



ROLE OF FOLK MEDIA IN DEVELOPMENT: A STUDY OF SOUTH CANARA

MRS.B.MOULYA*

*Research Scholar Department of mass communication and journalism Manasa Gangotri Mysore University, Mysore

ABSTRACT

The role of folk media in development was recognized because of the potential of folk media to act as vehicles of information, persuasion and entertainment. Researchers realized that folk media which are embedded in the culture of the people could be used as channels to transmit development related information. In this scenario the role of folk media is recognized as an important component in development. Folk media have been serving as significant modes of communication in carrying developmental message to the rural folk in the country and have also proved to be immensely useful in influencing the human values and attitudes.

Key words: folk media, development