

## 4) Medium or Transmission :-

A message is conveyed by means of verbal, graphic, Speed, discourse, Radio, T.V. and Cinema, etc. which are the Channels of communication. The right channel and its fallout depends on the preference of the audience. If the distance is minimal between the communicator and the receiver, the communication can take place face to face.

Communication has the following channels:

a) Print Media: Newspaper, magazines, Journals, books, pamphlets, Calendar, diary and advertisement, etc. This channel is intended for the literate group of people.

b) Electronic Media :  
Radio, T.V. Pictures and  
video, etc. which are  
electrically operated.

c) Traditional Medium :  
Art and culture, which  
are the integral  
parts of our life, nitty-gritty  
of folk music, e.g. folk  
proverbs and songs,  
fairs, religious phrases, festivals,  
and nocturnal congregation  
etc. On ceremonies,  
it can be a level  
fair and a public  
India a festival of  
and etc.