

Because of its reach and believability, it becomes a powerful medium for projecting the world of politics, sports, arts, personalities, events and ideas.

4. A glamorous medium

It shows glittering personalities, fashion shows, rich and famous people etc. and all this sitting back at home which adds to its glamour. Because of this TV has also been called the magic box, which fascinates the millions.

However on the bad side, the glamour and magic of TV has a potential of attracting people to the point of addiction.

5. A medium of the close-up

Because of small screen, it is ideal for close up of human faces, expression, reaction and interaction between people, for presenting an interview and discussion etc.

6. A living room medium

TV is a medium of and for the family. TV watching brings the family together.

7. A democratizing medium

It is a democratizing medium as it is available to all the people. It democratizes information, informal education and literature etc. by catering to all sections of society. Most of the TV programs are for the common man.

8. A medium of Immediacy

TV is a supreme reporter and it captures the events as they are happening. TV operates in fixed time units which makes performers, writers of the scripts and producer to be disciplined.

9. Advertisers Influence

TV is a great salesman of modern times. The businessman sells his product and services through TV and it allows them to reach out to a vast no. of potential and actual cost

## ICT

---

Stands for "Information and Communication Technologies." ICT refers to technologies that provide access to information through telecommunications. It is similar to Information Technology (IT), but focuses primarily on communication technologies. This includes the Internet, wireless networks,

cell phones, and other communication mediums.

In the past few decades, information and communication technologies have provided society with a vast array of new communication capabilities. For example, people can communicate in real-time with others in different countries using technologies such as instant messaging, voice over IP (VoIP), and video-conferencing. Social networking websites like Facebook allow users from all over the world to remain in contact and communicate on a regular basis.

Modern information and communication technologies have created a "global village," in which people can communicate with others across the world as if they were living next door. For this reason, ICT is often studied in the context of how modern communication technologies affect society.

## Types of ICT Communication

By Steven Melendez | March 31, 2015

ICT is an abbreviation for information and communication technologies. It's generally the combination of information technology, which focuses on computers and related devices, and digital telecommunications, including cellphones, the internet and other digital networks. The term can be a bit amorphous, but it's fair to say types of ICT include cellphones, the internet and home and office networking devices.

# 1 The consumption characteristics of film

*Linear Model*

one) to appear superior in almost all respects to all others, not for just one consumer, but almost all consumers across a variety of

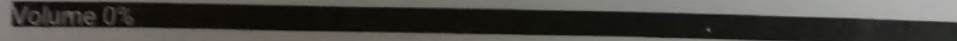
### Types of Information Communication Technology

Forms of ICT have expanded in the most recent few decades. Digital cellphones, including smart phones and traditional feature phones, have become ubiquitous in many countries. Internet modems and routers are found in offices and homes around the world. Communications software from social networking tools to encrypted messaging apps have exploded in popularity.

As digital networking has gone from relatively slow and expensive, and computers and phones have gotten more reliable and easier to use, they've gone from being the domain of hobbyists and early tech adopters to everyday appliances.

### VIDEO OF THE DAY

Volume 0%



### The Growth of Cellphone Technology

In recent years, billions of people around the world have begun using cellphones. In some cases, the digital devices are even cheaper and more reliable than their wired counterparts, and newer devices come equipped with the ability to speedily access the

internet and download a wide variety of apps.

While the original cellphones were expensive to use, bulky to carry and often given to losing signal, modern day cellphones are reliable and easy to transport. Society has also adapted to the point where it's difficult for many people to maintain their business career and social life without carrying a cellphone of some kind.

At the same time, cellphone plans have gotten simpler, especially when it comes to delivering basic communication services such as calling, texting and voicemail. Many users no longer have to worry about exceeding their minute allowances or waiting for nights and weekends to make calls.

## The Rise of the Internet

The internet has gone from a limited government and academic experiment of the 1960s to a near universal part of modern life. A modem, which stands for modulator-demodulator, is used to transform digital signals from a computer into other forms that can be transmitted across a phone, cable or other network.

Examples of communication technology related to the internet include the dial-up modems of the 1990s and the more modern wireless routers and cable internet modems now found in many homes and businesses. Modern cellphones and many computers can connect with either built-in WiFi modems or cellular modems that let them connect to phone carrier networks. Wi-Fi routers let them connect to a locally installed, usually hardwired modem and on to a larger network.

Many offices, universities and other environments also have internal networks, known as intranets, used for secure internal communication.

### CHARACTERISTICS OF ICT IN massmedia :-

ICT in education is any hardware and software technology that contribute in the educational

information processing. In the context of present era, ICT mainly comprises of Computer technology with its hardware, like, Personal computer machine, infrastructure required for setting up Internet facility and also 38 software like, CD ROM including various programme packages, Elearning strategies etc.

ICT in education is any Information Technology that focuses on the acquisition, storage, manipulation, management, transmission or reception of data required for the educational purpose. For example, the information about students' records, their admissions, updates of their auricular and co-curricular activities.

ICT in education is any technology that deals with the exchange of information or in other words communication in the teaching learning process. Uses of Electronic learning technology like, Teleconferencing, power point presentations, CD ROM are Communication Technology which is the part of ICT.

ICT in education is any educational technology that is applied in the educational process. It encompasses Hardware approach like use of machines and materials, Software approach like use of methodologies and strategies of teaching learning and Systems approach that uses the management technology that deals with the systematic organization of the hardware and the software. Different software packages for the use in different department of education; e.g. library software, administration software, software related to managing the entire teaching learning process.

ICT in education is the support material in the hands of the human resource involved in the educational process in order to enhance the quality of education.

ICT in education comprises of the application of science of On-line, Offline learning with the help of the computer technology

---

defined as a 'diverse set of technological tools and resources used to communicate, and to create, disseminate, store, and manage information'