Communication is the act or process of using words, sounds, signs or behavior to express or pass across information. It involves different forms which include the intra-personal and interpersonal group or mass communication. (Florence Enejah). Animals can communicate among themselves, bees for instance communicate by a form of dancing and transmission of smells, wolves by the movements of their bodies, birds by quite a large range of methods such as their songs, bodily movement, displays and even preliminary nest building behavior. Human beings however have developed the largest known range of means of communication which does not only involve speech and writing but also a vast repertoire of signaling devices from primitive drumbeats in the jungle or smoke signals to the sophistication of art ,literature and systems of telecommunications extending all over the world.

The aspects of communication both traditional and modern means has promoted peaceful co-existence, understanding and self awareness among human-beings. They have certain common elements that together help define communication process. In any communication there must be an individual who is involved in the dissemination of the message and a receiver. It is done simultaneously in other to achieve a desirable result. Achieving the goals of communication simply signifies that there is an effective communication between the sender and receiver at the same level.

The Essential Components of Communication

Communication is a continuous, two-way process, which includes a message that must be conveyed through a medium to a recipient. The recipient must understand the message and respond within a specific time frame. Therefore, communication studies involve a process that can be broken down into a series of essential components, which include:

Source: The source is the person who imagines, creates, and sends the message.

Message: The message is the stimulus or meaning produced by the source for the receiver or audience.

Channel: The channel is the way in which a message travels between the source and the receiver.

Receiver: The receiver receives the message from the source and analyzes and interprets the message—both intended and unintended—from the source.

Feedback: Feedback is the verbal and/or nonverbal response to a message.

Environment: The environment is the physical and psychological aspects of the communication's context.

Context: Context involves the setting, scene, and expectations of the individuals involved.

Interference: Interference is anything that blocks or changes the source's intended meaning of the message.

Traditional media of communication is the forms or means people in rural settings use in passing across information, traditional media of communication is a complex system of communication which pervades all aspects of rural and urban life in Africa. It is complex in the sense that, it is not only one system but a network of other systems which operate at various levels of society. In reality, it is simple in its operation and it depends on trust for its credibility.

These various traditional media of communication basically includes the following;

Oral Tradition- Oral Tradition is one of the most important media through which Nigerians interact/communicate with their people/to themselves.

Okam (1987) notes that long before the introduction of Roman, Arabic, Amharic letters and scripts in Africa, tradition in the form of history, cultural values and heritages were handled down by word of mouth in the form of songs, proverbs legends, religious liturgy, ballads and invocations. They are passed on from people to people to people, from generation to generation, from area to area and become legendary and immortalized with the passing of time. Oral tradition dominated all other sources of information exchange in pre-colonial Nigeria. Oral tradition helps in sharing knowledge of environment, interpretation, explication of events occurring in society from a cultural looking glass, Transmission of social heritage from one generation to another, socializing new members and also entertaining the community/society at large.



The Town Crier- This is another traditional media of communication. The voice of the town crier or village Gong man is usually heard in the early hours of the morning preceded by the sound of a gong. He announces important meetings, ceremonies, messages and imminent troubles. Ugboajah (1985) sees the town criers as "a significant village "broadcaster' who summons the elders for decision and policy making for the progress of the society. They relays their decisions to the village masses for implementation: The town crier is always loaded with news, serve as traditional communication link between the legal head and the villagers. He is being regarded as the society's journalist. The effectiveness of the town crier usually lies in his oratory skills and thorough knowledge of the community norms, values and heritages.

Among the Igbos he is natively called "**Onye Ogene".** Among the Hausa, he is the "Mai Shela"; he is usually selected by the Sarki or the village head, the "Mai Shela" is being revered as a holy man whose announcements are never doubted. One of his major duties is the announcement of the date and time for the new moon, which signifies the beginning of the Ramadan Festivities.

Among the Yorubas, he is also the "gbohun-gbohun" whose duty among others includes announcements of the celebration days for the Egungun and sango religious festivals and among the other various ethnic groups in Nigeria, he occupies no less credible and authoritative position. This relevance exists in today's Nigeria.



The Talking Drum- The talking drum is another traditional media of communication which helps in developing the rural communities the talking drum is an extension of oral tradition. The Talking drum reproduces the tonal pattern of a sentence in the proper sequence and can be heard over a very long distance. The talking drum serves for two-pronged communicative functions: Official and social functions.



Age Groups- Age Groups are old institutions that comprise mostly males within the same age-brackets-usually those born within one to five years age range. The Age Groups helps in getting things in order in the society in which why belong. The name of age groups are derived either from the name of their patron or father.



Smoke Signals – Smoke Signals are almost nonexistent in modern Nigeria. Previously, one of the earliest communication patterns between distant communities, they were used to exchange information based on agreed codes. The essence of smoke signals is underscored by an Igbo proverb that says, “any message sent through smoke must reach to the heavens surely and clearly.



Modern means of Communication

Means of Communication means which helps us to send messages and ideas from one place to another. Today, means of communication place a very important role in the developing nation of India. In olden days, it is very difficult to send messages and receive messages from far off

places. Methods which are applied to send messages or information to people at individual or mass level are known as Means of Communication. Some people confuse them with means of transport which are different from these. Today means of communication has increased such a lot that we can receive or send messages from or to far off places. Various means of communication which we use in the modern world are Posts and Telegraphs, Telephone, Radio and Television, Telex, Fax, Pagers, Email, Newspapers and cinema.

Posts and Telegraphs:

India has a department of posts and telegraphs all over the country even in the mandals and villages. It has thousands of post offices all over the country. This department carries our mail, money and messages all over the country. IN big cities we have a special type of letter called QMS(Quick Mail Service). Telecom department is the second largest department in India. Letters are the cheapest ways of telecom communication. Later, the department introduced special service called Speed Post. For important messages we can send through Telegrams. Letters can send through road, air or by ship.



Telephone:

Telephone is another way of communication in India. Initially we have a system of Trunk Dialing system which we can talk to any number we have to wait for several hours. Later, they have developed a machine called Telephone which we can talk to any number by dialing a code of that area and that number. They are connected by cables. Later, a wireless device came called Mobile was invented. These can work in a certain range. These mobiles can be carried through in a pocket also. Today, most of them are using these telephones.



NewsPapers:

These are another ways of communication like newspapers in which a illiterate people can go through it an can earn a lot of knowledge from these newspapers. They bring us the latest news, sources and communication.



Fax:

Fax sends a copy or duplicates one of printed copy or the picture to any other machine to any part in the world. It makes use of the telephone lines. Later, a technique was invented such as pager, which was connected by wires and it can be send through air signals through any part of the world.



Cinema:

Cinema is also another means of communication. Today, almost every town has a cinema hall. It has also a great educational concept. Today, Government of India has also introduced Cinema

mobile vans and shows films to tribals and shows every documentary film regarding their policies and programmes.



Video Chat

Like instant messaging, most video chatting is conducted over Internet protocols that stream images from one device to another. At times, nothing beats a face-to-face conversation. Video chats provide immediacy to a conversation. Because a person's tone is often easier to read when you can see his face, businesses often use videoconferencing to aid in virtual meetings.



Broadcasting and Radio Broadcasting

Refers to the way of transmission of sound and image over larger distances. The telegraph and telephone were important inventions that facilitated later developments in communication technology. Samuel Morse, who invented the telegraph, transmitted coded message using electricity in 1835. A German scientist Heinrich Hertz demonstrated the existence of radio waves. In 1897 Guglielmo Marconi at the age of 22, sent the first wireless message over great distances. Radio was born. It became possible to send messages across large distances. Within two decades, radio passed out of the experimental stage to emerge as a popular medium of mass communication. Radio became a powerful medium of entertainment and information. It helped to disseminate ideas, played an important role during the wars, and enabled colonial powers to keep in contact with the ships in the sea. Political leaders used radio for broadcast to the nations.



Television

Soon after World War 11, radio was surpassed by another, more powerful medium, the television. Experiments in television broadcasting began in the early 1920s. A series of inventions including the picture tube, the electric camera and the TV home receivers followed the next decade. NBC and BBC set up their own television stations in New York and London respectively. The World War I1 adversely affected the growth of television. By the 60s colour television came into vogue.

All the means mentioned above are well-known to us and all of them are used to convey messages at personal or individual level. Now, we have means of communication, on which now degrees and diplomas from various universities and institutes are also available. Some of these means of communication are Radio, Television, Newspapers etc., Programmes are now telecast all over the world through satellites.



`

Internet

With the aid of telephone and modem two computers situated at a distance can be linked and data can be transferred quickly. Such data transfer system is called Electronic mail (E-mail) and is the basis for Internet. Internet is a global system by which one computer can be connected to another computer for data transfer. The system has been perfected to achieve world connectivity through linking computers via modem. This has facilitated quick transfer of information from one computer terminal to another at a distance



Twitter

Twitter is a popular social networking site created in 2008. While the concept is not unlike similar social sites such as MySpace and Facebook, Twitter is unique in that users can write (or "tweet") messages from either their computer or cell phone in short, concise updates, as often as they please. The concept of Twitter revolves around the idea that people can stay updated on the events of others' lives without spending a lot of time sifting through extraneous information or more elaborate weblogs. Another perk is the fact that Twitter is completely free and requires no special software.



Email

Although email is not brand new, there are definitely new and innovative ways of accessing this tool remotely and without the usage of a computer. Many PDAs and cell phone services offer access to email, with the capability of sending and receiving messages from the devices themselves. This technology can be extremely helpful for those who must stay in constant communication with family members, co-workers or other acquaintances without being bound to larger computers or laptops.



REFERENCE

Peoples Daily (2018) Access from https://peoplesdailyng.com/examining-role-of-traditional-media-in-communication/ on 29 March, 2019

https://iproject.com.ng/mass-communication/traditional-media-of-communication-as-tools-for-effective-rural-development-4257/index.html on 29 March, 2019

India Study Channel (2018) https://www.indiastudychannel.com/resources/153585-Means-Communication-In-Modern-life.aspx Access on 29 March, 2019

TRADITIONAL AND MODERN MEDIA OF COMMUNICATION (2012) Access from http://egyankosh.ac.in/bitstream/123456789/17385/1/Unit-3.pdf on 01 April, 2019

Techwalla (2019) https://www.techwalla.com/articles/things-to-do-over-skype-with-your-friend Access from on 01 April, 2019

Pratap, Rashmi, 2009, "Towering Problem: India to end this fiscal with 2,50,000 towers", ET bureau, http://infotech.indiatimes.com/articleshow/3944392.cms , Last accessed on 9th August 2009

Silicon India news, 2005, "Network congestion increases in major cities", October 18, http://www.siliconindia.com/shownews/Network_congestion_increases_in_major_cities-nid-29716.html