

12

Means of Communication

Lesson Plan

Contents

- › What does communication mean?
- › Development of communication from ancient days
- › Post office
- › Telegraph
- › Telephone
- › Fax [Facsimile]
- › Email
- › Means of Mass Communication:
- › Newspaper
- › Radio
- › Television
- › Cinema
- › Internet
- › Advertisements

Objectives

- › Understanding what communication means.
- › How communication developed from ancient times and evolved.
- › Learning about the different means of personal and official communication:
- › The post office; telegraph; telephone; fax [facsimile].
- › Learning about the methods of mass communication:
- › Newspaper; radio; television; cinema; internet; advertisements.
- › Understanding the impact and use of the different modes of communication.

Teacher's Aids

- › The Internet, magazines like National Geographic, science magazines that show the operations of the various modes of communication.
- › Use the blackboard to explain the outreach and influence of different means of communication.

Tips for Teacher

- › Explain the significance of communications by playing one round of Chinese Whisper in the class. Start with a slightly long and not too easy message to be whispered from one

ear to another. When the last person is reached, ask him/her to say what the message was. The message is likely to be very different from the original one!

- ▶ Explain things required in communication: a person to send/talk; a person to receive/listen and something to communicate. The link is the method of communication.
- ▶ Make this a fun lesson. It tests the teacher's skill as a communicator too!

/// Gear Up and Background

- ▶ There are three kinds of communications: personal, official/professional and mass.
- ▶ The brands shown here refer to mass communications, where the logo and the name of the company tell you something about the company and its work.
- ▶ The four logos are of Facebook, Flipkart, Amazon and Snapdeal, respectively [1b, 2d, 3c and 4a]. Explain what each refers to, though it is likely the students will be familiar with all four! Explain what the name and logo are attempting to convey, to 'communicate', in each of the four.
- ▶ Read aloud the lesson and explain the three kinds of communication.
- ▶ How people began by communicating through language that was pictorial at first and then became associated with symbols [wall painting, Egyptian hieroglyphics, etc.]. Finally, sounds became representative of certain objects and language as we know it today developed.
- ▶ Then explain how people began to send messages to far away places: for military reasons to begin with, and then for personal reasons too. In India, we have a famous poem by Kalidas, 'Meghadootam', where the cloud is a messenger!
- ▶ Refer to the use of pigeons and runners in the army who carried messages.

/// Post Office

- ▶ The post office is used to send letters, parcels, money orders, etc., by prepayment through postage stamps.
- ▶ Letters go by land, by water and by air. Interesting fact: India was the first country in the world to start airmail service.
- ▶ Speed post is used to send letters faster.
- ▶ Collecting stamps is called philately – the hobby of kings!

/// Telegraph

- ▶ Urgent messages were sent through telegraph.
- ▶ Invented by Samuel Morse. The instrument was called Morse key and the signals were in a code known as the Morse code.
- ▶ SOS was a call for urgent help – an acronym for Save Our Souls – it was initially used for ships that were in danger.
- ▶ The telegraph has been discontinued in India. Discuss why – clue – other faster modes of communication available, like phones, internet, etc.

/// Telephone

- ▶ Communication between two people – talk directly.
- ▶ Invented by Alexander Graham Bell [USA] in 1876.
- ▶ We have STD now [Subscriber's Trunk Dialling] – earlier the 'trunk' calls were long-distance calls between different cities where an operator had to put the call through. Explain the development now.
- ▶ Mobile phones – their advantages and disadvantages. Most popular means of communication.

/// Fax [Facsimile]

- ▶ The fax machine is attached to a telephone.
- ▶ It can send messages, including handwritten or typed ones.
- ▶ It is useful for sending documents and pictures, photos, etc.

/// Email

- ▶ Introduction of computers has enabled the use of email or electronic mail.
- ▶ Explain how it is a faster and cheaper method of communication.
- ▶ What are email addresses, how we can send messages, etc., through email.

/// Means of Mass Communication

- ▶ What is mass communication?
- ▶ Why do we need mass communication?
- ▶ The various methods of communicating messages, etc., to a large number of people.

/// Newspapers and Magazines

- ▶ Printed in many languages all over the world.
- ▶ Information – politics, sports, business, education, art, culture.
- ▶ Latest news of national and international importance.
- ▶ Julius Caesar – Roman Emperor – probably the first to bring out a newspaper called Acta Diurna.
- ▶ Some of the oldest Indian newspapers: The Times of India [1838], The Statesman [1875], The Hindu [1878].

/// Radio

- ▶ Invented in 1921 by Marconi, an Italian scientist.
- ▶ Revolutionised the idea of mass communication.
- ▶ A message could be sent across the world instantly.

- ▶ Radio broadcasts: news, educational programmes and entertainment.
- ▶ Interesting fact – Useful for advertisement, government as well as private.

/// **Television**

- ▶ Invented by John Logie Baird [UK] in 1926.
- ▶ We can not only hear programmes as in radio, but see them as well in our homes.
- ▶ TV – an important source of information and communication.
- ▶ We can even see 'live' programmes of things happening in the world.

/// **Cinema**

- ▶ An important source of entertainment and communication.
- ▶ Cinema halls in every town and city.
- ▶ Multiplexes in big cities.
- ▶ In cinema halls you see the movie with a large crowd; in a multiplex, the theatre is sometimes smaller and is part of a larger commercial complex, with shops, eating places, etc.

/// **Internet**

- ▶ A new development in mass communication.
- ▶ Provides information on practically every topic.
- ▶ Information is shared through websites.
- ▶ Can connect with very large groups through e-mail, and worldwide websites.
- ▶ It is also very useful for e-shopping, e-banking, e-booking, etc.
- ▶ Interesting fact – it is very useful for even small businesses to stay in touch with customers.

/// **Advertisements**

- ▶ Advertisements – popular method of communicating to a large audience.
- ▶ Newspapers, magazines, radio, TV, internet, and on display boards.
- ▶ Reach all kinds of people.
- ▶ Used by companies to sell goods.
- ▶ Government uses it to build social awareness, for example, Swachh Bharat, Beti Padhao, Save the Girl Child, etc.