

SESSION NO- 4

CLASS – III

SUBJECT : SOCIAL SCIENCE

TOPIC- 11 Means of communication

SUB-TOPIC- Smart phones ans e-readers and short Q/A

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 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.



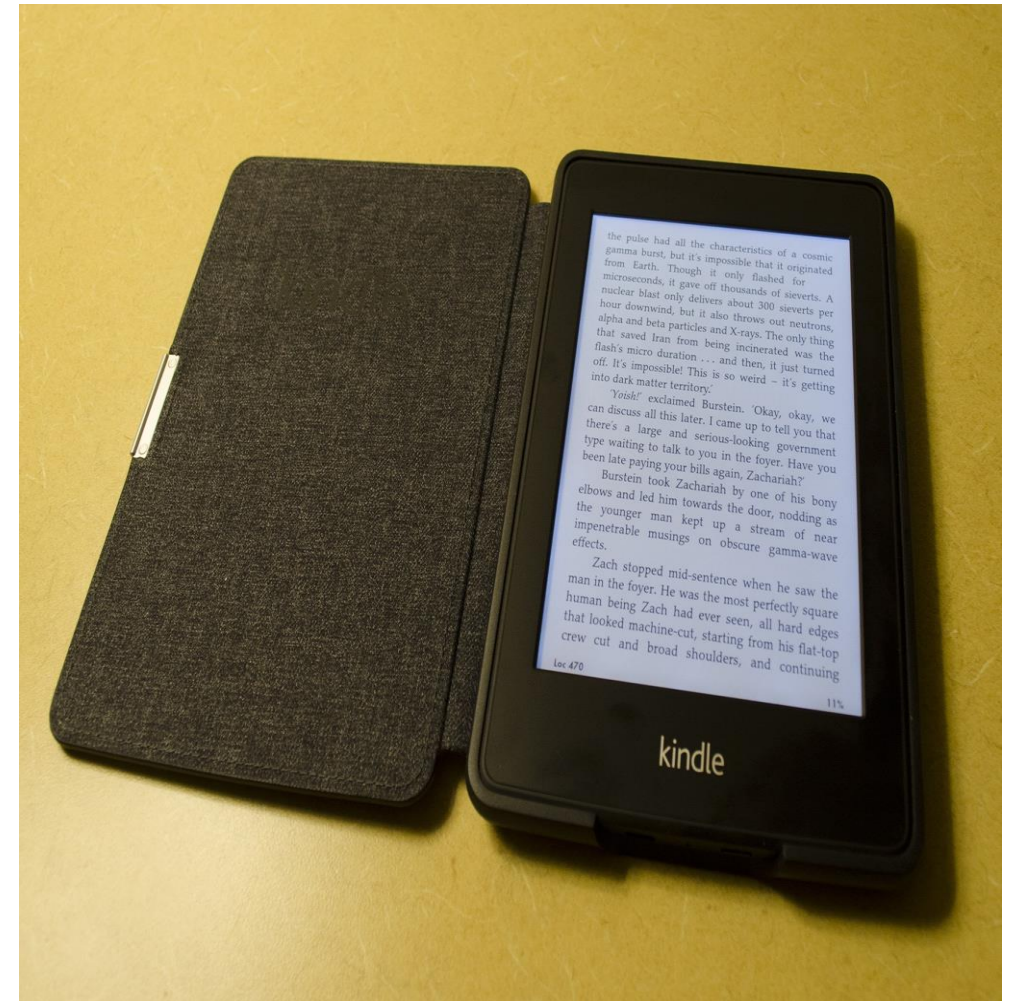
Smartphones

- **Smartphones are mobile phones that have the features of both a phone and a computer.**
- **They allow us to make calls, send and receive messages, take and send photographs and listen to music.**
- **We can also connect to the Internet and send and receive e-mails.**



e-readers

- An e-book reader, also called an e-reader, can be used for downloading and reading digital books and periodicals.
- All these latest means of communication have brought the world closer and helped to connect people better.



Write T for true and F for false sentences.

1. Long ago, trained pigeons delivered letters.
2. Letters reach faster than e-mails.
3. Television is the most popular means of mass communication in our country.
4. A fax machine is not connected to a telephone line.
5. India has the largest postal service in Asia.

A. Correct the jumbled words to get 'communication words'.

- **nwsprepea** **stlitelea** **teslnveioi** **eilma**

A. Ans - newspaper Satellite Television E mail

A. Arrange these in increasing order of time taken for messages to be delivered.

- **Telephone** **postcard** **e-mail** **courier mail**

- **Post card** **Courier mail** **Email** **Telephone**

ACTIVITY

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

LEARNING OUTCOME :

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THANKING YOU
ODM EDUCATIONAL GROUP