

**National Institute of Open Schooling**  
**Senior Secondary Course: Mass Communication**  
**Lesson 28A: Communication through Traditional Media**  
**Worksheet – 28A**

1. List five traditional mediums of communication. People use it to fulfill their communication needs. Keep in mind that there is no presence of electricity, literacy and basic modern infrastructure in these mediums.
2. What is communication? List out the various needs of communication required in your daily life.
3. Traditional media were used by countryside people to exchange information and for entertainment. Give any five arguments in favor of the traditional mode of communication.
4. Are Street plays flexible, live and natural modes of communication? Watch any street play and give an answer based on your experience.
5. According to you how were masks helpful to protect the corona pandemic at the village level? To disseminate this information at the village level, please select the appropriate tools of communication.
6. Which mediums were used in ancient times for public awareness? List out any five.
7. Describe the functions of any two government institutions which are playing an important role in promoting traditional media. Discuss their five functions.
8. In the age of electronic media with the advent of the Internet, the importance of traditional media has diminished. Describe five advantages and disadvantages of traditional media.
9. Listen to any five “Ballad songs” and share with your family members the experience of the message they convey.
10. The “Swachh Bharat Mission” campaign can be made more relevant with the help of traditional media. Share your suggestions in this regard with your friends.