

SESSION :3

CLASS : 4

SUBJECT : SOCIAL SCIENCE

CHAPTER NUMBER: 16

CHAPTER NAME :SENDING MESSAGES

SUBTOPIC : SHORT Q/A

CHANGING YOUR TOMORROW

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.

- When we share our thoughts, ideas and feelings or exchange information with people
- we say we are communicating.

Definition

The sharing of a thought, idea or feeling

Different forms of communication:

Reading

Writing

Listening

Touching

Seeing

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**

Mass Media

- Till now we have talked about personal communication, or one person sending messages to another.
- But often we also need to send messages to a large number of people at the same time.
- This can be done through newspapers, radio or television. These are called mass media.
- They are means of mass communication, that is, Communication a message to a large number of people.



Newspaper



Radio



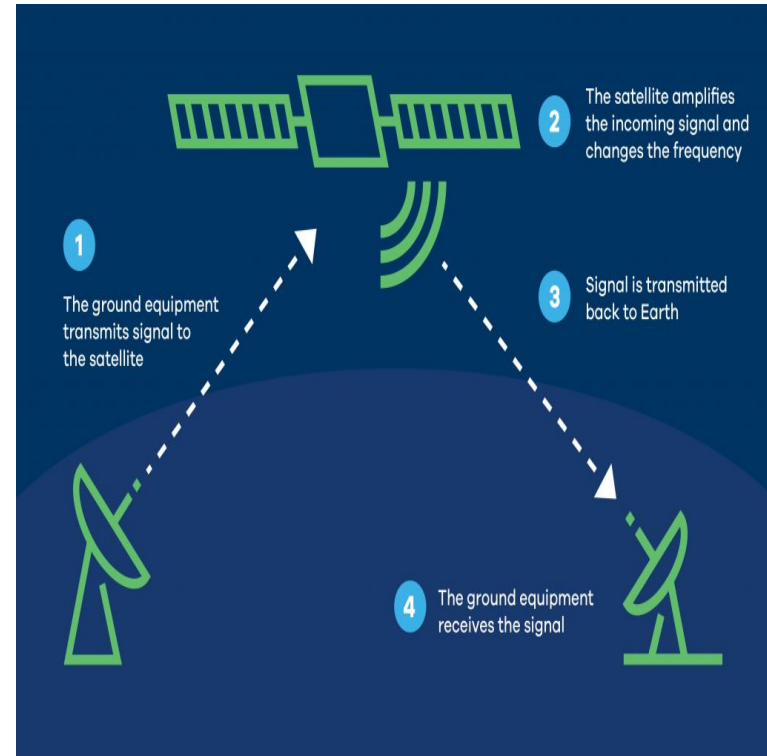
Television



Computer
(Internet)

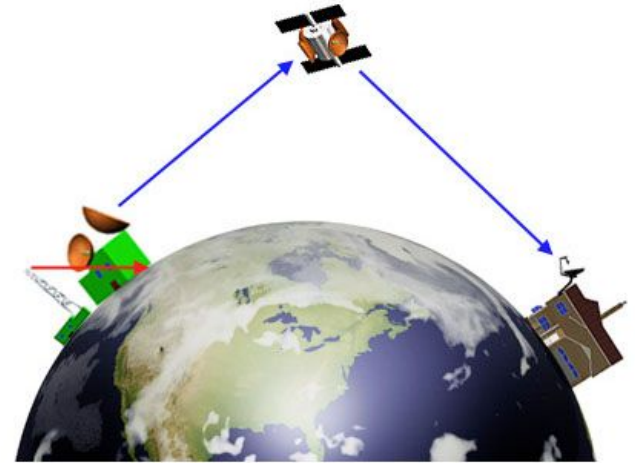
Mass Media

- News, educational and entertainment programmes telecast on television are watched by millions of people.
- Important sports and cultural events can be shown live (pronounced live') on television.
- This is possible because of satellites.
- Television signals from one part of the world can be sent to another part of the world through satellites.



Mass Media

- Television signals from one part of the world can be sent to another part of the world through satellites.
- Television signals can also be received all over India. Since television sets are expensive, our government has installed television sets at community centres in several villages in India.



A. Write T for true and F for false sentences.

1. In the olden days, people sent messages through sparrows. **False**
2. The courier service offered by post offices in India is known as Speed post. **True**
3. For sending an e-mail, an Internet connection is necessary. **True**
4. Newspapers are the most popular means of mass communication in India. **True**
5. Television and radio signals can only be received in important cities in India. **False**

C. Multiple choice questions.

1. Messages sent through computers connected to the Internet are called

a. fax

b. e-mail

c. speed post

d. SMS

2. The fastest way to communicate is through

a. telephone

b. e-mail

c. newspapers

d. letters

3. Smartphones can be used to

a. make phone calls

b. send email

c. listen to music

d. all of these

4. Which of these is considered as mass media?

a. newspapers

b. Television

c. Radio

d. all of these

5. Important events can be shown live on television because
- a. TV stations are present all over the world
 - b. TV signals are sent through electric wires
 - c. TV signals are sent through satellites**
 - d. TV signals can travel around the world

Answer the following questions.

1. Name the different ways of sending messages through post offices.

Ans. The different ways to send messages through post offices are:

- a. We can send money orders and parcels.
- b. Post offices also offer speed post which take one or two days to reach any city in India.

2. What is the advantages of speed post over ordinary postal delivery?

- Ans.**
- a. Speed post which takes one or two days to reach any city in India.
 - b. If we want to send any document urgently then It will post it faster than usual

3. Why are telephones such a popular means of communication today?

Ans.

- a. Telephones such a popular means of communication today because it is the fastest and most convenient means of sending spoken messages.
- b. We can talk to any person living in our own country or in other country.

4. You have just completed painting a picture and want your father to see it. But your father is in another city. Which method of communication can you use?

Ans. I will use FAX facility to send written messages or pictures instantly.

5. What do you understand by mass media?

Ans. When we need to communicate or send messages to a large number of people at the same time, it is done by newspaper, radio or television are called mass media.

6. How do satellites help in sending television signals?

Ans.

a. Television signals from one part of the world can be sent to another part of the world through satellites.

b. Satellite TV works by broadcasting video and audio signals from geostationary satellites to satellite dishes on the Earth's surface.

7. Write about the latest means of communication like emails, cell phones and smartphones

7 Ans. Email

a. E mail- A very convenient and fast method of sending messages today is electronic mail or e-mail.

b. Emails are sent through computers connected to the Internet. These days, e-mails can also be sent through mobile phones.

Cell phone

a. Mobile or cell phones can be easily carried with us.

b. We can also send short messages through cell phones or mobile phones.

Smart phones

a. Smartphones can be used to connect to the internet, send and receive emails.

b. We can also take pictures and view them and download and listen to music

HOT'S

Q. Why do you think the television is the most popular means of mass media today?

Ans.

- a. It broadens knowledge of different cultures, promotes tolerance and global understanding of international issues.**
- b. television encourages scientific and cultural curiosity.**

Q. Sonam is a vegetable vendor who sells vegetables from house to house on her cart. She recently acquired a cell phone. How do you think she can use her cell phone to improve her sales?

Ans.

- a. She will ask the consumers to pre-order the vegetables so that she knows the exact amount she needs to buy. This will prevent her from loss.**
- b. She can get online money transfer facilities so that customers can give their payment easily.**

Q. Newspaper are very cheap. They cost just a few rupees a paper. But the cost of producing them is much higher. Find out how it is possible for you to get them so cheap.

Ans.

- **Subsidy from government, helps to keep the newspaper price low .**
- **They also get their main price from the advertise industry.**
- **To circulate the advertisements they need to keep the newspaper price low.**

Summing up

- When we share our thoughts, ideas and feelings or exchange information with people.
- Speech is the fastest method of communication between people.
- pigeons or had to send someone with the message.
- The postal system was established for sending messages.
- A very convenient and fast method of sending messages today is electronic mail or e-mail.

QUIZ

Fill in the blanks

1. Telephone was invented by _____.

Ans. Alexander Graham Bell

2. Television signals from one part of the world can be sent to another part of the world through _____.

Ans. satellites

3. The is the fastest and most convenient means of sending spoken messages.

Ans. telephone

4. Who invented printing press?

Ans. Johann Gutenberg

New Words

Communicating

Parcels

Convenient

Speed Post

Courier services

Satellites

Installed

Frequency

HOMework

List out the two ways of new and faster means of communication. Write in your project record.

Ans.

- a. The telephone or mobile phone is the popular, modern and quickest means of communication which exchanges information between two persons.**
- b. internet - Due to internet , we can connect with any person living in any country.**

HOMEWORK-

ACTIVITY- FROM OLD TO NEW (PASTE OR DRAW THE PICTURES OF COMMUNICATION THAT ARE USED FROM OLDEN DAYS TO THE PRESENT DAYS.)

The older methods of communication were:

cave paintings
smoke signals
Symbols
carrier pigeons
telegraph.

The latest and modern ways are more convenient and efficient are:

Television
Cell Phones
Internet
E-mails
Social media

LEARNING OUTCOME:

The learners will be able to know about

- **Different ways of communication.**
- **Communication from olden days to the present days.**

THANKING YOU
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