

L14 -ROLE OF TELEVISION AS A MASS MEDIUM

Keywords

Inventions	Transitory medium (not any more, every program can be recorded and viewed later) or in you tube	Onslaught
Favourite programme	Machinery and expertise	Delayed feedback
Strengths and weaknesses	Hand written magazine	Inactive spectator
Radio commentary	Complex technology	Empowers
Audio visual character	Physical distribution	Fiction
Vivid impressions	Limited products	Non fiction
Movie theatre	Aural medium	Audience backed
Domestic medium	Compelling visuals	Citizen journalism
Integral part of our everyday lives	Personal immediacy	Practical constraints
Impersonal tone	Realism	
Intimate medium	Emotionally involved	
Live medium	Appealing	
Social messages	Undivided attention	
Mass medium	Trait	

In-text Questions

In-text Questions 14.1

1. What makes television images more memorable?
2. Mention three characteristics of television.

3. Name two characteristics of television which makes it an ideal medium for the telecast of sports events .
4. Tick mark (II) the appropriate answer :
 - i. Which character of television makes it an intimate medium?
 - a. live nature
 - b. domestic nature
 - c. audio visual character
 - d. transitory nature
 - ii. Which of the following mediums transmits messages faster?
 - a. newspaper
 - b. manuscript magazine
 - c. television
 - d. cinema
 - iii. Name a drawback of television
 - a. expensive medium
 - b. mass medium
 - c. domestic medium
 - d. live medium
 - iv. Which characteristic of television makes it an ideal medium for delivering news?
 - a. audio visual character
 - b. live nature
 - c. domestic character
 - d. transitory nature

- v. Which of the following is a relatively permanent medium?
- a. television
 - b. radio
 - c. television newscast
 - d. newspaper

In-text Questions 14.2

1. Fill in the blanks with appropriate word/s:
 - i. Radio is an ———— medium
 - ii. Newspaper is a comparatively ———— medium in comparison to the transitory nature of television
 - iii. The arrival of television prompted print to ———— its visual content
2.
 - i. Which of the following statements about television is not true?
 - a. it is audio visual in nature
 - b. it is a live medium
 - c. it is less powerful than print
 - d. delayed feedback is one of its traits
 - ii. Which of the following allows the viewer to participate in television content production?
 - a. Citizen journalism
 - b. Current affairs programmes
 - c. News
 - d. Serials

- iii. Identify the false statement
 - a. Newspapers need to be physically delivered to the readers
 - b. Television has wiped out newspapers
 - c. Television is a domestic medium
 - d. New media is interactive in nature

In-text Questions 14.3

1. Name two functions of television
2. Give an example where television is used for educational goals
3. Name the most popular function of television.
4. Fill in the blanks with appropriate word/s:
 - i. _____ is an example of a channel which provides informative programmes.
 - ii. Television can help to make distance learning _____.
 - iii. The one way communication method of television _____ its role as an educator.

Terminal Questions

1. What are the major characteristics of television?
2. Identify the major differences between television, print and radio.
3. What are the main strengths and limitations of television?
4. Explain the functions of television.

Previous Year Questions

1. How does television differ from other mass media? Explain. 4
2. Describe the characteristic of television as a mass media. 4

3. Write the major characteristics of television as a medium. 4
4. Describe the impact of television in our daily lives. 4
5. List any four impact of television in our daily lives. 4
6. Write and discuss any six characteristics of television as a medium. 6
7. Explain the main characteristics of television. 6