

**SESSION : 3**  
**CLASS : 03**  
**SUBJECT : SOCIAL SCIENCE**  
**CHAPTER NUMBER : 11**  
**CHAPTER NAME : MEANS OF COMMUNICATION**  
**SUB-TOPIC : MASS COMMUNICATION  
AND SATELLITE**

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**CHANGING YOUR TOMORROW**

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# MASS COMMUNICATION

- The exchange of information with many people at the same time is called mass communication.
- The means of mass communication are called mass media.
- Newspapers, television and radio are examples of mass media.

## Newspapers and magazines

- Newspapers and magazines contain news, articles and advertisements printed on paper.
- They are a popular and useful means of sharing information with a large number of people every day



## Radio

- The radio was one of the earliest means of mass communication. It is popular even today.
- It can be used to spread information to every corner of the country- even distant villages that do not have electricity.
- Even people who cannot read or write can listen to the radio and get information.



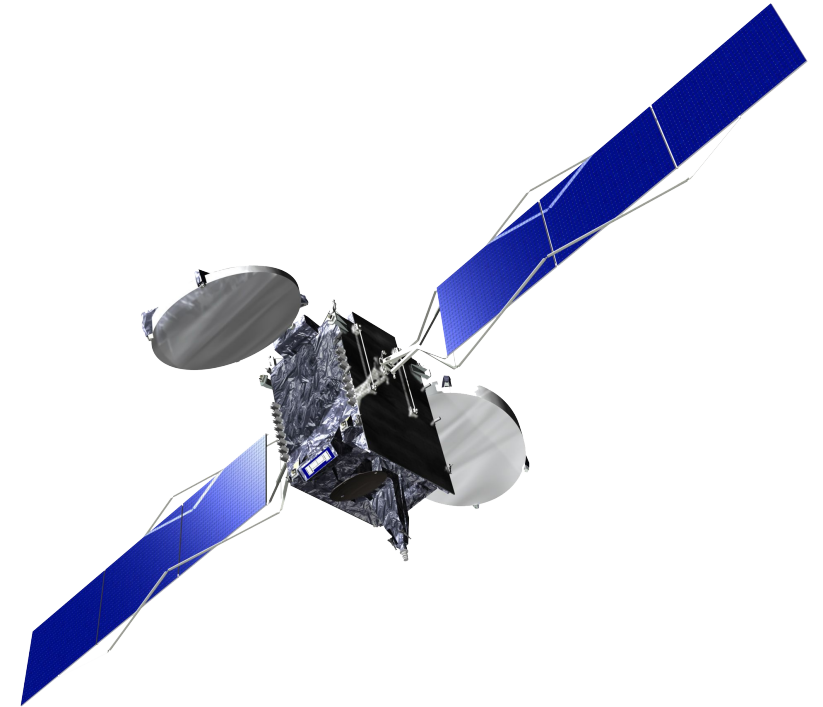
# Television

- Today, television is one of the most popular means of mass communication. It is an audio-visual means of communication.
- We can watch movies, cartoons and news on television sitting at home. We can watch events "live" on television-that is, we can watch an event even as it is happening in some other part of the world.



## Satellite

- Today, satellites placed high above the Earth help to send telephone messages, radio and TV programs around the world instantly.
- It is because of satellites that we are able to see sports and other events taking place in any part of the world 'live' from the comfort of our homes.



## Cross the wrong one out:

1. We post our letter in (letter box/hospital).
2. (Aeroplane/phone) is used to communicate
3. Sound and pictures can be broadcast through (television/fax).
4. (Radio/letter) is a mean of personal communication.
5. (Runners/fax) were used to send messages in ancient period.
6. E-mails can be sent from a (computer/television).

### ACTIVITY

<https://quizizz.com/join/quiz/5fd88d38fc14ba001b8a3b0b/start?studentShare=true>

## **LEARNING OUTCOME :**

**To enable the children to know about**

- **able to know about means of mass communication and internet.**

**THANKING YOU**  
**ODM EDUCATIONAL GROUP**