

## CHAPTER 14

### ROLE OF TELEVISION AS A MASS MEDIUM

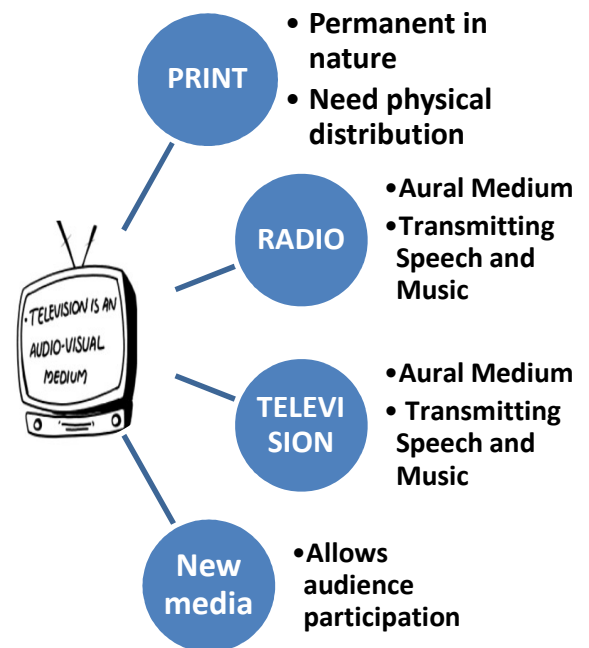
#### 14.1 CHARACTERISTICS OF TELEVISION AS A MEDIUM

The audio visual character of television makes it a magic medium which allows us to watch the world from our drawing rooms. So, characteristics of television are as follow.

- Television is an audio-visual medium.
- Television is a domestic medium.
- Television is a live medium.
- Television is a mass medium.
- Television is a transitory medium.

#### ➤ MAJOR CHARACTERSTIC OF TELEVISION

- Audio visual medium
- Domestic & intimate medium
- Live medium
- Mass medium
- Transistor in nature
- Expensive medium



#### 14.2 TELEVISION AND OTHER MEDIUMS OF MASS

There are various forms of mass media. Majors are as follow:

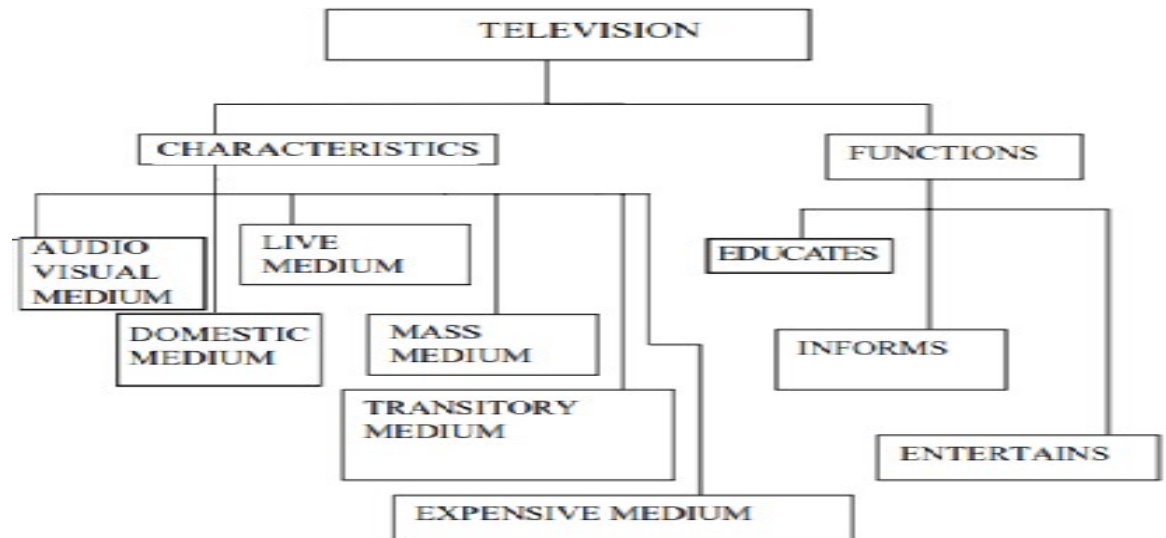
- (a) Print (b) Radio (c) Television.

#### FUNCTIONS OF TELEVISION

##### FUNCTIONS OF TELEVISION:

- Television provides information.
- Television can be used as a source of entertainment.

## 14.4 WHAT YOU HAVE LEARNT



you find in the way the news is reported in the two mediums?

Q3. Compare the television and radio broadcasts of a single event. Note down which one you preferred and the reason for it.

## DO YOU KNOW

**Television can be used:**

- To demonstrate processes or physical skills
- To show movement
- For those lacking reading skills
- To make distance learning more personalized
- To make teaching and learning more attractive, and dynamic

## MAXIMIZE YOUR MARKS

Q1 Identify and watch a programme which provides information in your favorite channel. Make a note of the information you gained by watching the programme.

Q2. Take a same news item in a newspaper and a television channel. What difference do

