

TELEVISION VS NEWSPAPERS

SOLUTION

Unit: 06

Class: X

Assignment Number: 07

Assignment Date: 15th June 2020

INSTRUCTIONS: READ THE LECTURE SLIDES CAREFULLY TO ATTEMPT THE ASSIGNMENT.

Answer the following questions

- i. What do understand from the term mass media?
 - Mass media refers to a various types of media technologies that reach a large audience. Mass media includes books, newspapers, radio, films, magazines, pamphlets, advertisement etc.
- ii. What was the initial purpose of the television and the newspapers?
 - Newspapers were established primarily to cover the news while the television was established with the aim of providing entertainment.
- iii. How has television become a powerful rival of the newspapers?
 - Television has become a powerful rival to newspapers because of its audio and visual qualities. People can enjoy themselves and develop their opinion just by viewing and listening to things, which is in contrast to newspapers which require command over language for understanding and opinion building. Therefore, the simplifications made by the television specially in opinion building makes it a powerful rival to newspapers.
- iv. What luxury newspaper readers enjoy over television viewers?
 - Newspapers do not require a particular place or time to read the newspaper. It can be carried anywhere and read at any time of the day. Readers have the liberty to leave/ omit any news or section of the newspaper which they dislike and read the section which they desire. On the other hand, television requires a place to be watched and there is a certain time for a program to be aired and viewed. A program or its certain parts missed by the viewers due to any reason cannot be watched again.
- v. What major problem television has created and what is its major weakness?
 - Television has brought laziness with itself because news and entertainment is available at the press of remote control's button. Television viewers do not have the luxury of watching a particular program at any time of the day nor they have the option to skip the news/ part of program which they dislike. Furthermore, television requires a place to be watched and there is a certain time for a program to be aired and viewed. A program or its certain parts missed by the viewers due to any reason cannot be watched again.

However, today television viewers have the option to record a certain program to watch it later.

vi. How watching television is easier than reading a newspaper?

- The advantage of the television over the newspapers is that it broadcasts news and events as they happen. Another advantage of the television broadcast is the viewer does not require command over language to understand the happenings as everything on television is visual and auditory form however, a newspaper reader is required to have command over language for understanding the news.

vii. What is reason behind reading two newspapers? It is worth it?

- People read more than one newspaper to get different views on a news/ topic and also to validate the news item. Through television people can get views on a news item by talk shows but it is very difficult to check the validity of the news item as there are chances that news channels may not air the same news or it may be aired in a different way giving a different meaning. In short, reading more than one newspaper for a news is beneficial for deeper understanding of a topic.

viii. How can people share their views in a newspaper?

- Newspaper readers can give their feedback on news items through letter to editor or on the electronic pages of the newspapers in form of comments.

ix. Explain the simile 'Television is like having a fast food whereas reading newspaper is like having a ten course dinner'

- Television is like a fast food because information and entertainment is in audio and visual form which is understood easily without having command over language. On the other hand, newspaper is like a ten-course dinner because the reader must have command over language and patiently read the entire article/ news item for understanding.