

17

How We Communicate

Lesson Plan

Contents

- ▶ What is communication and why we need it.
- ▶ Personal and mass communication
- ▶ Means of communication – background

Objectives

- ▶ Learning what communication is and why we need it.
- ▶ Personal and mass communication
- ▶ Means of communication – background
- ▶ Personal – post Office & couriers – letters, fax, SMS, e-mail, telephone, mobile phone.
- ▶ Mass – newspaper, magazines, radio, TV, satellite, internet : computers and smartphones, e-readers
- ▶ Global Village.

Teacher's Aids

- ▶ Charts, pictures, internet

Tips for Teacher

- ▶ Most students will be familiar with different means of communication. Talk to them about the various means.
- ▶ Tell them about the telegraph, Morse key and code.

Gear Up, Background and Reading

- ▶ Gear Up has three pictures related to communication: the logo of the Indian Post Office, the symbol of e-mail and the mobile phone.
- ▶ Read the lesson and points to remember aloud and explain.

/// Communication

- ▶ Sending and receiving messages and information.
- ▶ Contact with relatives and friends – personal communication - letters, telephone, fax and e-mail.
- ▶ Earlier – pigeons; later men ran or rode on horseback carrying messages.
- ▶ Mass communication – newspaper, magazines, radio, television, etc.

/// Means of Personal Communication

- ▶ *Post Office* – Courier – Speed Post – Largest postal service in the world in India.
- ▶ SMS – Short Message Service ; message instantly sent – fax.
- ▶ *Telephone and mobile phone* – popular
- ▶ *Smartphones* and their uses – send and receive calls and messages; listen to music; surf Internet; take photographs; record videos; send and receive e-mails; use different apps.

/// Means of Mass Communication

- ▶ For contacting a large number of people at one time.
- ▶ *Newspapers, magazines, radio, television* – audio-visual means – widespread messages and information and can be repeated.
- ▶ Radio and TV – broadcast news, educational, cultural and entertainment – ‘live’ programmes – from every part of the world – TV popular.
- ▶ *Man-made satellites* high above earth – long-distance communication
- ▶ *Computers and smartphones* – internet – useful for both personal and mass communication.
- ▶ E-readers – to save and read e-books.

/// Global Village

- ▶ Due to contact across wide distances – world and people have come closer to each other.