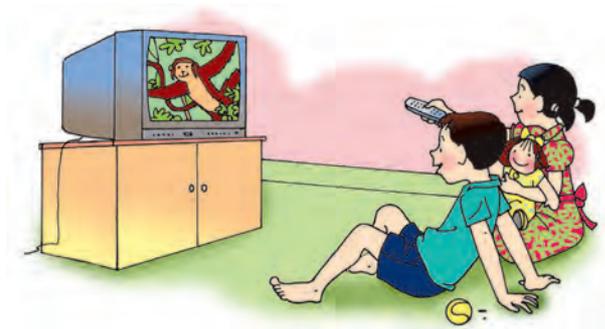


## 15. Communication and Mass Media

Can you tell?



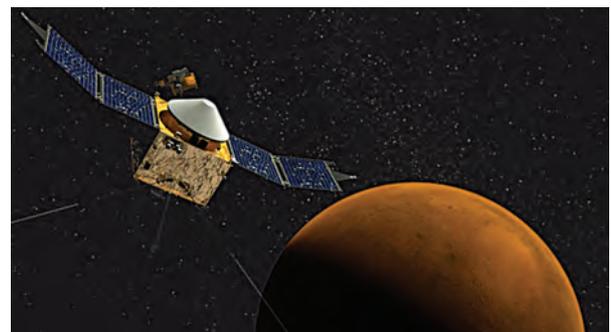
- (1) We watch TV programmes on many different channels. Where do they come from?



- (2) We talk to others on our mobile phones. What makes communication on a mobile phone possible?



In the first chapter, we learnt about launching of spacecraft and artificial satellites. Artificial satellites are used in modern methods of communication. The signals are delivered very quickly from one point to another. For example, (1) We can watch the live telecast of any event going on in any part of the world, for example, football or cricket matches. (2) With the help of mobile phones, we can directly talk to people in other countries. (3) The President or Prime Minister can address the entire nation at the same time over the radio or TV.



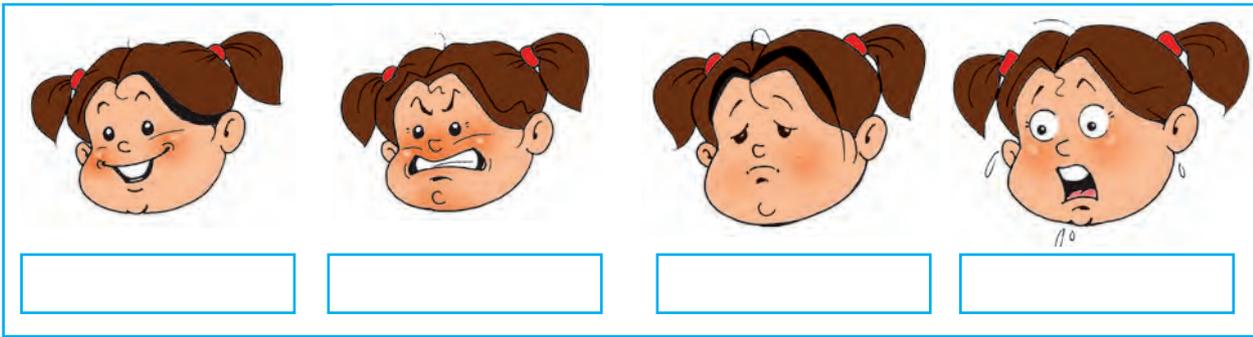
**Artificial satellites are launched into space by means of rockets. They are useful for communication.**

Do you know?



In India, we use artificial satellites for communication. These satellites are called the Indian National Satellites (INSAT).

## Can you tell?

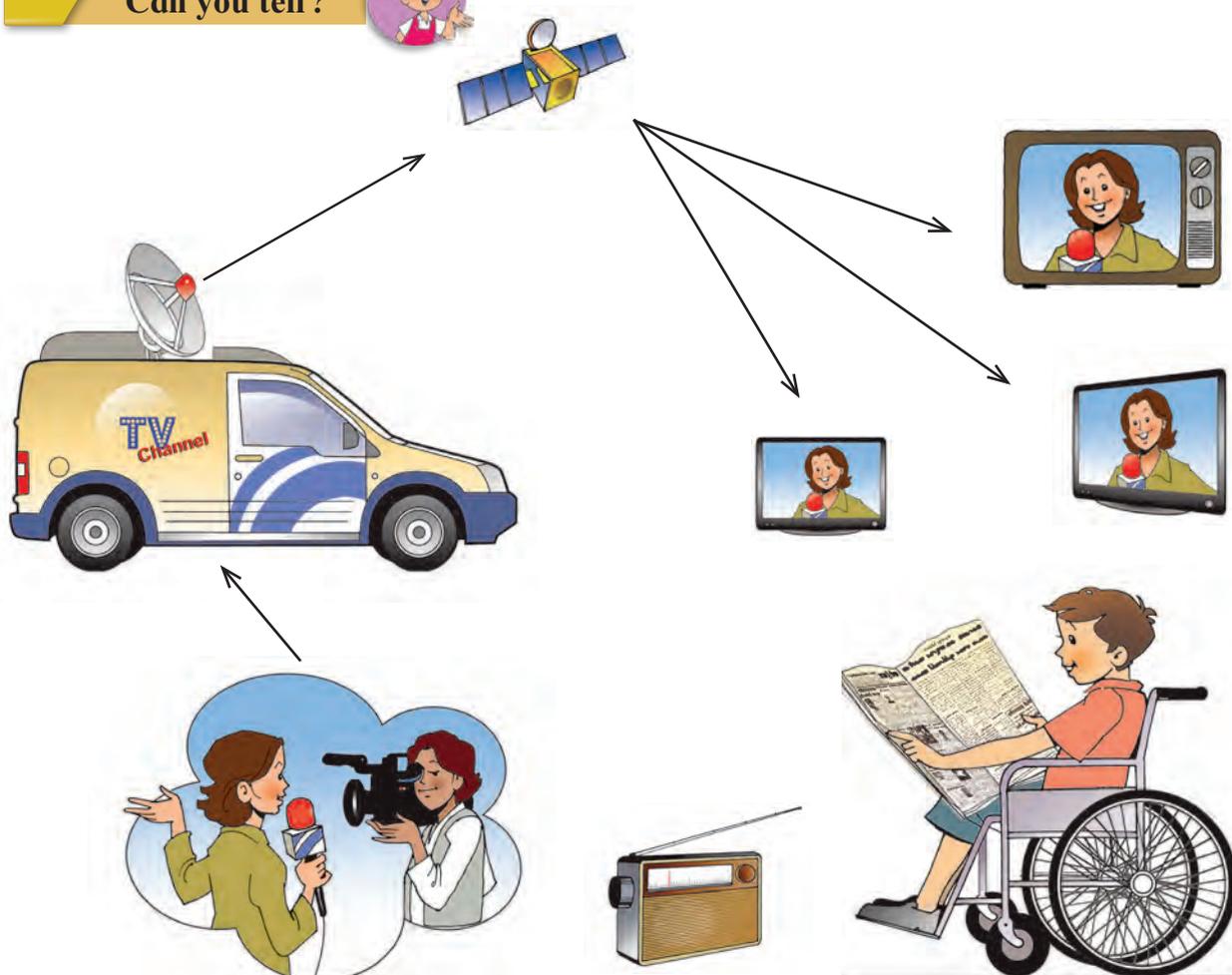


Study the pictures given above. Write the name of the emotion that you see on each face in the box below it.

We can understand a person's feelings by looking at the expression on their face. The expression on a person's face and other gestures communicate a message to

us. We receive messages or information through communication. The exchange of information is called communication. Information broadcast is also a part of communication. Information is useful for constructing knowledge.

## Can you tell?



Study the pictures on the opposite page. In the box below, write the names of the means of communication that are being used.

.....

.....

.....

Note down the different kinds of information you can obtain from a newspaper.

- Educational      ● -----      ● -----
- -----      ● -----      ● -----

### Advantages of telecommunication and mass media

1. We can easily contact people far away from us.
2. The time and effort spent in exchanging information can be saved.
3. They help to raise awareness about issues such the environmental balance, gender equality and cleanliness.
4. People can be forewarned about natural disasters like storms, tsunamis, floods, etc.
5. They build awareness about health, educational facilities, good things happening in society, etc.
6. They help in successful implementation of government schemes launched for the benefit of people.
7. Awareness can be raised about matters related to food, clothes, shelter, education and health. This improves people's way of life.
8. Mass media help in the expansion of trade and industry.

### Disadvantages of telecommunication devices

1. Excessive use of the television, computer or mobile phones causes disorders of the eyes, ears and back. Psychological disorders and isolation, etc. are also possible.
2. We get all sorts of information through television channels and the internet. There are instances of this information being misused to disturb the peace and order in society.
3. Time spent on watching television leads to the neglect of outdoor sports and physical fitness. This has an adverse effect on physical health.

#### What's the solution ?



When Amod, who is in the fifth standard, comes home after school, he visits several websites on his computer. He never misses his favourite TV shows. He plays games on his mother's mobile phone all the time. He is always sitting at home. Lately, his appetite has decreased. He is drowsy and has put on weight.



Amod's mother is worried about him. When will she feel better?

#### Always remember –



Telecommunication devices should be used properly and sensibly. We must be careful not to use them excessively.

## Do you know ?



Audio-visual communication – We cannot see each other when we talk on the telephone. New communication technology has now made this possible on a mobile phone, to see the person we are talking to.

## What we have learnt –



- Introduction to the means of communication.
- Use of space launch technology for telecommunication.
- Introduction to mass media.
- Advantages and disadvantages of the use of mass media.

## Exercises

1. Write down the educational uses of mass media.
2. How were messages communicated before we began to use the telephone?
3. What difference has the computer made to your life?

### Activities

1. Make a table in your notebook as shown below and enter in it the different kinds of information obtained from different TV channels.
2. Visit a radio station and gather information about the kind of work carried out there.
3. Discuss the educational programmes on the National Geographic, Discovery, Dnyanadarshana, and other channels.

Sr. No.	Channel	Programme	Use
1.			
2.			
3.			

\* \* \*

