

**SESSION : 11**

**CLASS : 5**

**SUBJECT : SOCIAL SCIENCE**

**CHAPTER NUMBER: 10**

**CHAPTER NAME : COMMUNICATION**

**SUBTOPIC : MASS COMMUNICATION**

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**CHANGING YOUR TOMORROW**

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# LEARNING OBJECTIVES

**Enable the learner to know about:**

- **Meaning of communication.**
- **Meaning of mass communication.**

## RECAPITULATION

### Communication can be of different types:

- Personal Communication/communication with individuals
- Mass Communication

### 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
- E-mail
- Video calling through Skype, Facetime over computers or smartphones
- Social networking sites like Facebook, Instagram and Twitter

# **COMMUNICATION**

**Communication can be of different types:**

- Personal Communication/communication with individuals
- Mass Communication

**MASS COMMUNICATION:**

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 (Johann Gutenberg- printing press)**

**Periodicals ( daily, weekly, monthly magazines )**

**Books**

**Advertisements**

**Radio (Nikola Tesla in 1893 and Guglielmo Marconi in 1896)**

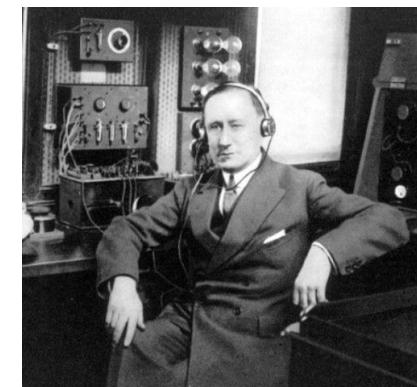
**Television (John Logie Baird in 1926)**

**Cinema (silent movie in India in 1913-Raja Harishchandra)**

**(sound movie in India in 1931-Alam Ara)**

**(sound movie or talkies)**

**GUGLIELMO MARCONI**



## 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
- Video logs
- Podcasts
- Chat rooms



# SUMMING UP

## Communication can be of different types:

- Personal Communication/communication with individuals
- Mass Communication

## MASS COMMUNICATION:

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
- Social media

## HOMEWORK

**Draw or paste the picture of old and new means of communication in the notebook.**

## **FIRST SILENT MOVIE OF INDIA**

<https://youtu.be/DWVkCkmDEEk>

## **FIRST SOUND MOVIE OF INDIA**

<https://youtu.be/19VYN2TiM9M>

## QUESTIONNAIRE:

1. State true or false:

- a. The internet consist of only a network of smart phones. F
- b. Modern means of communication have virtually reduced the world to a global village. T
- c. Smartphones can only be used to send messages. F
- d. E-mails can be sent if the device is connected to the internet. T

## 2. Fill in the blanks:

- a. The way a language is written is called script.
- b. Transmission of information to a large number of people at the same time is mass communication.
- c. SMS is used to send short text.
- d. The first revolution in the field of personal communication is telephone.
- e. Radio means of mass communication can reach remote areas.
- f. E-mail is a letter sent through internet.
- g. Johann Gutenberg invented printing press.
- h. The internet consists of a global network of interconnected computers.

# **LEARNING OUTCOME:**

**By the end of the class, learners will be able to know:**

- **Meaning of communication.**
- **Meaning of mass communication.**

**THANKING YOU**  
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