

SESSION : 11

CLASS : 5

SUBJECT : SOCIAL SCIENCE

CHAPTER NUMBER: 10

CHAPTER NAME : COMMUNICATION

SUBTOPIC : MASS COMMUNICATION

CHANGING YOUR TOMORROW

LEARNING OBJECTIVES

Enable the learner to know about:

- **Meaning of communication.**
- **Meaning of mass communication.**

RECAPITULATION

Communication can be of different types:

- **Personal Communication/communication with individuals**
- **Mass Communication**

Means of personal communication are:-

- **Telegraph (by Samuel Morse in America in 1838)**
- **Telephone (by Alexander Graham Bell in 1876)**
- **Fax (In 1843 by Alexander Bain)**
- **Mobile phone (On April 3, 1973 by Martin Cooper, a Motorola researcher)**
- **Letters**
- **E-mail**
- **Video calling through Skype, Facetime over computers or smartphones**
- **Social networking sites like Facebook, Instagram and Twitter**

COMMUNICATION

Communication can be of different types:

- Personal Communication/communication with individuals
- Mass Communication

MASS COMMUNICATION:

Mass communication refers to the transmission of information to a large number of people at the same time. It takes place through mass media and social media.

JAGDISH CHANDRA BOSE



Mass media:-

Mass media are not interactive. For example:-

Newspaper (Johann Gutenberg- printing press)

Periodicals (daily, weekly, monthly magazines)

Books

Advertisements

Radio (Nikola Tesla in 1893 and Guglielmo Marconi in 1896)

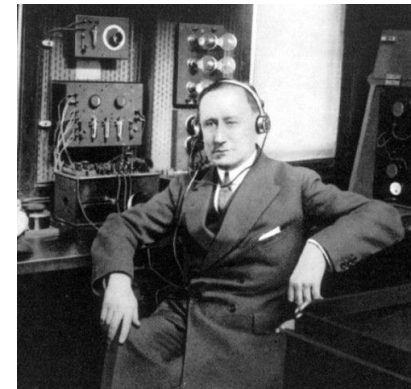
Television (John Logie Baird in 1926)

Cinema (silent movie in India in 1913-Raja Harishchandra)

(sound movie in India in 1931-Alam Ara)

(sound movie or talkies)

GUGLIELMO MARCONI



Social media:

Social media is a means of mass communication that uses the internet to connect to a large audience. It is interactive.

For example:-

- Blogs
- You tube
- Video logs
- Podcasts
- Chat rooms



SUMMING UP

Communication can be of different types:

- Personal Communication/communication with individuals
- Mass Communication

MASS COMMUNICATION:

Mass communication refers to the transmission of information to a large number of people at the same time. It takes place through mass media and social media.

- Mass media
- Social media

HOMEWORK

Draw or paste the picture of old and new means of communication in the notebook.

FIRST SILENT MOVIE OF INDIA

<https://youtu.be/DWVkJCkmDEEk>

FIRST SOUND MOVIE OF INDIA

<https://youtu.be/19VYN2TiM9M>

QUESTIONNAIRE:

1. State true or false:

- a. The internet consist of only a network of smart phones. F**
- b. Modern means of communication have virtually reduced the world to a global village. T**
- c. Smartphones can only be used to send messages. F**
- d. E-mails can be sent if the device is connected to the internet. T**

2. Fill in the blanks:

- a. The way a language is written is called script .
- b. Transmission of information to a large number of people at the same time is mass communication.
- c. SMS is used to send short text.
- d. The first revolution in the field of personal communication is telephone .
- e. Radio means of mass communication can reach remote areas.
- f. E-mail is a letter sent through internet.
- g. Johann Gutenberg invented printing press .
- h. The internet consists of a global network of interconnected computers .

LEARNING OUTCOME:

By the end of the class, learners will be able to know:

- **Meaning of communication.**
- **Meaning of mass communication.**

THANKING YOU
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