

Electronic Media

Course: MHOMCC-8

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MEDIA:

- ▶ **It is the way of transmitting messages, thoughts, opinions and view point.**
- ▶ **Its purpose is to facilitate communication and learning.**

HISTORY

- ▶ **Telegraph , 1838**
- ▶ **Telephone ,1876**
- ▶ **Radio ,1895**
- ▶ **Early Computer ,1942**
- ▶ **Photocopy Machine ,1946**
- ▶ **Transistor ,1947**
- ▶ **Microcomputer ,1960**
- ▶ **Computer between ,1960's and So on .**

Electronic Media

Electronic Media are media that use electronics or electromechanical audience to assess the content.

Lancaster and Naisbitt proposed that we are approaching “**Paperless society**”, where it is faster and less expensive to communicate through electronic channels.

E-MEDIA PROVIDES

- ▶ protection of each user's first amendment rights,
- ▶ the freedom of all users to publish onto the network,
- ▶ a free market status for the network administration,
- ▶ remote access,
- ▶ privacy from government eavesdropping,
- ▶ and recognition of intellectual property which includes copyright enforcement and royalty distribution.

Different Types of Electronic Media

Traditional:

- ▶ Radio
- ▶ TV

Modern:

- ▶ Internet
- ▶ DVDs
- ▶ CD-ROMs
- ▶ Online Video streaming etc.

More reachable to people...

- ▶ **Electronic media is more accessible.**
- ▶ **more people can access a single electronic media.**
- ▶ **It is featured with more innovative methods like motion pictures & animation.**
- ▶ **A variety of options available and people can surf through channels to channels without any additional payment.**
- ▶ **Audio visual medium that narrates the communication so easily.**

ADVANTAGES

- ▶ **Immediacy**
- ▶ **Provides information and entertainment**
- ▶ **Creates awareness among people**
- ▶ **It develops thoughts and ideas**
- ▶ **Keep us in touch with what is happening in our society**
- ▶ **Made communication increasingly easier**
- ▶ **Connect diverse people from far and near geographical location.**

DISADVANTAGES

- ▶ **Noise pollution**
- ▶ **Decision making problems**
- ▶ **Laziness occur in Youth by misuse of E-devices**
- ▶ **Common Diseases and complications brought by Electronic Media**
- ▶ **Eyesight problems**
- ▶ **Exposure to radiation which is lethally harmful to human body.**

References

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THANKS