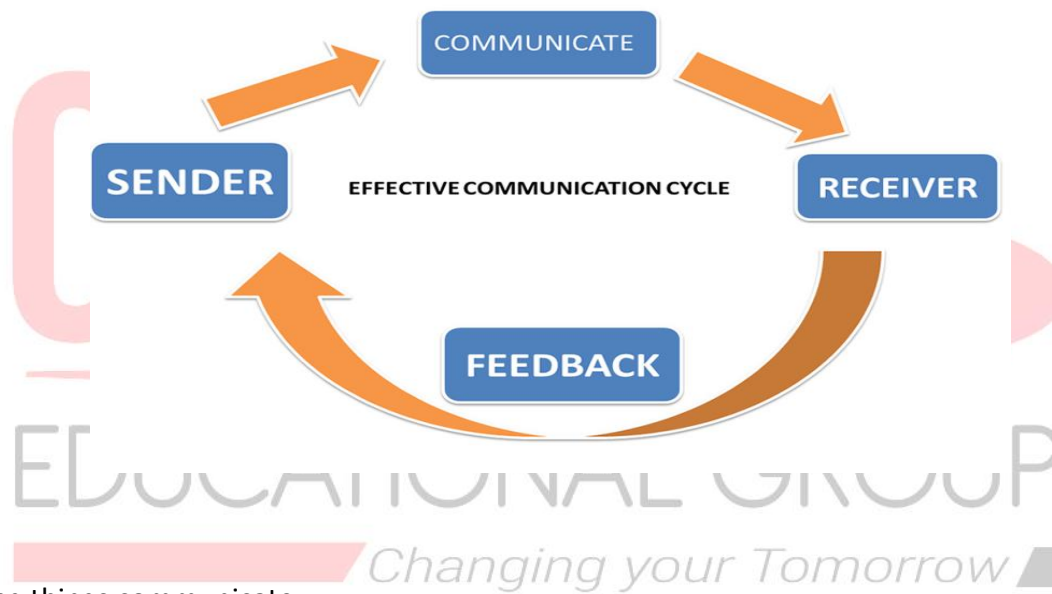


Chapter- 10

Communication

STUDY NOTES**Let's Learn****Communication**

Sending and receiving messages is called communication.



All living things communicate.





Human beings often communicate by talking. But in earlier times, when language was not known, people used sign language to communicate just like other animals.

PLEASE

THANK YOU

SORRY



Later on, they started drawing signs and symbols to communicate.



But because of their superior intelligence, they were able to develop language and then writing to communicate. Some of the oldest forms of human communication include making sounds, drawing, painting, dancing, acting, and using symbols. Slowly they developed speech, languages and scripts.

Modes of sending messages over long distances in ancient time

- Talking drums



- Smoke signal



- Runners



- Horse riders



- Pigeons



- Cave painting



- Whistling



But the drawback is it would often take several days for messages to reach their destination. Later, the postal services made the task of sending messages much easier.



Indian Post Office Box

Long distance communication was revolutionized by the invention of the telephone in 1876. Distances have shrunk so much that we are said to be living in a global village. Communication can be of different types:

- Personal Communication/communication with individuals
- Mass Communication

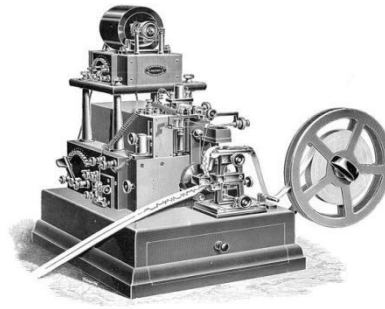
Personal Communication/Communication with individuals

Personal communication is between person to person, and it is the necessary communication between two people making man a social animal. Like

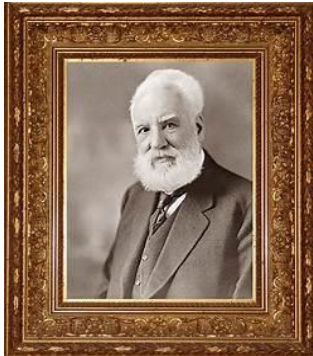
- Face-to-face interaction
- Sending letters and parcels

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
- Mail
- Video calling through Skype, Face time over computers or smartphones
- Social networking sites like Facebook, Instagram and Twitter

Mass Communication

Changing your Tomorrow

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:-

Mass media are not interactive. For example:-

- Newspaper (Printing machine by Johann Gutenberg in Germany in 1443)
- Periodicals (daily, weekly, monthly magazines)
- Books
- Advertisements
- Radio (Guglielmo Marconi in 1895).
- Television (John Logie Baird in 1926)

- Cinema (First silent cinema in 1895)

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



- V logs



- Podcasts



- Chat rooms



Impact of satellites on communication

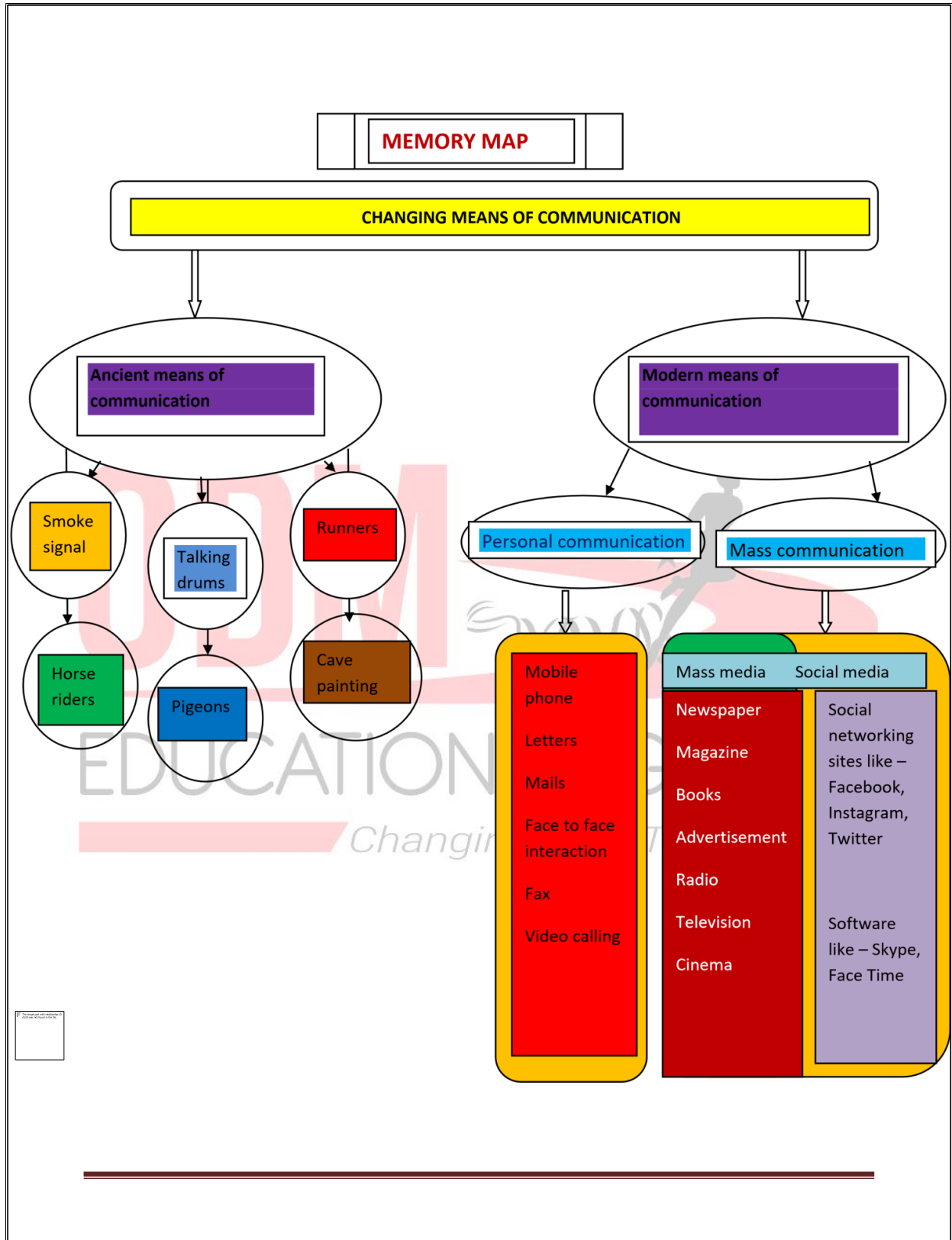
The use of communication satellites has brought about many changes in the way people communicate. Satellites travel around the Earth in space from where they receive and send signals to earth. This has made it possible for us to view the live telecast of happenings around the world, such as

- Direct telecast of cricket matches and award ceremonies.
- Variety of television channels
- Functioning of internet
- Telephone conference calls
- Video conferencing

Satellites have made television one of the most popular means of mass communication. Thus, by ensuring that distance does not matter, modern means of communication have virtually reduced the world to a global village.



A geostationary satellite is an earth-orbiting satellite, placed at an altitude of approximately 35,800 kilometers (22,300 miles) directly over the equator, that revolves in the same direction the earth rotates (west to east).



Let's know more**Answer these**

- Name the physicist who successfully show how radio waves travelled, in the year 1894 before Guglielmo Marconi of Italy.
- Who was the inventor of world's first printed newspaper?
- How many communication satellites are there in India?

Let's Do**A. Identify the means of communication from the following clues.**

1. Copies of documents sent through this machine reach instantly: _____
2. The most popular method of sending spoken messages: _____
3. You require a computer and an Internet connection to send such messages: _____
4. The cheapest means of mass communication: _____
5. The most popular means of mass communication: _____
6. Information Superhighway: _____
7. Documentary films: _____

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

1. Mass communication became possible after printing was invented.
2. E-mail is delivered to the receiver as fast as a copy of a document sent through a fax machine.
3. The most popular means of mass communication is the television.
4. Television signals are sent to far away places through satellites.
5. The Internet cannot be used for mass communication.

Multiple choice questions.

1. Which of these is a method of mass communication?

a. Letter b. telephone c. radio d. e-mail

2. Which of these is known as the Information Superhighway?
 - a. Television
 - b. internet
 - c. radio
 - d. all of these
3. Who invented printing?
 - a. Johann Gutenberg
 - b. Guglielmo Marconi
 - b. John Logie Baird
 - d. Alexander Graham Bell
4. Which of these is used both for individual communication as well as for mass communication?
 - a. Radio
 - b. television
 - c. internet
 - d. all of these

Understand and Answer

C. Answer the following questions.

1. How did early humans communicate with each other?
2. What made it possible for humans to become better communicators than animals?
3. What is mass communication?
4. List three means by which you can send a written message to another person.
5. Name four means of mass communication.
6. Why is television the most popular means of mass communication?
7. Why is the Internet called the 'Information superhighway'?
8. How did satellites improve communication?

Teacher's Note

'The harmful effects of social media far outweigh its beneficial effects.' Do you agree with this statement?

Improve your G Ks

- World's first printed newspaper was published in – 1605, in Germany
- The world's first active communications satellite – Tel star 1
- Indian first communication satellite – APPLE (ISRO)

ANSWER KEY**Let's know more**

- Jagadish Chandra Bose of India
- Johann Gutenberg of Germany
- Nine

Let's Do

A. 1. Fax machine

2. Telephones

3. E-mail

4. Radio

5. Television

6. The Internet

7. Cinema

B. 1. T

2. F

3. T

4. T

5. F

Multiple choice questions.

1. C. Radio
2. B. Internet
3. A. Johann Gutenberg
4. C. internet

Understand and Answer

- C.** 1. Early humans use sign language to communicate with each other. Messages were sent over long distances through pigeons, horses, talking drum, smoke signal, runners, pigeons, cave painting and whistling.
2. Humans have superior intelligence. That is why they were able to develop language and then writing to communicate. This has enabled humans to communicate better with each other. This is how superior intelligence has made it possible for humans to become better communicators than animals.
3. When an idea is communicated to many people at the same time it is known as mass communication. For example, books, magazines and newspapers communicate an idea to several people at the same time.
4. Three means by which we can send a written message to another person are -
- i. Letters
 - ii. Fax
 - iii. E-mail
5. Four means of mass communication are -
- i. Radio
 - ii. Cinema
 - iii. Television
6. The television was invented in England by John Logie Baird in 1926, only about 80 years ago. It has the great advantage of having both sight and sound. People can see the

pictures and hear people talk, while sitting comfortably in their homes. The most important point which makes television the most popular means of mass communication is that it can share information to illiterate people and events are shown live on it.

7. We can get any information from internet. The internet is a fast and efficient way of sending information around the world. That is why it is called the 'Information Superhighway'.

8. Satellites improve communication because -

- Communication satellites are sent into outer space by rockets.
- They revolve around the Earth.
- Signals are sent up to the satellites which transmit them back to Earth, covering a much larger area in the process.
- It is because of these satellites that you can see events such as cricket matches being played in England or West Indies live on our television.
- Telephone and computer signals are also sent to other countries through satellites.

