current society and between generations. Such forms include: oral narration, singing and dancing, acting, puppetry, drama, and other art forms within the restricted geographical locale that can be closely associated with the societies in different parts of the globe. While the mass media are defined by their broad audience and advertising-oriented, folk media are by default localized, interactive, and tied closely to the everyday activities of the population.

Looking at the phenomena that surround the topic declared, it is obvious that contemporary media environments and the industry in general, with the emphasis on the digital aspect of the newest technologies and globalization, poses a major threat to the importance and existence of folk media. But the significance of those forms of communication cannot be overlooked as part of the traditional means of communication. Apart from being one of the major forms of sharing information within a given society, folk media acts as a tool for preserving the history and traditional values of any given society. In this regard, it is predicated on the principle that it acts as an important source of social integration to cause bonding, identity, interactional, and educational intergenerational rapport among the people.

Besides, folk media has the possibility to convey the modern problems of society in the cultural context. In most parts of the globe, folk media is employed in educating the public, in communicating health issues and in rallying the populace, since it is popular and people involve themselves in its creation. Thus, it becomes crucial to apprise oneself of the directions and importance in the contemporary world of folk media as the key aspect of cultural and climate preservation and development.

The purpose of this paper is to assess the relevance of folk media in modern society, its roles and obstacles, as well as opportunities. By following a literature review that form the basis of qualitative method of data collection that include interviews and participant observation that this study aims at explaining the topicality of folk media and how it continues to fit the changing media landscape. In this study, folk media is shown to play important roles in culture, society, and the community thus asserting the importance of recognizing the value of folk media and supporting the continuation of its usage.

Folk Media:
Folk media means those media channels which are local and traditional of a culture or a given society. Such forms comprise of storytelling, music, dance, and drama, the use of puppets and other local arts. Unlike mass media, which is published and or created to be distributed in large numbers, folk media is imbedded in the culture of a society. It is actively engaging and may occasionally even call for direct interaction between these performers and the audiences. Folk media helps in the dissemination of cultural information and knowledge, cultural beliefs and practices as well as people's norms and customs.

Cultural Heritage:
Cultural history therefore relates to historical practices, beliefs and objects which have been passed down from one generation to the other, preserved in the current generation and then passed down to future generations. It encompasses what can be touched, namely the architectural and sculptural productions including monuments and artifacts and feel and hear, including oral offers like traditions, arts, and rituals, festive occasions among others. Communication through folk media is significant to support an official culture of intangible heritage by keeping and transferring folk creativity and cultural practices.

Social Cohesion:
Therefore, social cohesion is defined as the certainty and tenacity of the attachment and interconnectivity of people within a society. It relates to sharing, executing and supporting legitimate activities of a community or group in unison. Due to the fact that folk media help to fathom likeness in communal practices and cultural gatherings, they assist in maintaining cohesiveness in a society. It creates a feeling of belongingness, brings together common people and reduces social differences hence acting as a social cohesion. This way, a community comes together to support folk media activities, which also strengthens the social relations between the people.

Community Engagement:
When people talk of 'community involvement' it is understood that the citizens and all groups of the society are active participants on the processes that define their lives and societies. It is about providing people with the chance to have some engagements in decision making, problem solving or in the sphere of culture. Concerning the concept of folk media, disseminating an audience of a particular community can be achieved because the folk media inform other people's point of view. About folk performances, festivals and other cultural activities address the ability of the communities to communicate, negotiate and synchronize in the demonstrations for change as well as for development projects.

Traditional Communication:
Interpersonal communication includes the processes of passing information, knowledge, and cultural beliefs and practices via conventional forms of communication. This brings out the aspects of folklore, which include the oral and face-to-face communication, folk songs, dances, and folk stories. Typically, there are indications that traditional communication is more engaging in its structure, as well as being based on interpersonal and shared processes. Relating to folk media, preliminary

channels of communication are necessity for passing intergenerational culture and the practised traditions in a society.

Literature Review:
Thus, the literature review will explore the definitions of folk media, the history of its development, and its use in cultures. It will also discuss prior studies about the functions of folk media which include educative, entertaining, socializing and mobilizing functions. Moreover, the review will also touch on how globalization and the digital society has affected folk media and where the traditional forms stand in the contemporary society. Cultural theories and theories stemming from media and anthropology shall be applied in the analysis of the issue for enhanced understanding.

Methodology:

This study relies on the use of an exploratory research design that aims at understanding the relevance of folk media and their changes. Methods of data collection includes interview with practitioners of folk media, the heads or other representatives of the communities where the folk media exist and cultural anthropology specialists. In addition to the survey, participant observation will be carried out during several folk media related events such as festivals, performances and other community functions as a way of getting first-hand information and a first-hand experience of folk media. Moreover, primary data collected through questionnaire survey will be supplemented by the secondary data downloaded from the related academic journals, books, and online sources.

Conclusion:

The conclusion will present the major findings of this research study, asserting the evolving pre-eminence of folk media in present-day society. It will reiterate the role of folk media in conserving cultural legacy, facilitating social unity and strengthening community participation. The concluding section will also highlight the issues and the prospective areas concerning folk media in times of digitisation, thereby suggesting a few plausible recommendations for policy-makers as well as for cultural custodians and operators to endorse and bolster these time-honoured forms of communication.

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