

Chapter - II

2.1 Traditional Media in India:

Folk is an ornament of our cultural heritage. Every region of the country has its own distinctive features. India has a great treasure of folk and traditional art forms it shows the socio-religious and philosophical dimension woven artistically and aesthetically into a life experience, presented in a creative and innovative manner. The traditional heritage of folk performances in India ranges from regional folk songs to street plays. Folk performances in India, especially folk theater herald from the early development of the so called 'civilized society' are nothing but conjectures about the beginning and origin of this folk art. It may be said that the development of folk art in the Indian corresponds to the development of human beings.

India is an agricultural country; agriculture plays the most important and decisive role in rural development. The development of rural India is certainly associated with the dialogue or communications that are provided. Tradition plays an important part in a creative, artistic process, particularly in the study of folk performing arts. Folk art is a functional and spontaneous. Every village has its relevant music, dance or theater. Tradition is the process of the transmission of age-values and the contextual manifestation and interpretation of the universe.

2.2 Folk Arts in Reference to the Modern Society.

The influence of art, music, dance and drama can be of immense help in developing society. Cities in India have grown with pockets of rural population within their fold of which a large number is still having a limited gain from their access to the available electronic media. It is the use of traditional media and oral literature that still brings about the sense of cultural identity and unity. Though the cultural diversity exists in one form of the other yet the persistence of common values, congenial to all kinds of societies, both in rural and urban sector, needs to be traced for correlating the existing folk forms with the

new media.

Studies have proved that the hold of the traditional media on rural and semi-urban masses is still strong. The Vidyalankar study team, constituted to make an assessment of the impact of publicity programs for the people that had observed from the point of view of its great appeal to the masses and its quality of touching the deepest emotions of the illiterate millions, the medium of song and drama is matchless as a means of mirroring popular responses to national challenges. Realizing the potential of these verbal-musical and visual folk art media, some governmental agencies like State Directorates of Public Relations and non-governmental organizations have made imaginative use of traditional live entertainment forms. Song and Drama Division have done several experiments by employing many of these forms for dissemination of ideas and innovations.

The coalition of mass media and existing traditional media creates a process of interaction. The electronic media cannot replace the traditional media fully though each new mode of communication is bound to superimpose itself on the existing mode. Although the new mode takes over certain functions of the existing mode, the basic function is retained because of its local acceptance and association with the social system. Technology has not completely disrupted the undercurrents of our society and community life as the traditional media provide tremendous opportunity to bridge the communication gap by their organized and integrated use.

Integration of folk theater with modern media has produced interesting results. When a rural theater form is put on the air, the listeners received it as an audio experience which is quite different from its direct visual impact. All India Radio had introduced Bhavia, Tamasha, Jatra, Yakshagan and other forms; the listeners found it a rare experience. Recordings to Maanch and Noutanki have never failed to establish their impact on its target audience whenever presented. The inherent association of these forms has deep rooted among the people on one hand and the convenience of radio on the other hand, which gave an impact to reach out to the people. Similarly, television and film have multiplied the reach of folk theater. Camera created the fourth dimension to these forms.

In the whole process the traditional folk theater form has to undergo many changes. The responsibility of the new media therefore becomes twofold: one they have to protect the vital elements of the traditional form and they make the form worthy of the channels like radio, television and film.

Art and its various forms have been used for the development of culture as masses and training of emotions that has lately been experimenting upon but they are lacking in imagination, planning and foresight. Some of the drawbacks in present due to the used of the traditional folk media for emotional education of the masses are:

1. The cultural group used for the development purposes lacks the spirit of social service and social welfare.
2. The folk item which has been presented for the healthy entertainment of the people lack authenticity and depth.
3. The new modern themes and idea given to the traditional forms such as dance, drama and song do not suit the purpose for which they are meant even the technique in which they are used. They are either very unsuitable or too direct for assimilation and moral impact.
4. The traditional forms used for mass communication are not properly assessed for their suitability. Proper documentation work is not conducted before their use.

The use of a traditional folk medium for communication according to modern need is a very delicate affairs and only expert choreographers, education moralists and artists can undertake this work.

2.3 Utilization of Folk Media in the Social Change.

Fairs, festivals, ceremonial gatherings and folk dances often attract the audience in all members of the society and provide a platform to enjoy together to unite among them. It provides an opportunity to have new contacts, renew old friendship, exchange views on mundane matters and participation of group activities like community singing, dancing and country games.

People in such gathering can be attracted through various communication channels to receive information concerning their social and economic requirement. Audiovisual media, exhibitions and demonstration techniques are more effective in making the people aware of information like modern methods of cultivation, fertilizers and pesticides and new technologies from which they could benefit.

The viability of the folk medium for rural communication has wider flexibility. It can include any facts or event for delivering the same presentation to the audience immediately. The other medium of mass communication has no such opportunity or ways to execute the same. Beside it is a very quick or instant interaction between the audience and the communication as it is the most possible satisfaction in an easy environment. Such interactive part can command a successful communication which may lead in the development of the rural society with the utilization of rendered ideas and thoughts as available from it.

The first significant international recognition of the traditional media in the communication and the development strategies of developing countries came in 1972 when the International Planned Parenthood Federation and UNESCO organized in London a series of meetings on the integrated use of the folk and the mass media in family planning communication programs. The interest generated by these meetings and the continued effort to highlight the folk media as effective forms to convey development messages resulted in a number of seminars and workshop around the world.

The only thing the folk media should be improved more is the quality of message selection and the presenting style. Beside these the scenes of decency and communicator, ability is to maintain the balance between the message and entertainment as it is necessary so that it make the folk media more upgraded and standardized.

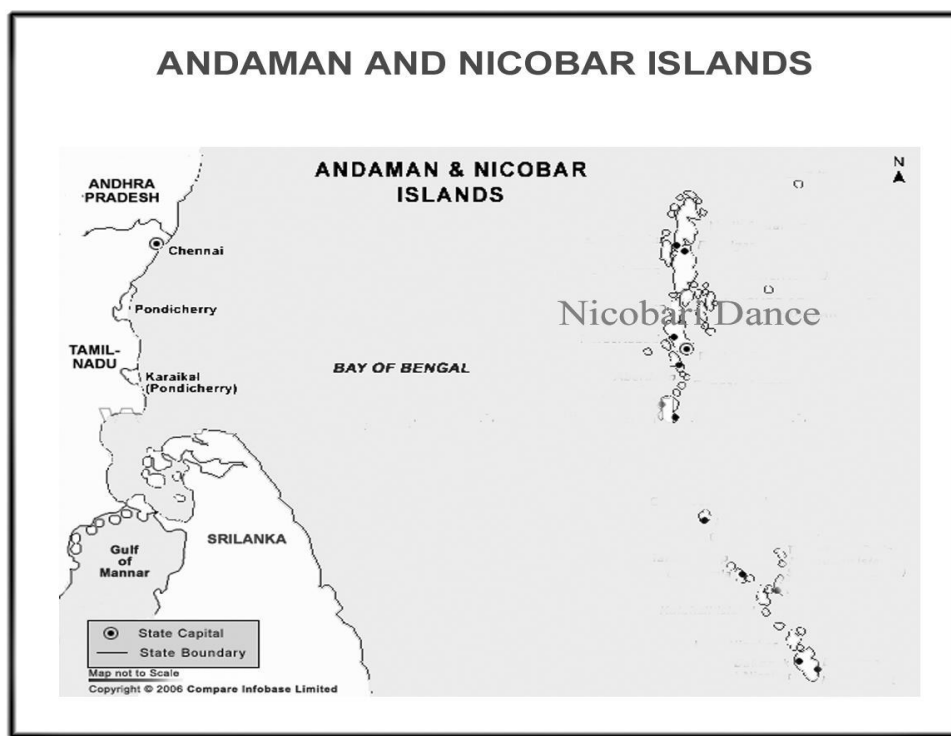
Fairs, festivals and Melas undergo a drastic transformation on account of the changes in social and economic conditions of the people. But the utility of fairs, whether an ordinary gathering or a big event has not lessened at all, even today Kumbha Mela at

Haridwar or other religious places draw thousands of people. The importance of such gigantic lies in strengthening the bond of unity, it provides opportunity for millions of people to enunciate the codes of social conduct.

Melas have gradually developed into social institutions; it had been served as a vehicle of public education and venues to exhibit achievement in various fields. Despite certain changes many of the people have continued to hold their original colors. People meet, exchange ideas, barter goods, establish rapport and integrate with the cultural diversity of several sections of the population from different dialects and language groups. Various developmental agencies, government departments and advertising agencies find fairs to be suitable platforms for a multi-media approach. The intended message can be amplified through traditional and audiovisual media, which helps in reaching the grass-root audience.

There is no doubt that fairs and festivals play a significant part in the lives of the people. To a tribal it may be an ordinary fair or an important festival, but it is always a close concern, it is an occasion for family outing and a keen urge to participate. Folk media being the most popular medium of the rural communication system, it has fought for their existence. Most of them are economically suffered severely as their programs lack sponsors from the commercial organization and has not been commercially paid up by the viewers.

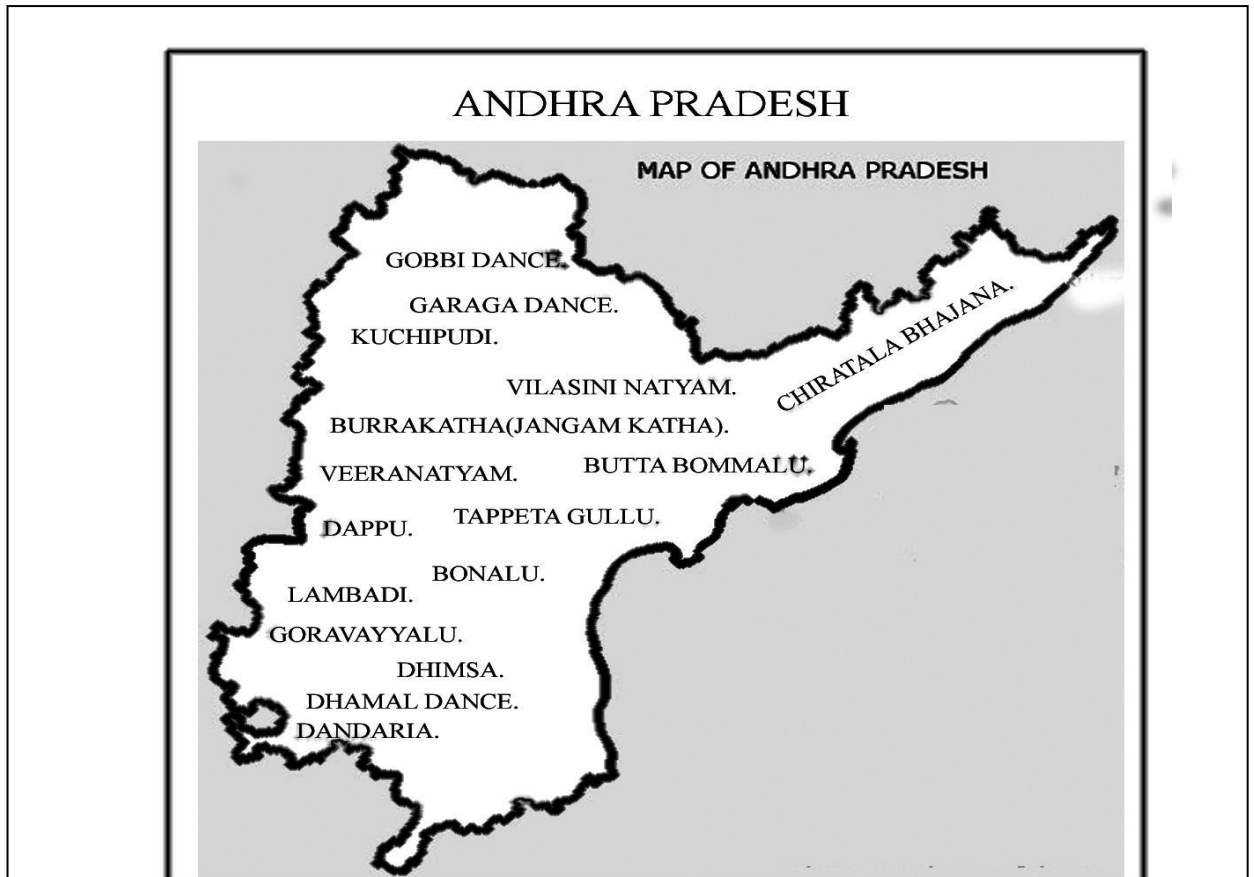
2.4 Map of Andaman and Nicobar Island and its Traditional Dance



Name of the Dance: Occasion/Purpose


1. Nicobari Dance: Nicobari Dance is performed during the full moon of Pig Festival.

2.5 Map of Andhra Pradesh and its Traditional Dance

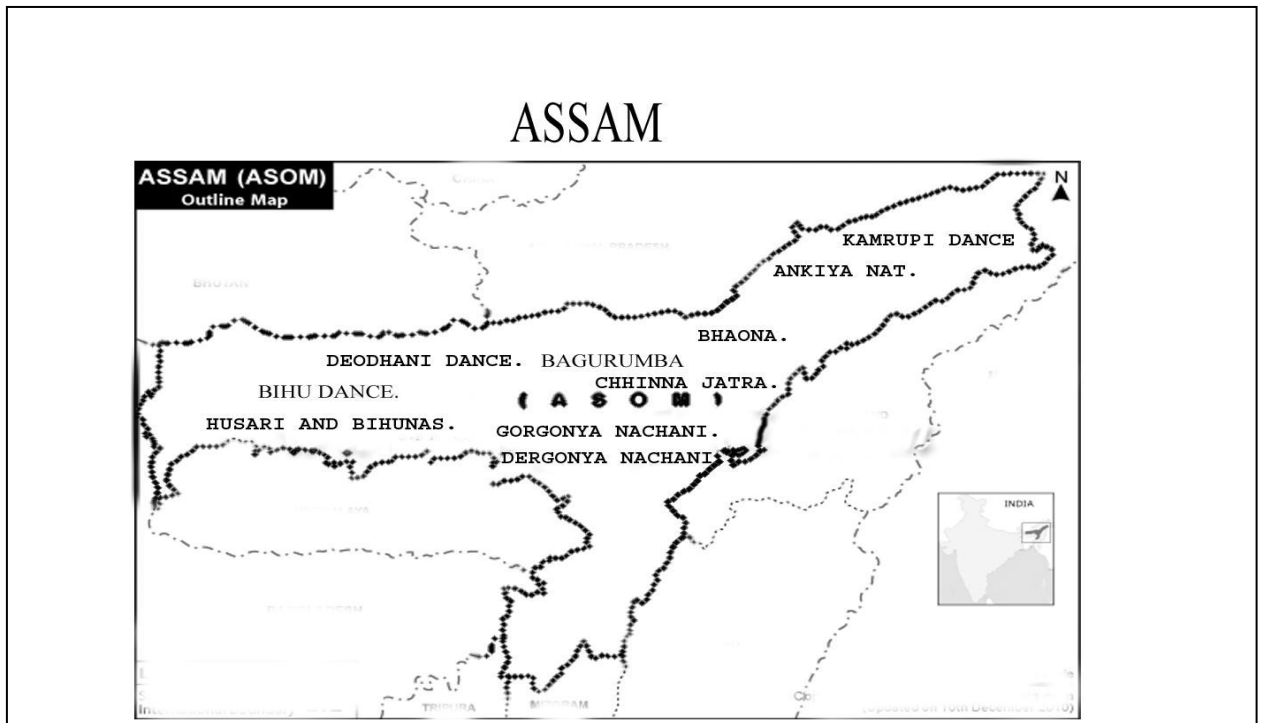


Name of the Dance:	Occasion/Purpose
1. Kuchipudi	-
2. Vilasini Natyam	Ritual ceremonial performance.
3. Burraktha (Jangam Katha)	Religious festival.
4. Veeranatyam	Religious festival.
5. Butta Bommalu	-
6. Dappu	Procession such as marriage, Jatras or festivals.
7. Tappeta Gullu	Devotional Dance also performed during festivals.
8. Lambadi	Daily rituals such as harvesting, planting, sowing etc.
9. Bonalu	-
10. Dhimsa	Performed in the month of Chaitra (March/April).
11. Goravayyalu	Performed during religious occasions.
12. Gobbi Dance	Performed during Sankranti festival.
13. Garaga Dance	-
14. Dhamal Dance	Performed during marriage occasion.
15. Dandaria	-
16. Chiratala Bhajana	Lean Months of Summer

2.6 Map of Arunachal Pradesh and its Traditional Dance

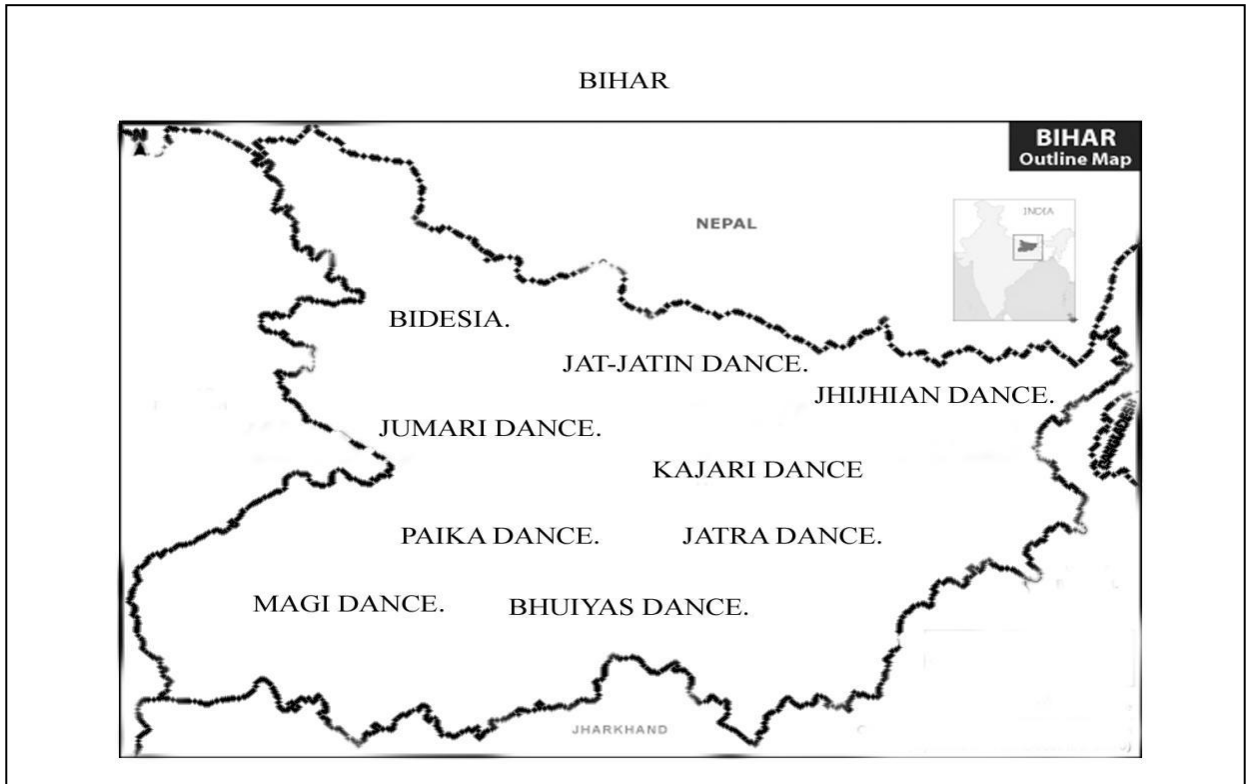
ARUNACHAL PRADESH	
	
Name of the Dance	Occasion/Purpose
1. Bardo Chham:	Depicts the victory of good over evil.
2. Wancho Dance:	Performs at special occasions of festivals and ceremonies.
3. Khampti Dance:	Based on some mythical stories of Khampti Community.
4. The Buiya Dance:	Festive occasion for the purpose of prosperity and good health of the performer and his household.
5. Ponung Dance:	Seeking of good harvest and welfare of the village community

2.7 Map of Assam and its Traditional Dance



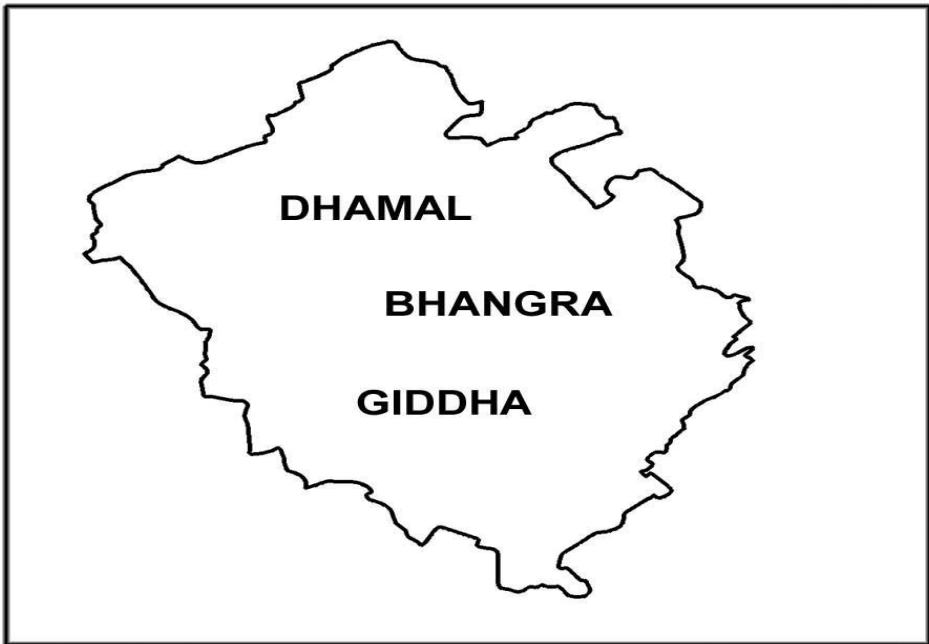
Name of the Dance	Occasion/Purpose
1. Bihu Dance	Festival of Bihu/spring festival.
2. Bagurumba Bwishagu Festival	Practiced during Bwisagu, a Bodo festival in the Vishuva Sankranti (mid-April)
3. Ankiyanat	Devotional Dance.
4. Deodhani Dance	Devotional Dance in honor of Manasa Pujali the snake goddess.
5. Husari and Bihunas	Bihu festival.
6. Bhaona	Devotional Dance. Kamrupi Dance Ritual Dance.
7. Gorgonya Nachani	-
8. Chhinnajatra	Drama
9. Dergonya Nachani	Ceremonial.

2.8 Map of Bihar and its Traditional Dance

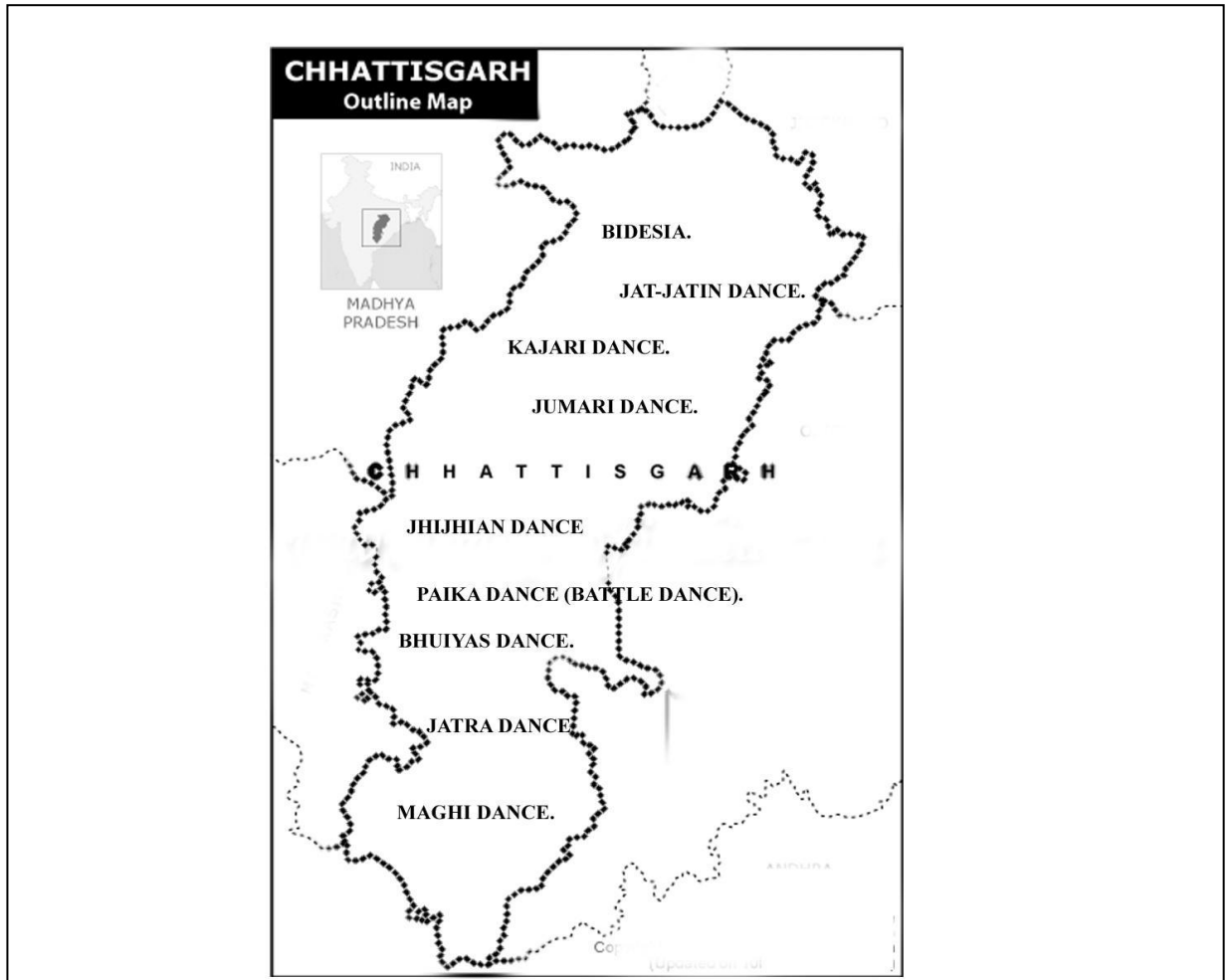


Name of the Dance	Occasion/Purpose
1. Bidesia	
2. Jatin Dance	Stage Dance.
3. Jumari Dance	Performed after the month of Ashvin (September/October) and the month of Kartik.
4. Kajari Dance	Seasonal Dance rainy season.
5. Jhian Dance	Ritual Dance.
6. Paika Dance	Performed in the Marriage ceremony and in Dussera festival.
7. Jatra Dance	Performed during the Karma festival.
8. Magi Dance	-
9. Bhuiyas Dance	Performed in the parties.

2.9 Map of Chandigarh and its Traditional Dance

CHANDIGARH	
	
Name of the Dance	Occasion/Purpose
1. Dhamal	Performed by men during the harvest festival.
2. Bhangra	Any occasion like festivals, weddings and harvest occasions.
3. Giddha	-

2.10 Map of Chhasttigarh and its Traditional Dance



Name of the Dance	Occasion/Purpose
1. Bidesia	
2. Jat-Jatin Dance	Stage Dance.
3. Kajari Dance	Seasonal Dance/ rainy season.
4. Jumari Dance	After the month of Ashvin (September/October) and month of Kartik.
5. Paika Dance (Battle Dance)	Marriage and in the Dussera festival.
6. Jhijhian Dance	Ritual Dance.
7. Bhuiyas Dance	Dancing parties.
8. Maghi	
9. Jatra Dance	Karma Dance.

2.11 Map of Goa and its Traditional Dance

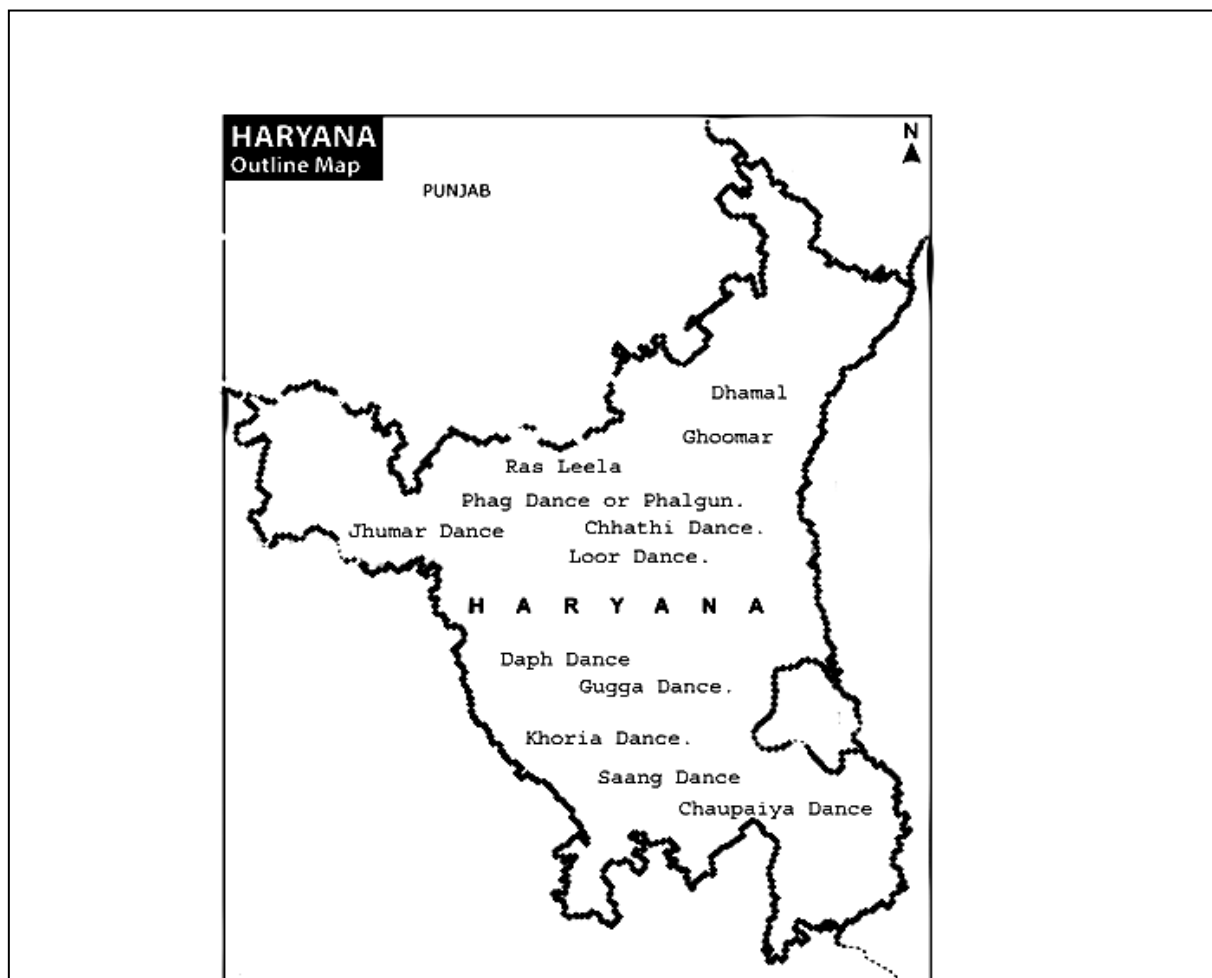
Name of the Dance	Occasion/Purpose
1. Dhalo	Performed at the moonlit night of the Pausha month.
2. Dekhni	-
3. Kunbi	Religious Dance.
4. Fugdi	-
5. Ghodemodni	-
6. Goff	Performed during Shigmo festival in Phalgun months.
7. Mando	performed during Mando festival
8. Divlyan Nach or Lamp Dance	Performed during Shigmo festival.
9. Dashavatara Dance	-
10. Kunnbi-Geet	Performed during Nondnn (wedding)
11. Talgoddi Dance	
12. Mussoll	Performed during the full moon night in the month of Phalguna

2.12 Map of Gujarat and its Traditional Dance



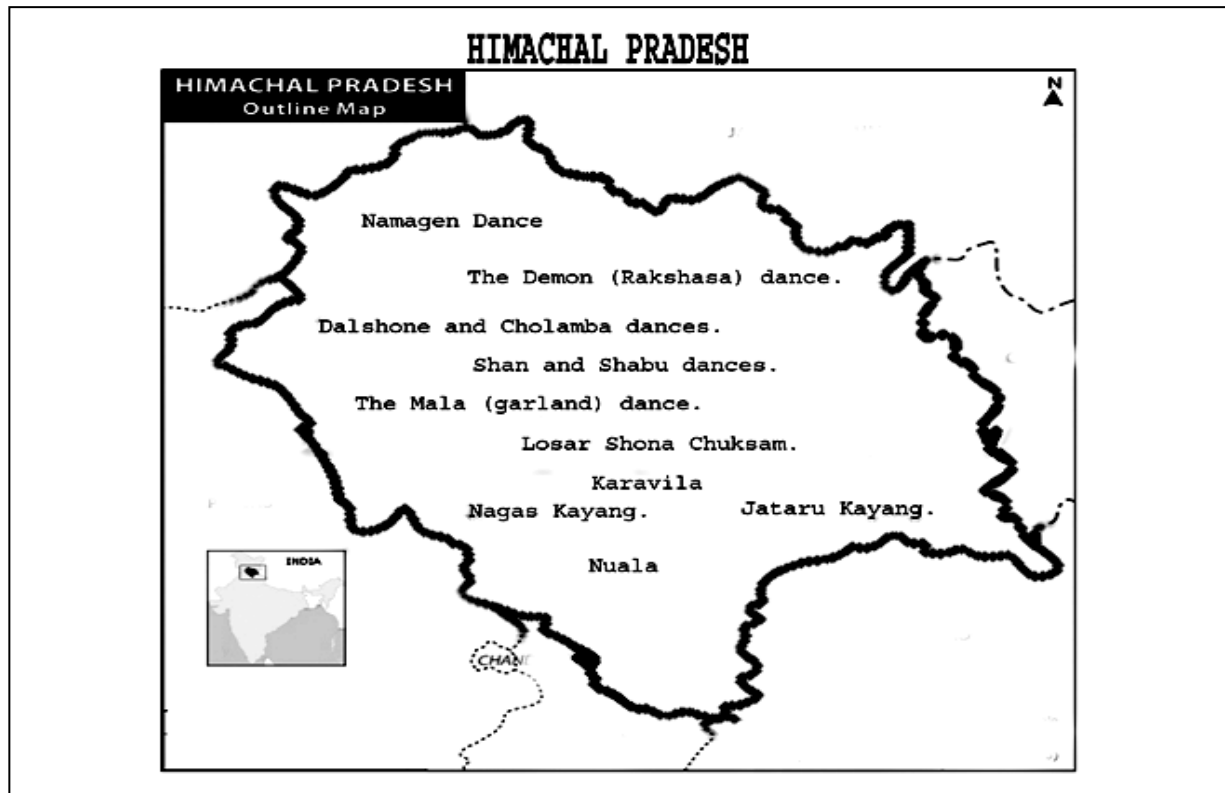
Name of the Dance	Occasion/Purpose
1. Garba Dance	Performed during the Navaratri festival, Sharad Purnima, Vasant Panchami.
2. Tippani Dance	Performed in the festival like Holi or Diwali and during the ceremony like wedding.
3. Dandiya	Performed during the Navratri season in the month of October.
4. Dandiaras	Performed during the Navratri season.
5. Bhavai Dance.	–
6. Modhera Dance	Performed during the Annual dance festival.

2.13 Map of Haryana and its Traditional Dance



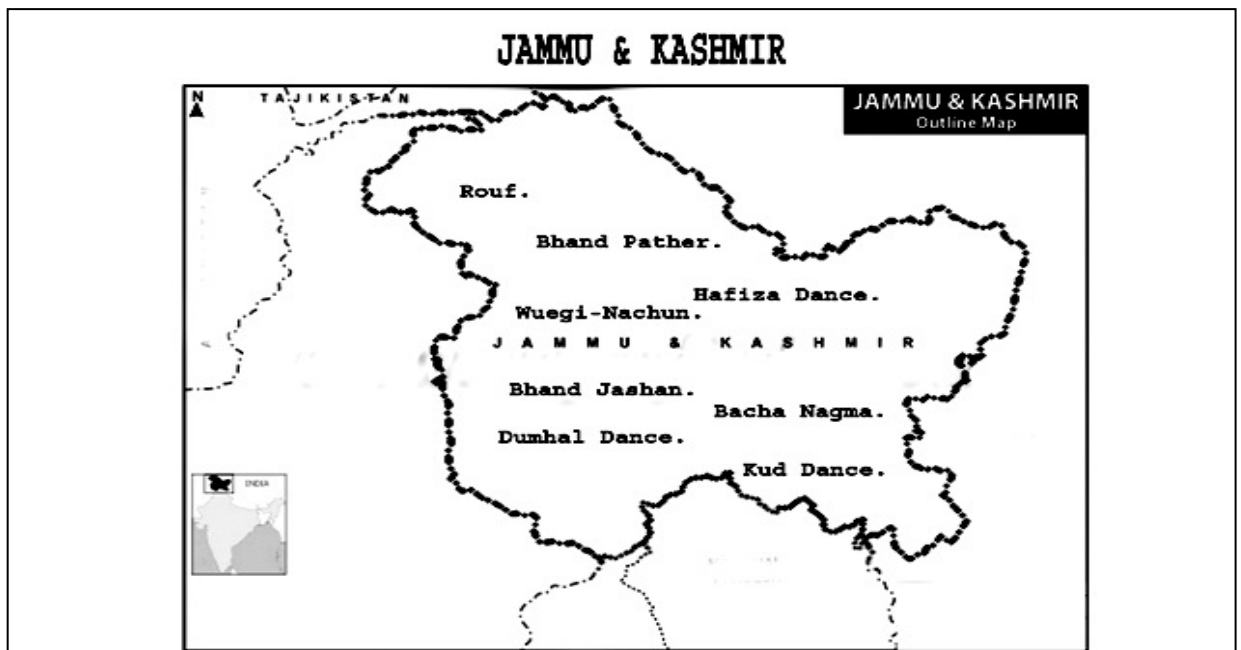
Name of the Dance	Occasion/ Purpose
1. Dhamal harvest	-
2. Ghoomar	Performed in festival such as Holi, Gangaur puja and Teej.
3. Phang dance or Phalgun	Performed in the month of lunar of Phalgun/celebrated during the festival of color called Holi.
4. Jhumar dance	-
5. Loor dance	Performed during Phalgun month/Holi.
6. Daph dance	Seasonal Dance.
7. Gugga dance	Perform a week or two before Gugga Naumi.
8. Khoria dance	Seasonal Dance.
9. Chhathi dance	Perform on the sixth day of the birth of a male child.
10. Saang dance	-
11. Ras Leela	Devotional Dance.
12. Chaupaiya Dance	Perform during the harvesting season.

2.14 Map of Himachal Pradesh and its Traditional Dance



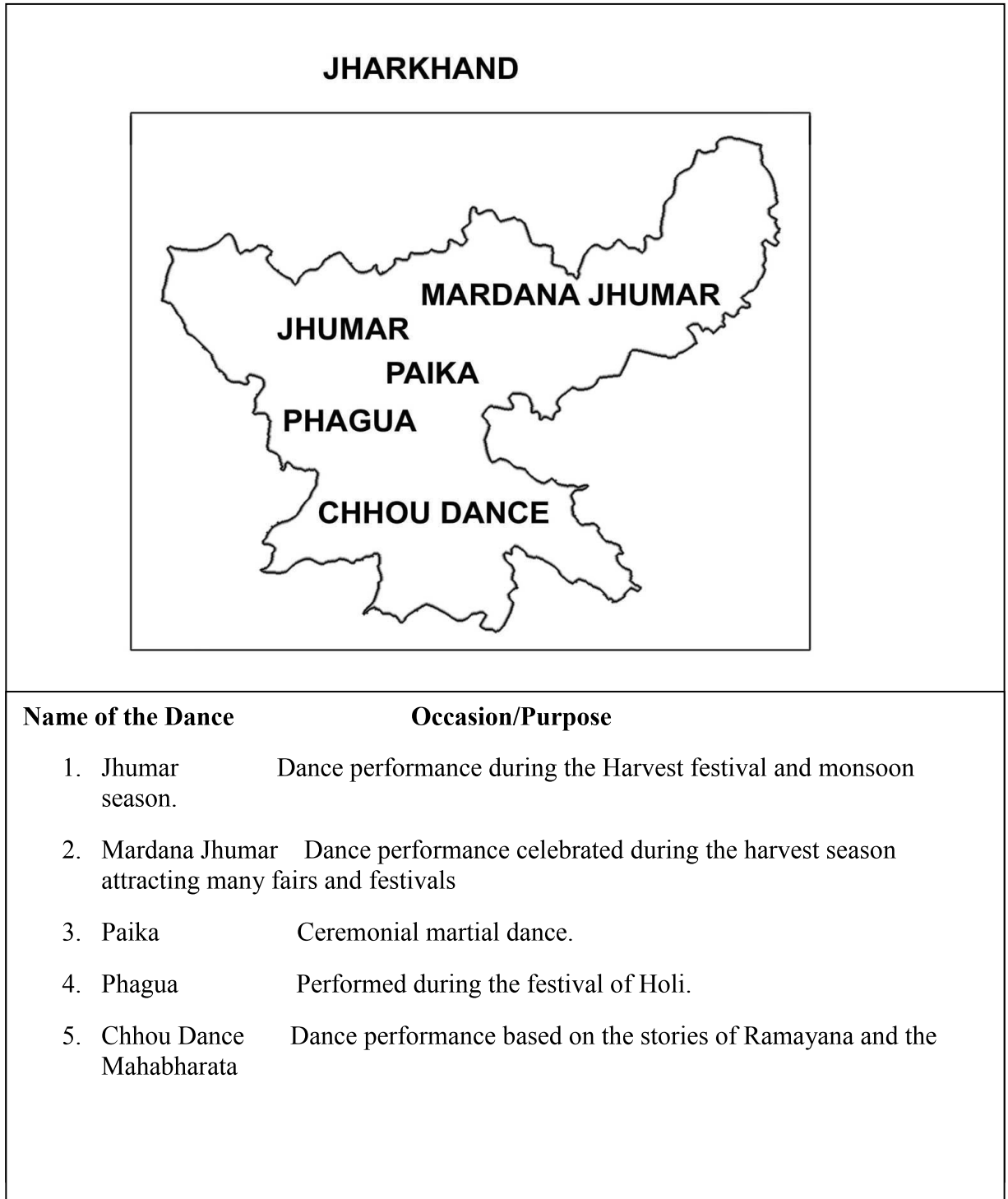
Name of the Dance	Occasion/Purpose
1. Namagen Dance	Perform during the month of September.
2. The Demon (Rakshasa) Dance	Perform during the Chaitol and Bishu festival.
3. Dalshone and Cholamba dances	-
4. Shan and Shabu Dance	Perform during the harvesting of crops and local religious festivals.
5. The Mala (garland) Dance	-
6. Losar Shona Chuksam	Agricultural festival.
7. Karavila dance.	-
8. Nagas Kayang	-
9. Jataru Kayang	-
10. Nuala Dance	Devotional.

2.15 Map of Jammu & Kashmir and its Traditional Dance

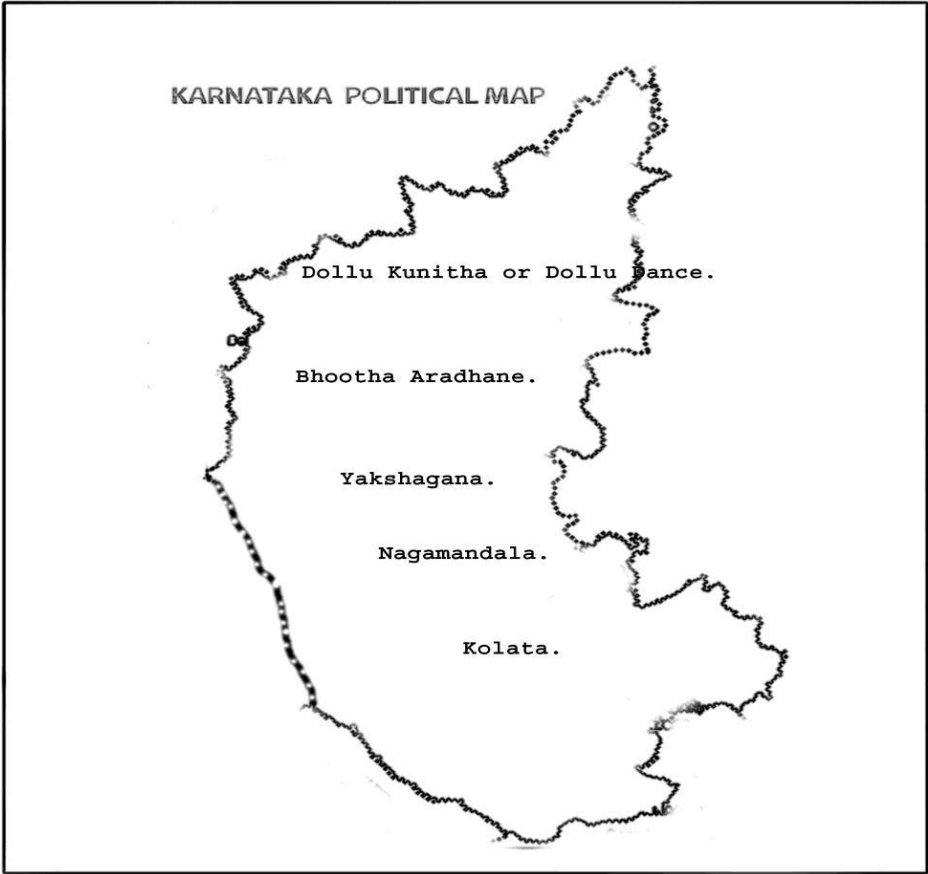


Name of the Dance	Occasion/Purpose
1. Rouf	Perform during the festival occasion.
2. Bhand Pather	Perform during the social and cultural function.
3. Hafiza Dance	Seasonal Dance.
4. Bhand Jashan	Perform at social and cultural function
5. Bacha Nagma	Perform at Harvest Season.
6. Wuegi- Nachum	Perfom at Marriage ceremony.
7. Dumhal Dance	-
8. Kud Dance	Perform at harvest season.

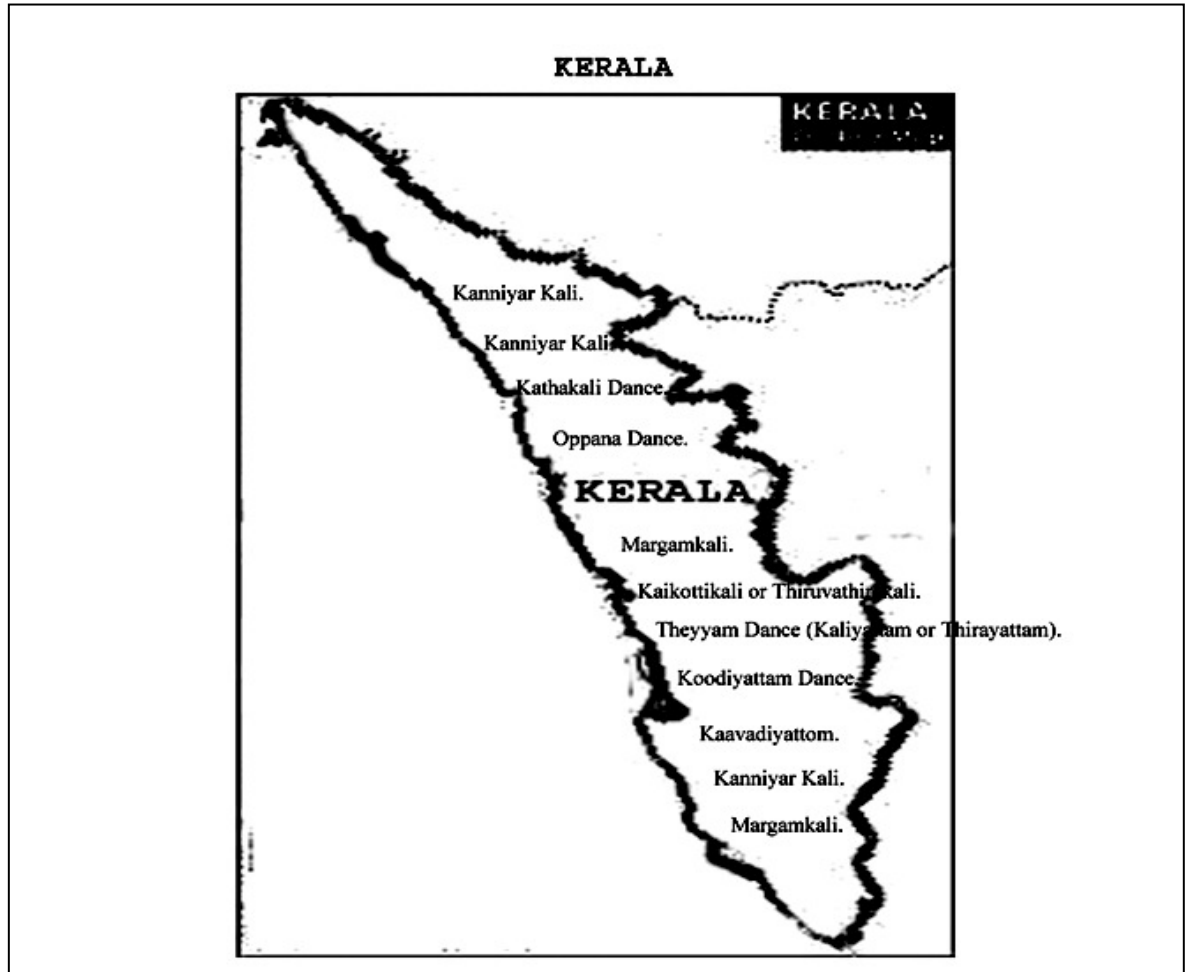
2.16 Map of Jharkhand and its Traditional Dance



2.17 Map of Karnataka and its Traditional Dance

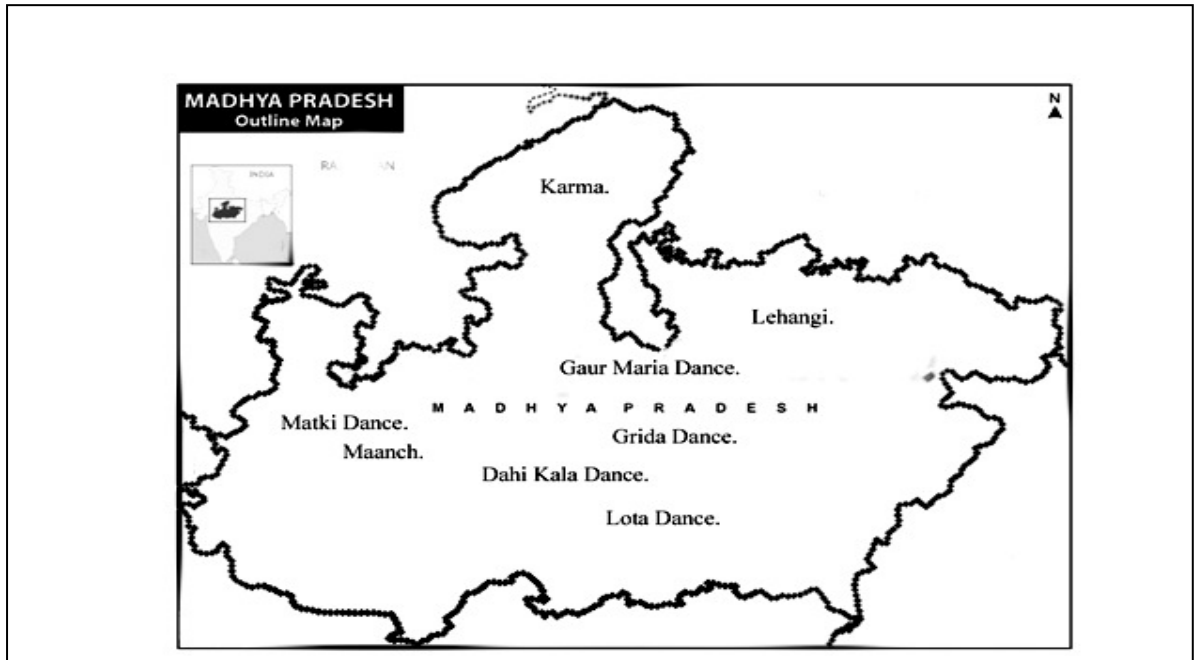
	
Name of the Dance	Occasion/ Purpose
1. Dollu Kunitha or Dollu Dance	-
2. Bhootha Aradhane	Celebrated in the month of Jaunary.
3. Yakshagana	-
4. Nagamandala	-
5. Kolata	-

2.18 Map of Kerala and its Traditional Dance



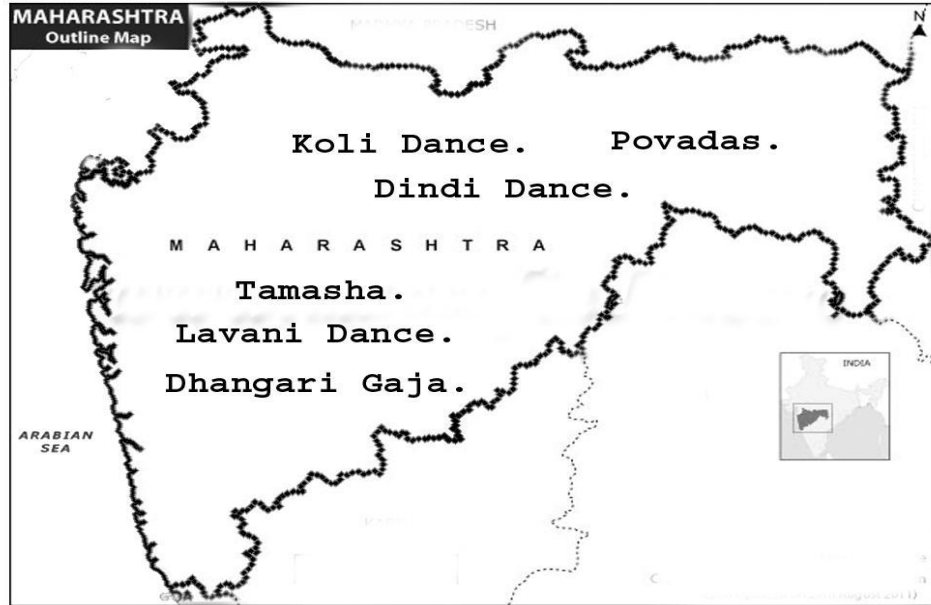
Name of the Dance	Occasion/ Purpose
1. Kanniyar Kali	Devotional dance.
2. Kummatti Dance	-
3. Kathakali Dance	-
4. Oppana Dance	Perform during marriage ceremony.
5. Margamkali	Perform during marriage/festival occasion.
6. Kaikottikali or Thiruvathirakali	Perform at Thiruvathira day.
7. Theyyam Dance	Ritual Dance.
8. Kaavadiyattom	Devotional dance.
9. Kanniyar Kali	-
10. Margamkali	-

2.19 Map of Madhya Pradesh and its Traditional Dance



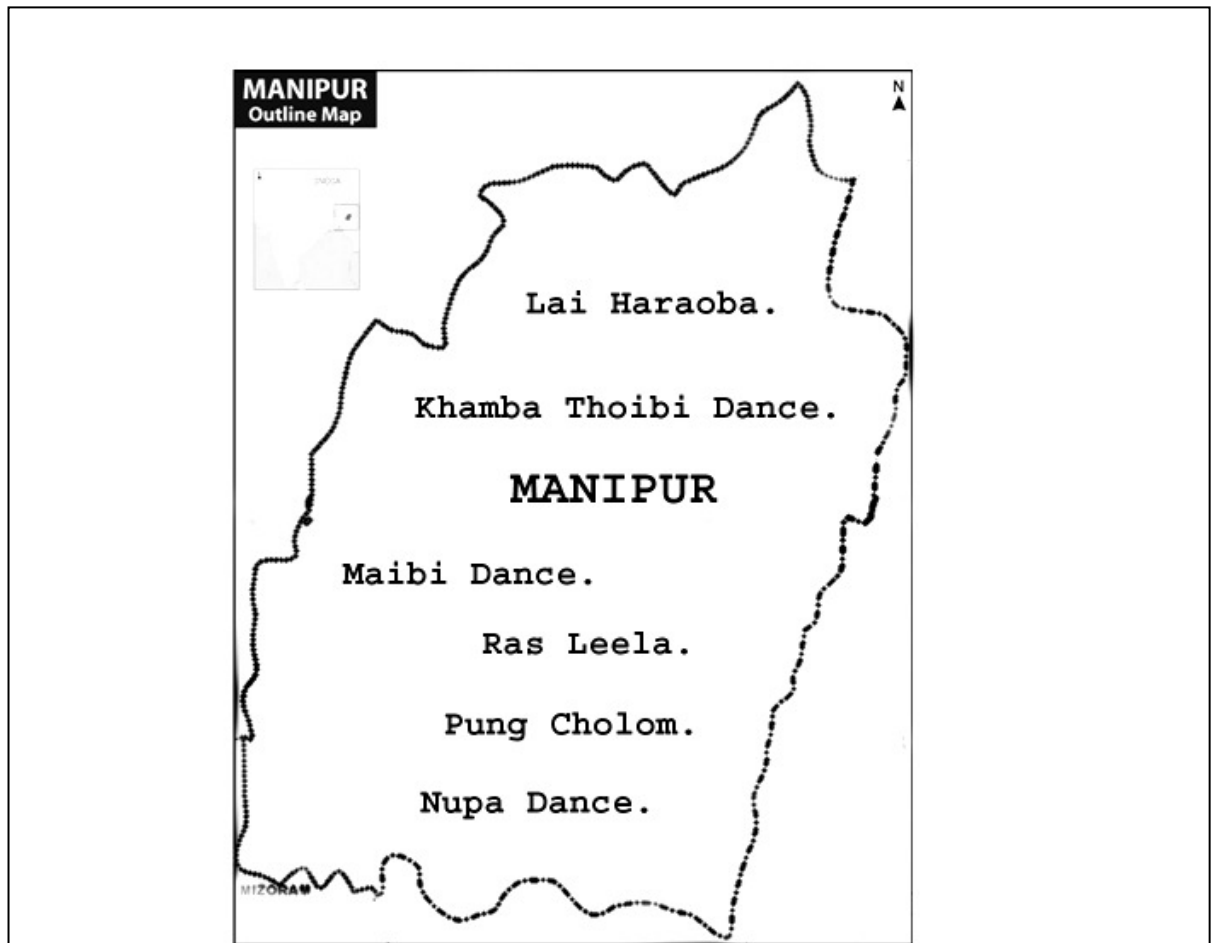
Name of the Dance	Occasion/ Purpose
1. Karma	Performed during the seasonal festival.
2. Lehangi	Performed during the monsoon festival.
3. Gaur Maria Dance	-
4. Matki Dance	Performed at marriage ceremony.
5. Grida dance	Seasonal dance.
6. Maanch	Drama.
7. Dahi Kala Dance	Perform at Gokulashtami.
8. Lota Dance	-

2.20 Map of Maharashtra and its Traditional Dance



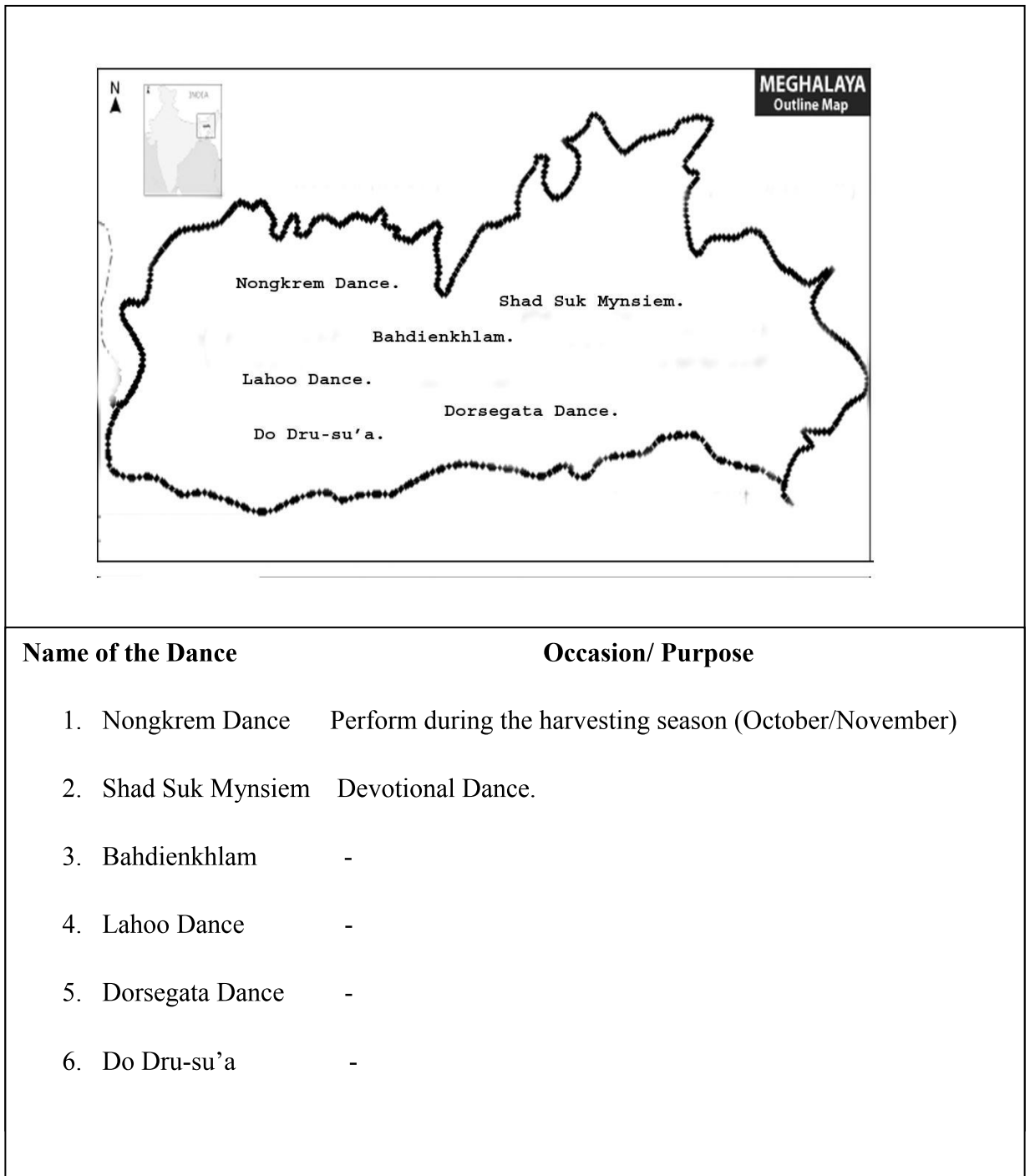
Name of the Dance	Occasion/ Purpose
1. Koli Dance	-
2. Dindi Dance	Devotional dance performed on the Ekadashi day in the month of Kartik.
3. Tamasha	Drama.
4. Lavani Dance	-
5. Dhangari Gaja	Devotional dance.
6. Povadas	-

2.21 Map of Manipur and its Traditional Dance

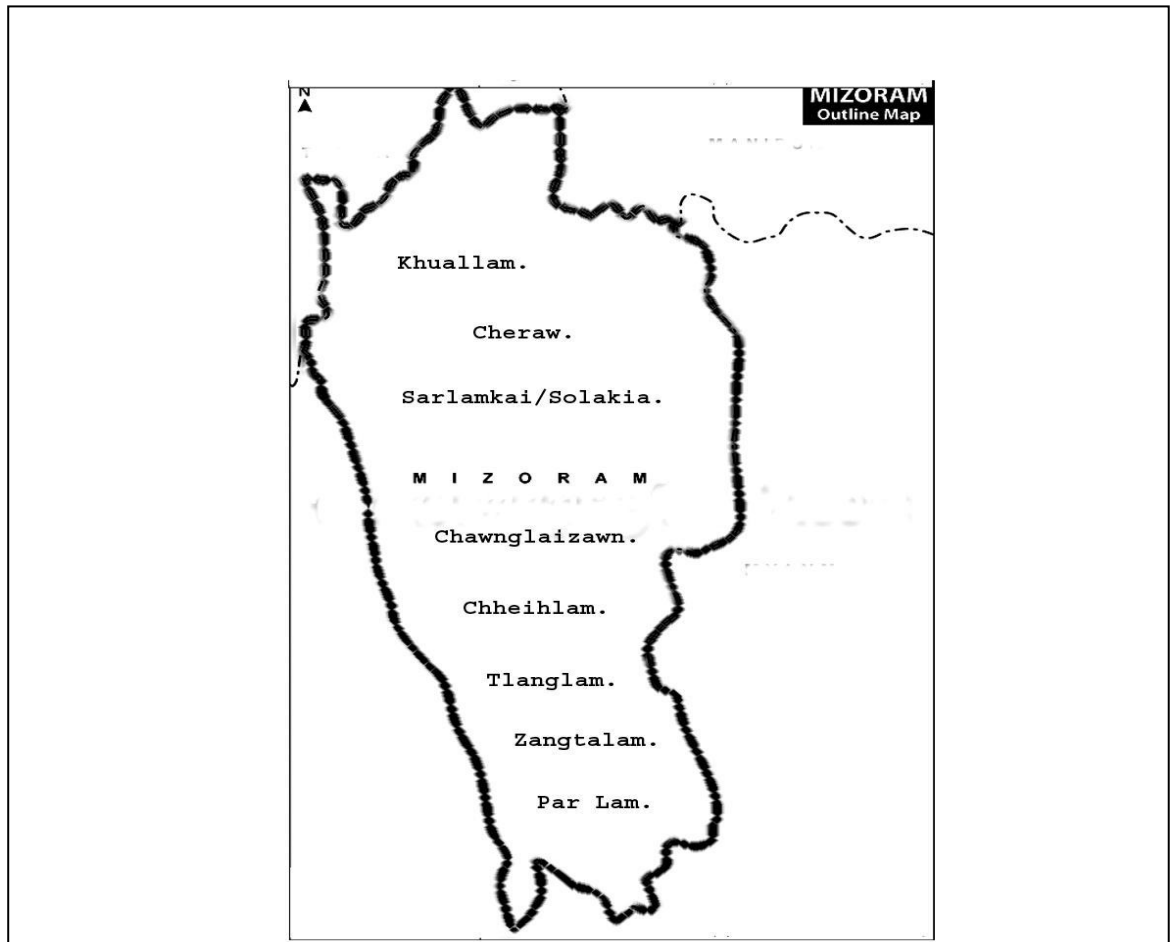


Name of the Dance	Occasion/ Purpose
1. Pung Cholom	-
2. Maibi Dance	Perform during Lai Haraoba festival.
3. Khamba Thoibi Dance	Ritual Dance.
4. Lai Haraoba	Ritual ceremony during spring season.
5. Nupa Dance	Ceremonial.
6. Ras Leela	Seasonal Dance.

2.22 Map of Meghalaya and its Traditional Dance



2.23 Map of Mizoram and its Traditional Dance




Name of the Dance

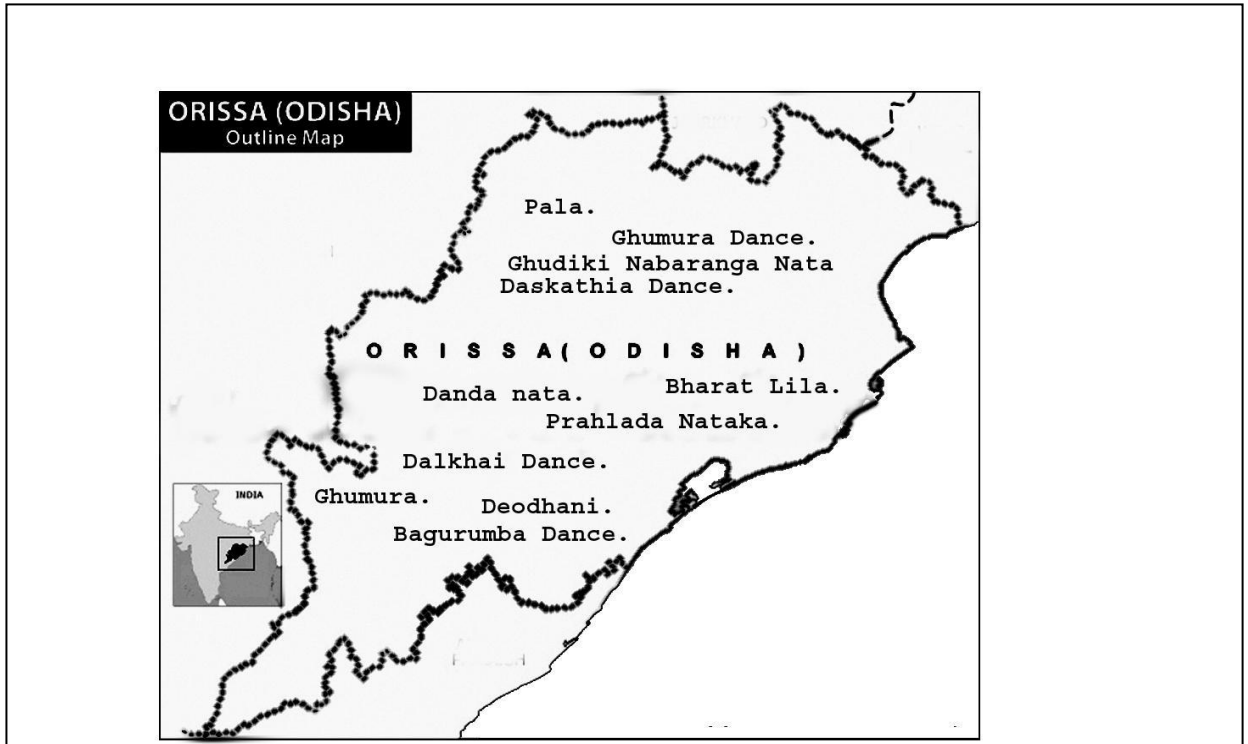
Occasion/ Purpose

- | | |
|------------------|---------------------------------|
| 1. Khuallam | Khuangchawi ceremony. |
| 2. Cheraw | Ritual Dance Sarlamkai/Solakia. |
| 3. Chailam | Perform during festival. |
| 4. Chawnglaizawn | Hunting and death mourning. |
| 5. Chheihlam | - |
| 6. Tlanglam | Ritual. |
| 7. Zangtalam | - |
| 8. Par Lam | - |

2.24 Map of Nagaland and its Traditional Dance

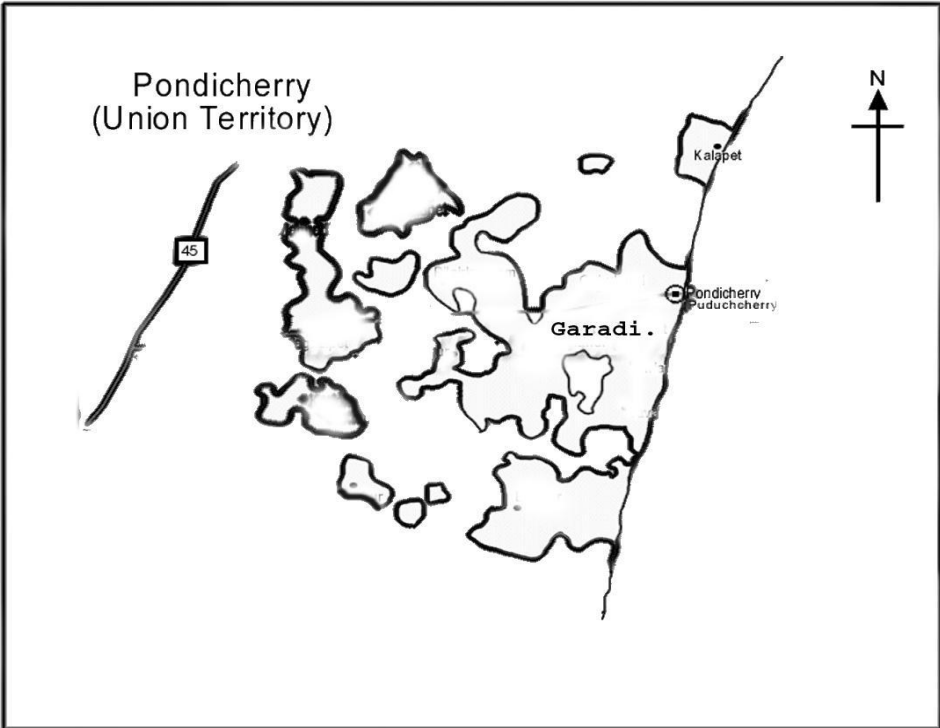
 <p>The map shows the outline of Nagaland with three regions labeled: Zeliang Tribe. (top), Zemis Tribe. (middle), and Chang Lo. (bottom). The word 'NAGALAND' is written in the center. A north arrow is in the top right corner. A legend box in the top left corner says 'NAGALAND Outline Map'.</p>	
Name of the Dance	Occasion/ Purpose
1. Zeliang Tribe Dance	-
2. Zemis Tribe Dance	-
3. Chang Lo	Celebrate the victory over enemies.

2.25 Map of Orissa (Odisha) and its Traditional Dance

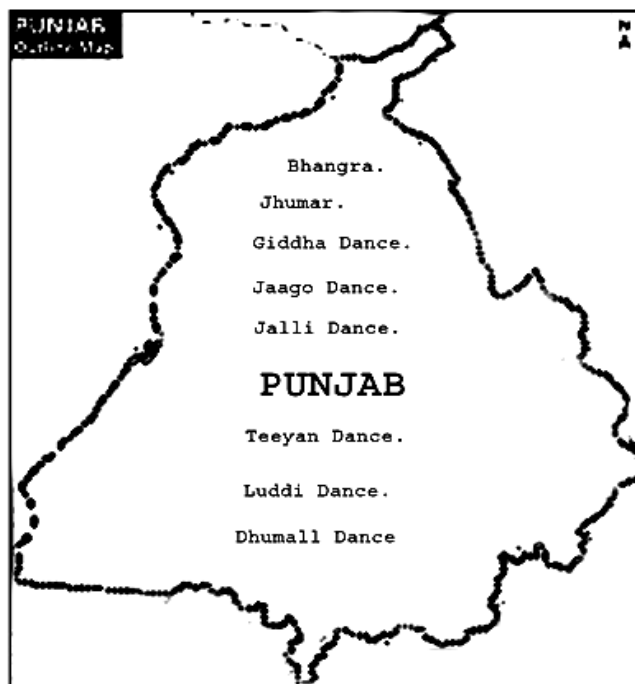


Name of the Dance	Occasion/ Purpose
1. Pala	Marriage/ Religious festival.
2. Ghumura Dance	Devotional Dance.
3. Daskathia Dance	Ritualistic Dance.
4. Danda natta	Month of Chaitra.
5. Prahlada Nataka	-
6. Dalkhai Dance	Religious Festival.
7. Ghumura	-
8. Deodhani	Devotional Dance.
9. Bagurumba Dance	-
10. Ghudiki Nabaranga Nata	-
11. Bharat Lila	-

2.26 Map of Pondicherry and its Traditional Dance

	
Name of the Dance	Occasion/ Purpose
1. Garadi	All the occasion.

2.27 Map of Punjab and its Traditional Dance

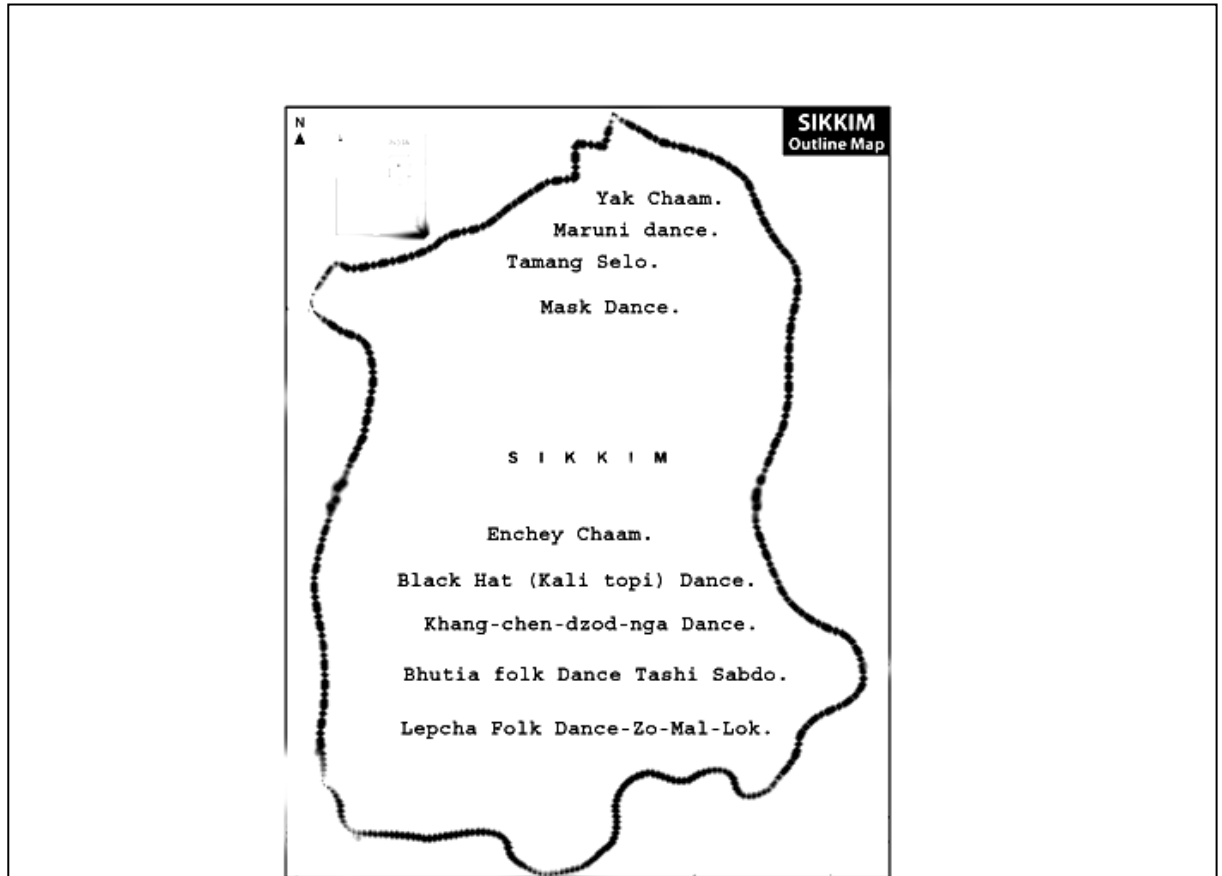


Name of the Dance	Occasion/ Purpose
1. Bhangra	Wedding and festival.
2. Jhumar	Wedding.
3. Giddha Dance	Lohri occasion.
4. Jaago Dance	Wedding.
5. Jalli Dance	Religious Dance.
6. Kikli	-
7. Teeyan Dance	Perform during the month of Shrawan during the rainy season
8. Luddi Dance	Celebration dance
9. Dhumall Dance	-

2.28 Map of Rajasthan and its Traditional Dance

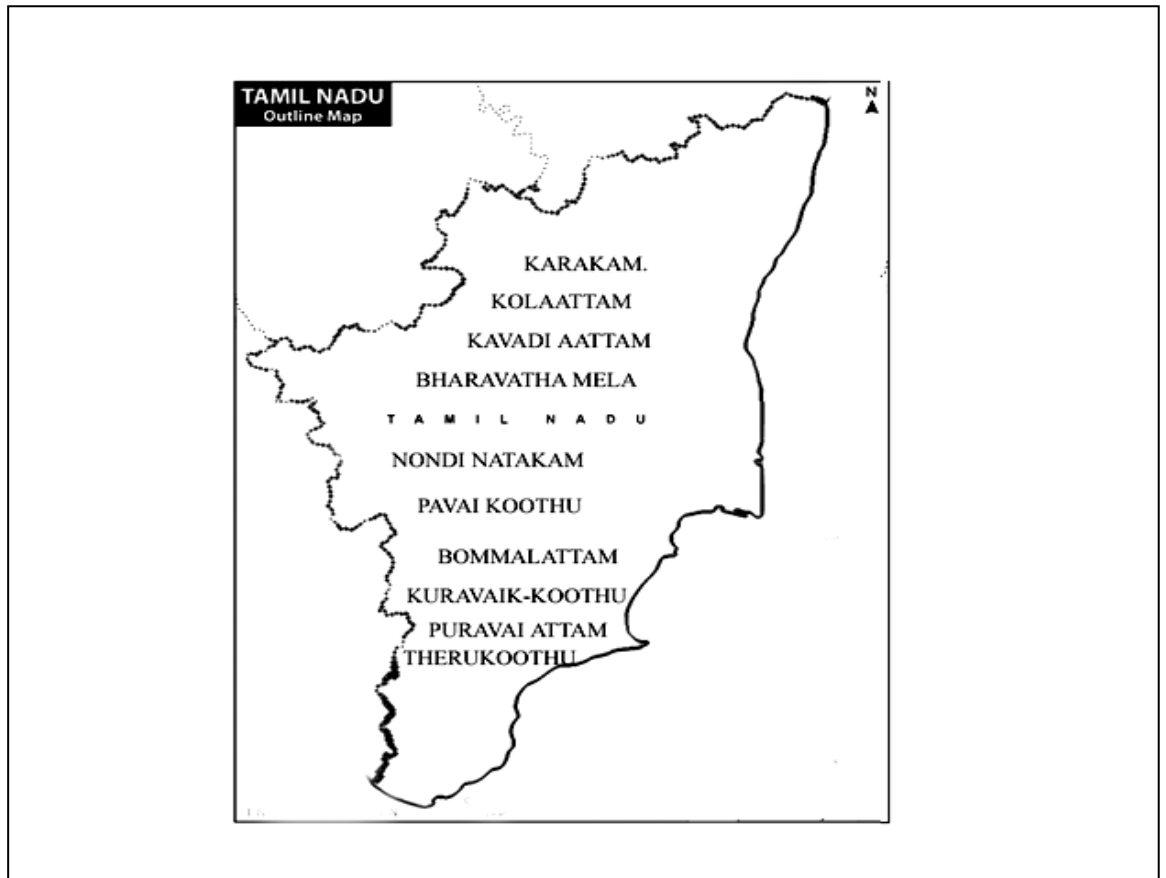
Name of the Dance	Occasion/ Purpose
Ghoomar Dance	Fair and festival
Terah Taal (Thirteen Beat) Dance	Ritual Dance
Fire Dance	-
Chari Dance	-
Kalbelia Dance	-
Gair	Holi festival
Kathputli Dance	-
Drum Dance	-
Terahtali Dance	-
Gowari Dance	-

2.29 Map of Sikkim and its Traditional Dance




Name of the Dance	Occasion/ Purpose
1. Yak Chaam	Celebration to honour Yak.
2. Maruni Dance	Tihar festival/ marriage.
3. Tamang Selo	-
4. Mask dance	Losar.
5. Enchey Chaam	Religious occasion.
6. Black Hat (Kali topi) Dance	Sikkim's New Year.
7. Khang-chen-dzod-nga Dance	Worship of snowy range of Kanchanjunga.
8. Bhutia folk Dance Tashi Sabdo	-
9. Lepcha Folk Dance-zo-mal-lok	Harvesting

2.30 Map of Tamil Nadu and its Traditional Dance

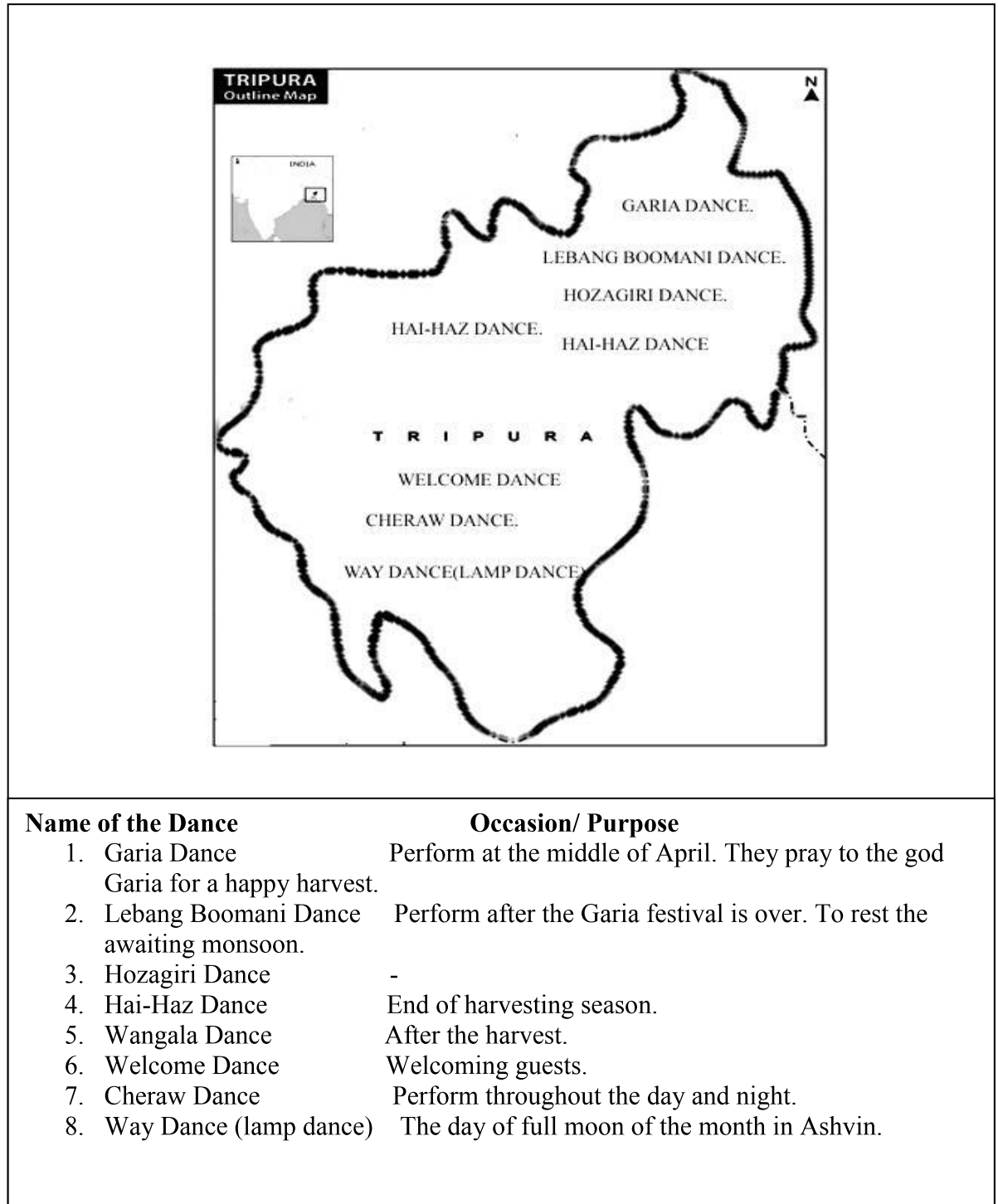


Name of the Dance	Occasion/ Purpose
1. Karakam	-
2. Kolaattam	Amavasi or New-moon night after Deepavali.
3. Kavadi aattam	Worship of Subrahmanya.
4. Bharavatha Mela	For entertainment.
5. Nondi Natakam	-
6. Pavai Koothu	-
7. Bommalatta	Festivals and fairs.
8. Kuravaik-Koothu	-
9. Puravai Attam	Festival.
10. Therukoothu	Traditional street play.

2.31 Map of Telengana and its Traditional Dance

<p>TELANGANA</p>  <p>PERINI SIVATANDAVAM OR PERINI THANDAVAM</p> <p>BONALU</p>	
Name of the Dance	Occasion/ Purpose
1. Perini Sivatandavam or Perini Thandavam	Inspiration dance dedicated to supreme dancer Lord Siva.
2. Bonalu:	-

2.32 Map of Tripura and its Traditional Dance



2.33 Map of Uttarakhand and its Traditional Dance

UTTARAKHAND	
Name of the Dance	Occasion/ Purpose
1. Barada Nati	performed on the eve of religious festivals or on the occasion of social functions.
2. Bhotiya Dance	Death Ceremony.
3. Chancheri	-
4. Chhapeli	Showing an outlines joys of romance.
5. Choliya Dance - Folk Dances of Kumaon	Marriage ceremony.
6. Jagars - Folk Dances of Kumaon and Garhwal	Ritual ceremony.
7. Jhora - Folk Dances of Kumaon	Performed in the morning or evening as a welcoming of spring, mostly at fairs and also during weddings.
8. Langvir Dance	-
9. Langvir Nritya	-
10. Pandav Nritya	Occasion of 'Dussehra' and Diwali. Dance and music on the narration of the story of Mahabharata.
11. Ramola - Folk Dances of Kumaon	Welcoming of spring during Holi.
12. Shotiya Tribal Folk Dances - Folk Lore of Garhwal	Death Ceremony.
13. Thali, Jadda and Jhainta - Folk Dances of Kumaon	Emotional and social activity

2.34 Map of Uttar Pradesh and its Traditional Dance



Name of the Dance	Occasion/ Purpose
1. Ras Lila	Praying Lord Krishna.
2. Ram Lila	During the festival of Dussera.
3. Mayur Dance	Lathmar Holi of Mathura.
4. Charkula Dance	About the Krishna Leela's miricales.

2.35 Map of West Bengal and its Traditional Dance



Name of the Dance	Occasion/ Purpose
1. Brita Dance	Perform to show gratitude to god.
2. Chhau Dance (mask dance)	Mythological dance.
3. Tusu Dance	Makarāsankranti in the month of Pousa (Dec/Jan).
4. Santhal dance	-
5. Lathi Dance	Perform during the Muslim festival of Muharram.
6. The Raibense Dance	-