

SESSION NO- 3

CLASS – III

SUBJECT : SOCIAL SCIENCE

TOPIC- 11 Means of communication

SUB-TOPIC- MassCommunication and internet

CHANGING YOUR TOMORROW

LEARNING OBJECTIVE :

To enable the children to know about

- **able to know about means of mass communication.**
- **What are the means of mass communication.**

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.



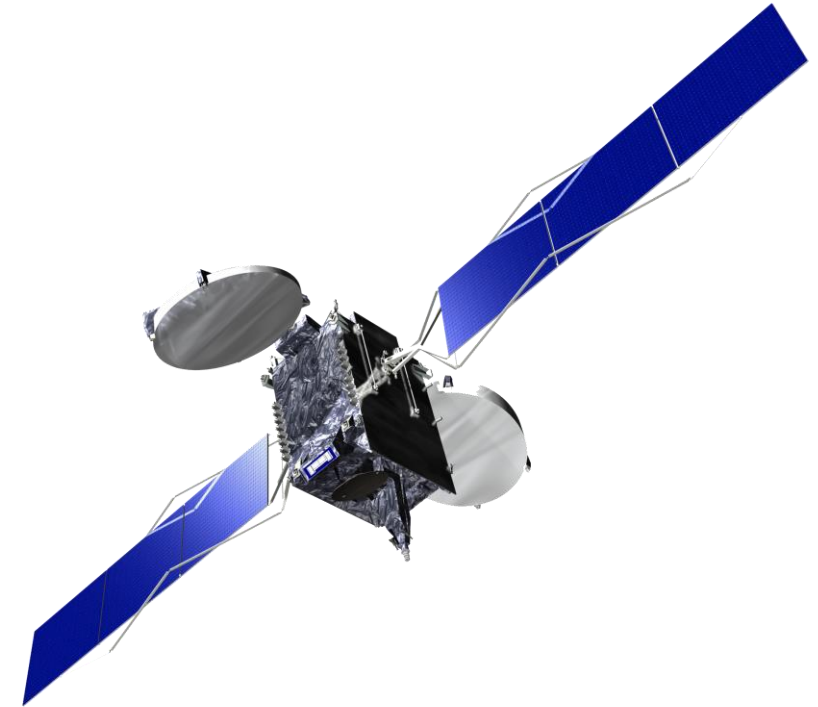
Television

- 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.



THE INTERNET

- The invention of the Internet around 60 years ago completely changed the way people communicate.
- The Internet allows people across the world to send messages, e-mails, gather information and chat with each other instantly.
- It is one of the cheapest and most popular modes of communication today, for those who have access to it.

E-mail

- E-mails or electronic mails are letters sent over the Internet. Earlier, e-mails could only be sent on computers that were connected to the Internet.
- These days e-mails can be sent on Smartphones too. E-mails are received as soon as they are sent, making communication instantaneous (immediate).

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).

Home Assignment

Write the necessity of internet in the present situation.

ACTIVITY

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

THANKING YOU
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