

The Power of the People's Voice: Understanding the Influence of Folk Media and Folk Culture in Contemporary Society in West Bengal

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Abstract: *Folk media and folk culture have long served as the lifeblood of community expression and social cohesion in West Bengal. Rooted in tradition, they offer a powerful platform for communication, education, and the preservation of cultural identity. This paper explores the evolving role of folk media in contemporary society, focusing on its impact on cultural preservation, social awareness, and community development. Through an analysis of various forms of folk media — including songs, theater, storytelling, and visual arts — this study highlights how these traditional forms continue to thrive and adapt in the face of modern media influences. The research draws from both primary and secondary sources to provide an in-depth understanding of the relevance of folk culture in present-day West Bengal.*

Keywords: Folk Media, Folk Culture, West Bengal, Cultural Preservation, Community Development, Traditional Arts