

The Use of the Traditional Media in Rural Canada

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Introduction: Rural Canada & the Traditional Media

- Evolution of the concept & structure of community
- Role of communication networks
- Processes of change & modernization

Understanding Capacity

- Translating assets into desired outcomes
- Four fundamental types of relations/processes
 - Communal
 - Associative
 - Bureaucratic
 - Market
- Interrelationships & linkages

Examining the Concepts: A Review of the Literature

- Role of the traditional media
 - Platform to share ideas & attitudes
 - Scope & nature of the audience
 - Cohesion
- Impact of the Internet
 - Fragmentation of audiences
 - Democracy & participation

What is the Traditional Media?

- Separation of communication from time & space
- Communication mediums that do NOT possess an interactive quality that requires technology
- Six types included:
 - Newspapers
 - Television
 - Radio
 - Community newsletters
 - Bulletin boards
 - Interpersonal communication areas

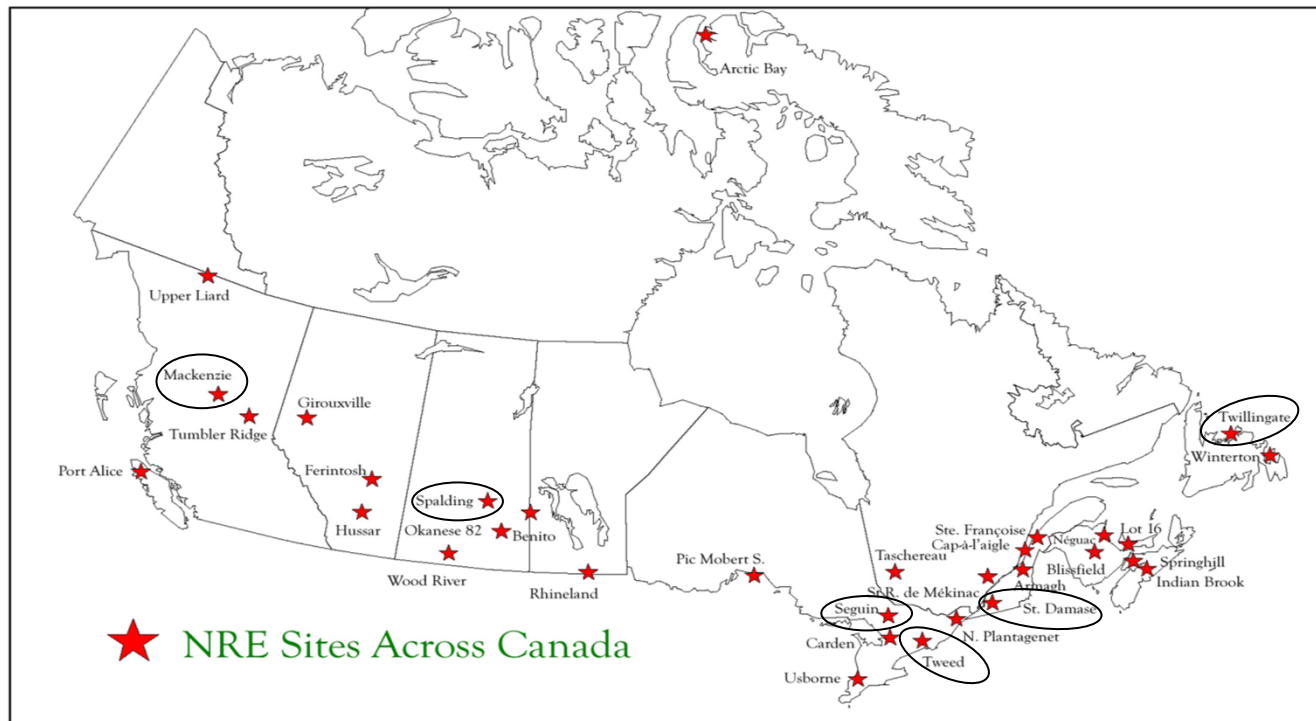
Research Objectives

- To examine the changing nature & role of the traditional media in rural communities
- 3 Primary Objectives:
 - To understand change over time
 - To understand the illustrative qualities of the traditional media in the changing rural countryside
 - To understand capacity building in the new rural economy

Research Design

- New Rural Economy (NRE) Project
- Component of the Communications Theme of the NRE
- 6 Study Sites
- Qualitative methodology
- Key informant interviews
 - 44 interviews
 - Summer & fall of 2004

6 Study Sites



Results: Community Change

- Identification of issues and changes faced by rural communities
- Responses reflected typical trends occurring in rural areas:
 - Out-migration
 - Population decline
 - Aging population
 - Economic changes
 - Loss of services

Results: Role of TM

- Importance of newspapers for advertising and news
- Other forms of the traditional media are valuable but subject to availability
- Interaction: core feature of community
- A reflection of community interaction through the local origin and dissemination of information

Results: TM's Link to Communal Relations

- The traditional media generates strong community bonds and contributes to family fabric
- The traditional media creates awareness
- The media informs people about what is happening in the community
- Newspapers keep people informed about local life
- The free newspaper is important, it advertises businesses and events and is distributed to all residents

Results: TM's Link to Associative Relations

- The paper helps volunteer and community groups with their work and activities
- The traditional media generates awareness
- Volunteer and community groups advertise and gather information via the newspaper
- Reporting about associations' activities gives them publicity and advances their cause

Results: TM's Link to Bureaucratic Relations

- The traditional media directs people toward services.
- The traditional media is very important for communicating with the public. It also conveys public opinion, which influences institutions
- Public opinion, positive or negative, can form based on stories in the newspaper, which may alter what groups are doing

Results: TM's Link to Market Relations

- All types of traditional media communications are used for advertising
- Local businesses use local media
- The traditional media is important for publicity, its role is to share information, especially through bulletin boards and newspapers
- The traditional media influences consumer behaviour



Concluding Remarks

- Further explore the evolving concept of community
- Further research into the link between communication & modernization
- Further research into the role of the traditional media in a highly modern, technologically advanced environment