



## The concept of oral media

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### Abstract

The oral field in the lives of societies is witnessing many important developments, because of which orality has become the subject of various studies, especially studies that have taken linguistic approaches or those related to audio and visual images, or those related to spoken or written language. Orality can maintain its characteristics in light of technology and modern media, which feed on achieving the greatest possible level of communication. If oral history is the collection and study of important events and historical information about individuals and families or daily life using audio or video recordings as well as interview transcripts, then oral media is the way to successfully transfer knowledge and human communication to broader and more spacious ranges. Oral history seeks to obtain information from different points of view, more than what can be found in written sources. It also refers to information collected by the method into a written work (published or unpublished) based on this data, often preserved in archives and large libraries.

**Keywords:** Oral communication; Oral heritage; Oral media; Oral history.

## **Introduction**

The oral field in the lives of cultures is undergoing many significant modifications, as a consequence of which orality has been the focus of several research. Particularly studies that have used linguistic techniques, auditory and visual images, or spoken or written language. Despite technological advancements, oral communication can keep its qualities. Modern media happens to be motivated by the desire to communicate as much as possible. If oral history is the gathering and analysis of significant events and historical data about individuals and families, or in everyday life, employing audio or video recordings, as well as interview transcripts. Oral media is the means of successfully transferring knowledge and human communication to a wider and broader audience. Oral history finds knowledge from diverse perspectives compared to those available in written sources. It also refers to the method's collection of information and the creation of a written work (published or unpublished) based on that material, which is frequently maintained in archives and libraries.

## **Research Questions**

From this perspective, oral media may be explored as a realistic technique for conserving legacy and knowledge while fulfilling two tasks at the same time. It finally establishes spoken communication amongst humans. Finally, the media facilitates the transmission of culture and information from one generation to the next through communication. Media studies may encounter several obstacles when diving into oral media content that is unrealistic or adopts unrealistic concepts or occurrences.

On the other hand, historical facts have not been confirmed. However, the diversity of oral sources can fill the informational vacuum concerning the flow of history or people's facts, recollections, and thoughts.

Even whether the truth is connected to primitive communication or communication throughout history and time, when two individuals meet, they are seeking the first chance to comprehend one another. The aim of communication is to understand what is happening between people, regardless of the sort of information or manner used. In addition, the material delivered verbally serves a vital role in explaining it and providing numerous ways to comprehend it. Starting with the subject and the time or event of its occurrence, or the method utilized by both sides. The difficulty in time is the acceleration of electronic technologies that have begun to provide this sort of diverse impacts and ideas, which leads us to root some concepts related to oral media.

We aim to answer the queries that led to the theoretical structure and transformations of oral auditory text communicated by individuals into visual or graphical writing.

### **Research Methodology**

This research follows a set of procedures that require addressing the concept (oral media) and the stages of its development using the analytical descriptive method of the phenomenon (oral media) and tracking it historically until reaching its contemporary reality in light of technology.

### **The first Section: The history of oral media**

If the definition of oral history does not extend beyond the recording of historical information, its preservation, and interpretation based on personal experiences and the performance of the speaker as eyewitness evidence about the past (Oral history – introduction . university of leicester school of history arts a humanities recerch council, 2014).

Then oral history provides a complete and more accurate picture of the past. Eyewitnesses help fill the gaps in history, and perhaps these witnesses may be the only available sources of information (Understanding oral history : why do it : bay lor university InSTITUTE for oral history, 2012).

In this way, history is preserved for future generations and represents an accurate image of present identity based on what is remembered from the past. Oral history teaches us what has changed and what has remained the same.

Some may argue that oral history is the first form of historical research, preceding written words. Therefore, we find that oral history has its historical significance due to the oral traditions that existed long before organized writing methods. Perhaps the uses of this history took the form of stories, and they were relied upon as supporting sources. However, considering it a primary source as a historical methodology dates back to the first center for oral history in the United States at Columbia University in 1948 (mariner, 1984).

Oral history, through recordings, presents the voices and memories of individuals, making it a valuable source of information (and a window to the past). Lobo argues that oral history can be limited if a person is asked about contemporary matters; for history to become "history," it is necessary to reach conclusions about how their upbringing, education, and experiences were shaped. Here, a perspective of time is created, allowing for the examination of multiple types of sources and comparing them while considering class, gender, place, and time (Balderrama, 2012).

For centuries, the use of oral sources to understand the past was common. Thucydides, the Greek historian who wrote in the fifth century BC, until 1773, and Samuel Johnson showed

significant interest in history and oral traditions in his study of English beliefs and customs. Through this, the dominance of written sources began to take over the practices of historians in the West (silva, 2016).

Oral history provides an accurate picture of the past by increasing information through public records, statistical data, images, maps, letters, memoirs, and other historical resources. Eyewitnesses contribute different perspectives to fill gaps in documented history, and sometimes correct or even contradict written records. In some cases, interviews serve as the only source of available information (Interoduction to oral history : baylor university for oral history, 2016).

There is no doubt that future generations will view today's generation through the lens of their own experiences in their time. The story of the past is continually revised in light of new interpretations. Oral history allows people to share their stories in their own words and voices through their understanding of what happened and why (Baylor university, 2016).

Oral traditions continue despite their age, practicing the transmission of cultural processes, including the history and identity of peoples and their proverbs, thus passing from one generation to another.

The idea of oral cultures in contrast to literate cultures suggests that one mode of communication must serve as a defining characteristic of society. The characteristics of oral communication stand in contrast to written communication, as they have persisted throughout research into the influence and reflection on social life. Perhaps the invocation of writing as an art has become a historical marker distinguishing between societies. Although some claim that writing is one of many factors, communication activities vary in techniques, and despite the fact that all cultures and information are originally oral, the age of orality is much older than all forms of discoveries such as writing and others.

The second generation (the Roman-German generation) elaborated the search for authentic traditions among the illiterate, starting with the collection of printed folk writings (1812) by the brothers (Jacob and William Grimm). The scientific documentation of oral traditions became part of national projects throughout Europe and then the world (Leavitt, 2018).

Whether this information is issued by educated or uneducated societies, these societies may suffer from a phenomenon of division when it comes to accepting and joining their circle of interest in oral media. Perhaps this issue can help reduce the gap between individuals in society on a particular topic, as the nature of social history and its effects ultimately create a

clear impact. The challenges facing oral language among the general audience are the explanation for this.

### **The Second Section: The Concept of Oral Communication**

We spend (70%) of our time communicating with others. Natural interaction refers to the natural interaction between individuals, whether it is through email, phone calls, or printed advertisements. Communication here is the process of sending and receiving messages between two people or a group. Written and oral communication are used daily in meetings, lecture halls, and exams. Every word spoken or written has a specific purpose. Generally, oral and written forms of communication are the most common and widely used types of communication (R . prabarathi & nagas ubramani, 2018).

Regardless of what the future may hold, all humans currently live in vast oceans of information and more changes. People have become accustomed to this. They access links thoughtlessly that generate algorithms revealing their secrets, much like what happened with the alphabet, printing, and the Industrial Revolution. Perhaps people from one language need another language, leading to telepathy to convey ideas without the need for language (The future of communication : edition copyright by north idahe college is licensed under, 2023).

The future tells us that the most prominent methods of communication will be rebound technology, augmented reality glasses, and smartwatches. This could trigger an information explosion, playing a larger role in people's lives, alongside the technological advancement of artificial intelligence and neuro-linguistic programming (The future of communication lajnched, 2022).

Oral communication is considered the verbal transmission of information and ideas used systematically in many fields. Additionally, it is essential to acquire skills that necessarily lead to successful communication. Oral communications involve the verbal exchange of information and ideas from one person or group to another (denomme, explore oral communication and how to develop oral communication, 2023).

Oral communication is defined by the persistent and significant function of language and communication in human civilization. Communication nowadays entails more than just the exchange of words between humans. In this instance, it conveys a social contact through the interchange of meanings during the communication process (raham, 2010).

Oral communication is crucial and successful in both academic and business settings. Because of the accumulation that one acquires first in the instructional environment and then in his working life. In addition to employing this communication in productive settings, it increases job happiness, improves relationships, and addresses areas of stress, competitiveness,

and presentation. All of the items are completed to ensure that employers have the necessary abilities for oral communication and presenting fresh ideas (denomme, 2023).

### **Components of Oral Communication**

Oral communication is a key aspect of human interaction in personal, social, and professional life. The ability to convey and express ideas or ensure successful communication depends on several elements, including (Electronics market , the key elements of Effective oral communication, 2023):

1. Clarity and coherence in the speaker's ability to express ideas clearly. This involves using concise language, correct pronunciation, appropriate vocabulary, and organizing the presentation of ideas.
2. Coherence in the structure of the message. This includes maintaining logical communication through linking ideas, as well as smooth transitions that are flexible and cohesive.
3. Verbal and non-verbal communication. This includes the use of spoken words, tone of voice, modulation, and appropriate volume. Additionally, speaking with confidence and charisma enhances the impact on the audience. Non-verbal communication involves the use of body language, facial expressions, gestures, and eye contact to convey ideas and express feelings in an organized and acceptable manner.
4. Active listening: Oral communication requires active listening, not just speaking. This includes giving full attention to the speaker, understanding their message, and responding appropriately, along with maintaining eye contact and using nods to indicate understanding and interest.
5. Adaptability: This involves flexibility and adjusting the communication style, tone, and content based on the communicative context, adapting to the listener's needs to receive and understand the message.
6. Confidence and enthusiasm: These are important elements in demonstrating confidence through voice, body language, and behavior. This enthusiasm becomes contagious among the audience and leaves a positive impression.

The American Association of Communication and Universities defines oral communication as: a prepared and purposeful presentation aimed at increasing knowledge or enhancing understanding of the listeners' situations, values, beliefs, or behaviors.

At the University of Wisconsin-Parkside, it is defined as consisting of three components: (listening – speaking – effective presentation) (General education minimum course expectation communication oral communication BSF47-14-16.).

Oral communication is defined as the process of expressing or sharing information with a person or a group of people who can listen, such as public presentations or face-to-face conversations (Regina Thomas: the history of oral communication uncatеforized, 2018).

Here, oral communication is considered part of history, necessitating a return to some of its main principles, including (eibauer & andreea, 2012):

1. Communicative behavior affects others, and communication is an activity that leads to an outcome; ultimately, communication is something people do with each other.
2. Communication is not linear; it may seem like a half-linear process by placing one element before another.
3. Oral communication is something one wants to share with others; an activity is a means for an individual to engage and continue to express themselves or themselves.
4. Encoding in oral communication is the translation of thoughts and feelings into verbal or non-verbal forms.
5. The message is the original idea represented by a set of symbols and is an indispensable part of the communication process; it is very important for the individual to have a comprehensive awareness of the chosen words.
6. Despite the existence of the message, communication has not yet occurred, as there must be another element present, which is the receiver.

### **Examples of oral communication**

Including the verbal transmission of information and ideas regularly, such as presentations made by students in front of their peers, utilizing visual aids to enhance speaking skills, or having a formal face-to-face meeting with employees to discuss the company's new goals. In this context, speaking is the primary component of communication, and the importance of visual contact and body language in effective oral transmission cannot be overlooked. One of the advantages of this communication is that it establishes a more personal and relational connection between the sender and the receiver, and it is often less formal than written communication, which means it is more accessible to the audience (denomm, 2023).

### **Elements of oral communication** (Oral communication .wix encyclopedia wixco, 2024):

**Sender:** The person who initiates communication with the receiver.

**Medium:** The format in which the message is sent (voicemail, face-to-face conversation, or a PowerPoint presentation).

**Channel:** The platform through which the message is delivered, such as visual broadcasting.

**Receiver:** The receiver listens and decodes the message from the sender, then generates feedback for the sender in response to the message.



**Feedback:** The final stage, is the receiver's response, such as oral or written communication or the absence of a response, which expresses the reaction. Here, the cycle of oral communication is complete.

### **The Third Section**

The Challenges Facing the Development of Oral Tradition in Preserving Heritage:

One of the current trends is the type of information disseminated through electronic platforms. Among them are social media platforms, which serve as multiple channels that facilitate the free flow of information. This can significantly influence the public's interests and needs, which are met through various programs.

The public's needs are linked to communication, openness, and registration on social media platforms to sustain relationships and exchange knowledge and cultural understanding prompted by the topics on these platforms. They focus on pure entertainment in appealing and diverse ways, which are far from lengthy and complicated. This in itself creates a reason for the circulation of a lot of misleading data and established ideas. This is one of the existing concerns today, facing a live audience in internet technologies, as it makes it easy to distort information.

One of the challenges facing oral media is the historical events that form the backbone of the cultural heritage of society compared to the material presented on the internet. In addition to the acceptance of historical narratives that are conveyed orally to student groups at various educational stages. Understanding the past requires a depth that cannot be achieved unless the information is connected to everyone's reality and memory. It is essential to consider the current generations and how they benefit from their cultural heritage in order to understand the past and its necessities. They may need new interpretations that precede the past to inform the audience about what happened long ago, and only this will reveal the intellectual richness of society. Some challenges facing oral media include the individuals who can access all the information and who are skilled in knowing the time, place, style, and manner in which this information is presented.

### **Proposed conclusions**

- Oral communication: It is a practice of preserving heritage and information by performing two functions simultaneously. Once it achieves oral communication among people, and at another time, it facilitates the transfer of culture and knowledge from one generation to another through communication.
- Oral history: It involves recording, preserving, and interpreting historical information based on personal experiences and the speaker's performance as eyewitness accounts of the past.



- Oral history provides an accurate picture of the past by increasing information from public records, statistical data, photographs, maps, letters, diaries, and other historical resources. Eyewitnesses contribute different perspectives on events to fill gaps in documented history. Sometimes, it may correct or even contradict written records, and interviews can serve as the sole source of available information.
- The idea of oral cultures versus literate cultures suggests that one means of communication must be used as a characteristic defining the nature of society. The characteristics of oral communication in contrast to written communication have remained the subject of research regarding their impact and influence on social life. The invocation of writing as an art has become a historical marker distinguishing between societies.
- We spend 70 percent of our time speaking with people. It is the natural contact between one person and another. Whether it's sending an email, conversing on the phone, or designing a print advertisement. Communication here refers to the process of sending and receiving communications between two or more persons. Meetings, lecture rooms, and tests require both written and spoken communication regularly. Every word uttered or written has a definite function. The most popular modes of communication are oral and written.

#### **Recommendations for future oral media studies:**

- Including establishing national centers to preserve oral history and training academic teams to create an encyclopedia of oral media for diverse societies. including urban, rural, cultural, and religious communities.
- Using academic knowledge teams to produce specialized television interviews for preservation and documentation.

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