



18 Means of Communication and Advertisement

We know that man is a 'thinking social animal'. 'Intelligence' is the most important gift he has received. When man feels, fear, happiness, sorrow, etc. then he tries to express it. He enhances happiness by sharing his happiness with others while lightens sorrow by sharing it.

An elaborate system of sending or receiving information or messages from one place to another place is called a communication system or communication media. In the earlier times, the messages were sent by beating drums, signalling by fire or smoke, waving flags, shouting loudly or by drawing pictures and signs. Thus, the development of hieroglyphics might have started with language and the message would have been conveyed that way. Sometimes, birds and animals were used to deliver the messages. Initially the means of transportation were the means of communication. Over the time, printing press, post-office, telephone, mobile phone, fax, satellite and internet have made communication much faster and easier.

Communication has made significant contribution for the development in the field of Science and Technology. The world has become smaller from the aspect of time due to the means of communication. The modern communication system has turned the whole world into a global village. At present economic development is based on modern communication system. We have become capable to see many live events taking place on the surface of the earth or in space. Along with the economic, social, political and cultural development of the country, the communication system plays an important role in maintaining national unity and integrity. In a vast country like India, management of natural disasters like floods, droughts, earthquakes, cyclone, tsunami etc. and man-made disasters are not possible without properly developed communication system.

Postal System

The written message has taken place of earlier symbolic or verbal messages. Postal system emerged out of this. Modern postal service started in 1854 AD in India. People living far away, started sending letters to their relatives, friends or government offices. Merchants also started their trade through letters. It provides facility to send letters, greeting cards etc. to any corner of the world.



Samples of Postal Service

In our country we can send letters, inland letters or envelopes at a very cheap rate and we can also get a reply in a very short time. Some important letters can be sent by registered A.D., money by money-order and articles by parcel.

Activity

- Prepare an album by collecting postal stamps of our country and abroad.
- Write a postcard to wish your friend a happy birthday.

Telegram

The telegram was invented in 1850 AD. The first telegram service in India had started between Kolkata and Diamond Harbor. Small messages were quickly delivered from one place to another by telegram. This was followed by the express telegram facility which was costlier. This message was immediately received by a person. This facility has been closed in India from 13th July 2003.



Telegram



Telegram-Machine

Books

Books are the store-house of knowledge. Books have been successful in passing the knowledge, idea, achievements etc. from one generation to another generation. Books promote and disseminate knowledge and information. In the present time, students have to qualify for the competitive exams. Books are helpful in obtaining exam-oriented information. Trend of e-books has increased in the present time.

Activity

- Make a list of the most read books from the school library.
- Make a list of the books you have read during the year.

Newspapers

Newspapers bring to us events, happenings in any corner of the world and also advertisement, obituary, daily astrological predictions, almanac, special-days, dates, quatrains etc. Many daily news-papers and magazines are published in various languages in our country.



Newspapers

Radio

Radio is an audio means of communication. The programs like music, folk-songs, film songs, seminar, sports news, drama, weather news, missing person's announcement, hymns and stories are heard on radio. In addition to this, information about disaster such as rain, floods and cyclones is given. Radio facility is also available in mobile-phone.

Know This

- The invention of the radio in 1895 AD is attributed to Marconi of Italy.
- The first centre of radio station was established in England.
- In India, private-company started transmitting information through transmitters in Mumbai and Kolkata.
- In 1930 AD, the transmitters at Mumbai and Kolkata were taken over by the government and it was renamed as 'Indian Broadcasting Service'.
- It was named as 'Aakashwani' in 1957 AD.
- 'Prasar Bharti' is an autonomous, public broadcasting corporation in India. It was established on 23-11-1997. Now a days, 'Prasar Bharti' provides the services of 'All India Radio' and 'Doordarshan Network'. Currently, FM radio is also being broadcasted.

Cinema

Cinema is also a popular means for education and entertainment. Films educate social and cultural aspects. The way of living and thinking of the people has changed through the films. People learn to fight against certain customs, beliefs, superstitions, blind beliefs and doubts through cinema. Maximum films are produced in India.

Television

Television is today's most popular audio-visual medium of communication. News of the whole world, films, serials, educational programs are presented through TV at your home. The latest news or live broadcasts of various sports are seen.

Know This

- TV was invented by John Logie Byrd.
- India's first television telecasting centre was established as a pilot project in Delhi on 15th September, 1959.
- India's second television telecasting centre was started in Mumbai in 1972 AD.
- In the year 1976 AD, department of Doordarshan was separated from 'All-India-Radio'
- Telecasting centre started through ISRO at Ahmedabad on 15th March 1976 and DD-Girnar channel was started in Ahmedabad on 02-10-1987.
- An educational channel named "Gyan Darshan" started on 26-01-2000.
- The programs of primary, secondary, higher education, health, agriculture, etc. are presented by the state government through 'Vande-Gujarat' channel



Mobile Phone

At present, the Mobile phone is one of the most important means of communication. One person can communicate to another person through mobile phone from one place to another. Mobile phone has the facilities of a clock, audio-video player, torch, calendar, calculator and radio etc. With it's help we can book railway, bus, cinema tickets. We can get a lot of information from the internet used in a mobile phone. Mobile-phone has become an essential tool for various needs in the present time.

Activity

With the help of the teacher, make a list of educational apps that are available on the mobile-phone.

Artificial Satellite

Artificial satellite is very useful as a means of communication. Artificial satellite is man-made. It is placed in the space. Daily news and weather information can be accessed through this satellite on various devices such as televisions, computers and mobile-phones. The information of water and mineral resources hidden in the earth's crust can also be obtained through it. We can know the distance and the way from our home to another place. The artificial satellite is very useful in the defence sector of the country.



Artificial Satellite

Activity

- With the help of your teacher, make a list of satellites launched in the space by India
- Get the information of ISRO with the help of your teacher

Means of Communication and Technology

Many needs arose along with the evolution of human beings. Initially the basic needs such as food, water and survival of the species were of paramount. As the need for social and cultural matters arose over the time, requirement for means of communication increased which has resulted in its changes. From the earlier postal system, facilities like telephone, pagers, mobile-phones, fax started to grow through technology and resulted in many new changes. In the present times, technology has even started to be used in newspapers as well. Earlier letters were to be arranged for printing the newspaper. Now in place of that by typing it with the help of computer can be given for printing. Earlier we use to dial by rotating telephone dial, but in-place of that we can now contact another person by pressing number directly. A new invention of walkie-talkie has taken place. It is mostly used by the police.

The faster a human being thinks the speedier he can propagate it. Tools of communication such as TV, radio, projector, computer, mobile-phones etc all have come through technology and they are changing day by day. Now, people can see and communicate with each other through mobile phone or computers. Letters can be delivered to another place immediately through email or fax. The means of communication have developed more with the use of technology.



Television programs have also began to change. Agricultural information can be obtained quickly and accurately through artificial satellites. Apart from the news, movies, serials, educational programs, advertisements, the information of flood, earth-quake and hurricane can also be obtained. The mobile-phone is not only used for calling but also for the exchanging of messages. A variety of social media apps for messaging and browser for searching information are included in mobile phones. The advent of these type of apps have brought about many changes in the society and education.

The Means of Communication in Democracy

The importance of means of communication is increasing to inform the people about the happenings in the country. It can easily communicate or take information about works done by the government to change the living standard of people. Information about the works being done by the government like education, health, agriculture, etc. can be obtained through the means of communication. Opposition parties point out the flaws in the works and activities done by the government. The government also monitors the means of communication. Government also observes how the news on radio and TV will have an impact on society. It should be checked by every citizen, whether the means of communication and social-media present the correct information or not.

Discretionary use of Means of Communication

We must use the means of communication thoughtfully. Drawing attention towards the important topics and focusing on issues like pollution, water problem, poverty, child-labour, atrocities against women should be discussed as much as possible. In this regard, special use of means like television, radio, news paper etc. should be done. Sometimes we even see scenes of accusations against one another on television which has an adverse effect on the society. Videos showing atrocities on women, children, elderly people or the poor should not be posted on mobile phones. Students must use mobile-phones for communication purpose only. Use of the mobile game and internet should be less and prudent. Light of mobile phone damages the eye sight. Mobile phone has an adverse effect on time and education, so its use should be minimized. Means of communication play an important role in our daily life.

Advertisement

The importance of advertisement is increasing in today's time. As the festivals come, vendors come up with facinating schemes to attract customers. For example, 50 % off, ₹ 500 gift voucher free with washing machine, buy refrigerator for ₹ 1, Buy one get one free and guaranteed gifts are available. If we look at reason behind it, there is competition in the business.

Know This

Beginning of the Advertisement

- Egyptian and medieval people used to advertise through pictures.
- In June 1936, a French news-paper began printing advertisement for the first time, taking money from the seller.
- Advertisement on the radio started from 1920 AD.
- 'This song is sponsored by certain company or organization on radio' such advertisement started since 1920 AD.

Means of Advertisement

Merchants, firms, organizations, schools use advertising extensively to promote their work in the market or business sector. Children, you must have observed that advertisement come in between the program while



watching the TV. Is it right ? Wall-painting, radio, cinema, television, banners, mobile-phones, telephone, magazines, shopping bags, bus-stand benches, periodicals, news-papers, musical instruments on the side of the bus or train, light-bill, tax-bills etc. are means of advertisements.

Activity

Which kind of people are involved with advertisement ? Make a list of people involved in advertisement.

Advantages - Disadvantages of Advertisement

The seller has to advertise if he wants to increase the sales of the goods.

Advantages :

- The quality and price of the item can be checked and confirmed.
- General information of item can be conveyed properly to the person.

Disadvantages :

- Advertisement costs a lot of money and consumer has to bear the burden.
- It may also happen that the advertiser is not using the item what he is promoting for.
- We are sometimes deceived in shopping based on advertisement.
- Sometimes we feel guilty when we see an advertisement on TV. because, we cannot buy everything for ourselves, children and elderly people as they are unaffordable.
- Trend of imitating each other increases.

Beware of Advertisement

- Be cautious of fake or attractive advertisements.
- Insist on purchasing only after checking / verifying the item shown in the picture, poster or video.
- Advertisements that have a negative impact on social, economical, cultural or religious matters should not be encouraged and should be brought to the notice of the government.

Social Values of Advertisement

Today advertisement has become a major part of social and cultural life. The advertisement we watch is discussed in the society. Advertisements such as no to child-marriage, health, population control, education of daughters, prevention of malnutrition in children, etc. are made by the government for the upliftment of the society. Social awareness can be brought through advertisement.

Advertisement and Democracy

In the democratic nations, means of communication has a lot of freedom. Advertisements disseminated through mass media play an important role in strengthening and sustaining democracy.

- In a democracy, welfare of the people is at centre. The government conveys the idea of public welfare schemes to the people through advertisements.
- The government informs the public about social, economic, cultural and other matters of public interest through advertisements.
- Propaganda and dissemination of education, evil-customs, superstitions, child-marriage and refutation of misconceptions are done through advertisements in a democracy, so that democracy grows.
- In a democracy, the government proliferate (promotes) the services provided by MP, Ministers, legislators, etc. through advertisements.



- Government highlights supporting factors of democracy such as health, water. Beti-Bachao, Beti-Padhao, cleanliness-drive etc. through advertisement.
 - Elements of democracy such as equality, freedom, fraternity and unity are reinforced through mass media advertisements so that democracy strengthens.
 - The government gives people an understanding of whole voting process through advertisements.
 - The government tries to regain power by advertising the works done during its tenure.
- Thus, the means of communication and advertisements have important place in society. Through, which important social, religious, economic, political and personal changes are seen in the life of a person.

Exercise

1. Fill in the blanks :

- (1) The card is used to wish good luck to a friend.
- (2) Telegram service was started in India in the year AD.
- (3) Radio is a means of communication.
- (4) is a popular audio-visual means for entertainment.
- (5) is a very useful tool for getting information about the minerals lying in the earth crust.

2. State whether the following statements are True or False :

- (1) Rakhis can be sent by in-land letter.
- (2) Food is a basic human need.
- (3) Police use walkie-talkie.
- (4) All the things shown in the advertisement are of good quality.
- (5) Mobile phone is an excellent means of communication.

3. Answer the following questions in one-two lines each :

- (1) How is money sent through post-office ?
- (2) Name any two means of advertisement.
- (3) What is meant by means of communication ?
- (4) State two advantages of advertisement.
- (5) Which advertisements does the government make for social awareness ?

4. Write Short notes :

- (1) Disadvantages of advertisement.
- (2) Use of artificial satellite.
- (3) Facilities available in mobile-phone.

5. Answer the following questions in two-three sentences each :

- (1) Why are the means of communication useful in a democracy ?
- (2) How would you use the means of communication ?
- (3) Awareness comes through cinema. Explain.
- (4) State the advantages of TV.

