* Understanding how post digital media can define traditional focusing on a particular event and paying attention to various aspects:
1. How traditional media impacted/promoted a festival. How it used traditional media to run.
2. How changes in the event came about due to the new media space. Digitalisation. How has that changed?
3. How can Post Digital elevate the event? Moving into the future.

Traditional media:

⁃ Chingay is promoted through newspaper ads.
⁃ In the early days, the event was telecast live by Radio Television Singapore, which made ppl learn more about the Chingay Parade.
⁃ In the 20s and 30s Chingay was advertised at amusement parks! Before that they were more through word of mouth and more of the chinese section in processions for special occasions. It became more recognised as singapore culture after these ads.
⁃ It was telecast live by Radio Television Singapore during 4 February 1973
⁃ Another good point the article gives is that in 1906, Chingay was banned and they decided that the funds would be redirected to education instead.

Digitalisation :

⁃ New media like Instagram can boost the viewers.
⁃ Chingay even has a social media wall on their official website.
⁃ Publicise the event through vlogs.
⁃ For social media, not only fb and ig, they launched a tiktok challenge to encourage more people to share the moments of Chingay.#ChingaySingapore2020 TikTok Challenge

Post Digital:

⁃ We should consider VR for post digital. For example, if the audience bought tickets but were unable to attend the parade, they could use VR to experience it.