**IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL) ISSN (P): 2347-4564; ISSN (E): 2321-8878**

**Vol. 7, Issue 4, Apr 2019, 231-240**

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**THE RELEVANCE OF TRADITIONAL MEDIA CHANNELS IN PRESENT DAY COMMUNICATION REALITIES**

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# Received: 12 Sep 2019 Accepted: 10 Apr 2019 Published: 23 Apr 2019

## ABSTRACT

*Traditional modes of communication are thought to be in it its decline stages. This belief could easily hold sway especially with the quantum increase in modern day communication technologies and its mind-blowing abilities. This study examines in close detail the relevance of traditional media of communication in relation to existing modern media of com- munication. In traditional Nigerian and African societies, there have been in existence various means of communication exchange ranging from the gong to the flute, the age grade organizations to the open market. It is the aim of this study to examine albeit in close detail, the relevance, if any, of the still existing modes of communication exchange in traditional Nigerian societies.*

***KEYWORDS:*** *Traditional Media of Communication, Traditional Media, Requires the Utilization of Values*