

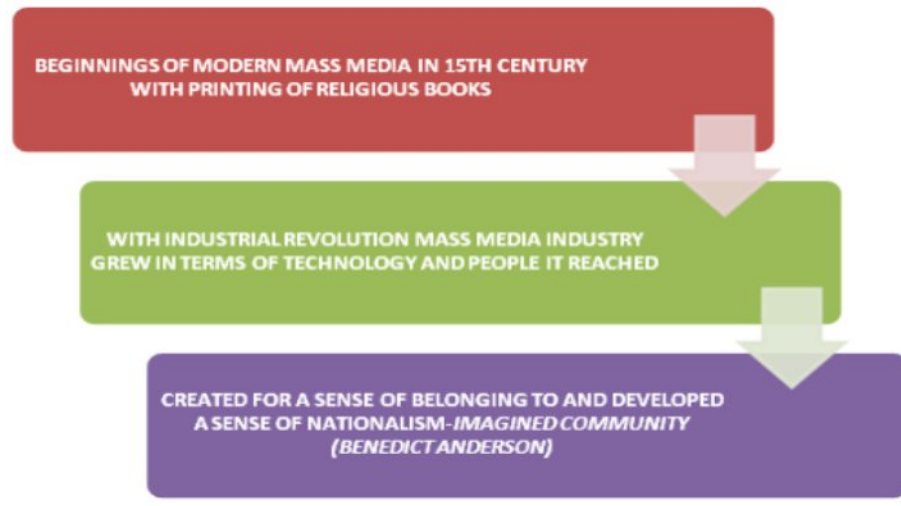
RESOURCE 15

S. No.	AREA	CONTENT
1	Topic	Journey of mass-media from Pre-colonial to the global/contemporary times
2	Subject	Sociology
3	Topic connected which area of subject?	Mass Media and Communication
4	Class/ Level	XII
5	Objectives	<p>To make students understand —</p> <ul style="list-style-type: none"> • The evolution of mass-media from pre-colonial to contemporary times
6	Summary	Mass-media has changed over the years based on technology and the purpose for which it has been used. This shapes the lives of people and its nation.
7	Key Words	mass-media,pre-colonial,colonial,global, post-colonial,imagined community,radio, print,television
8	Team of content persons	Shyamala Rani Rao, Seema Banerjee, Abha Narula Seth, Mamta Saha.
9	Subject Coordinator	Prof. Manju Bhatt
10	CIET Coordinator	Dr.Indu Kumar

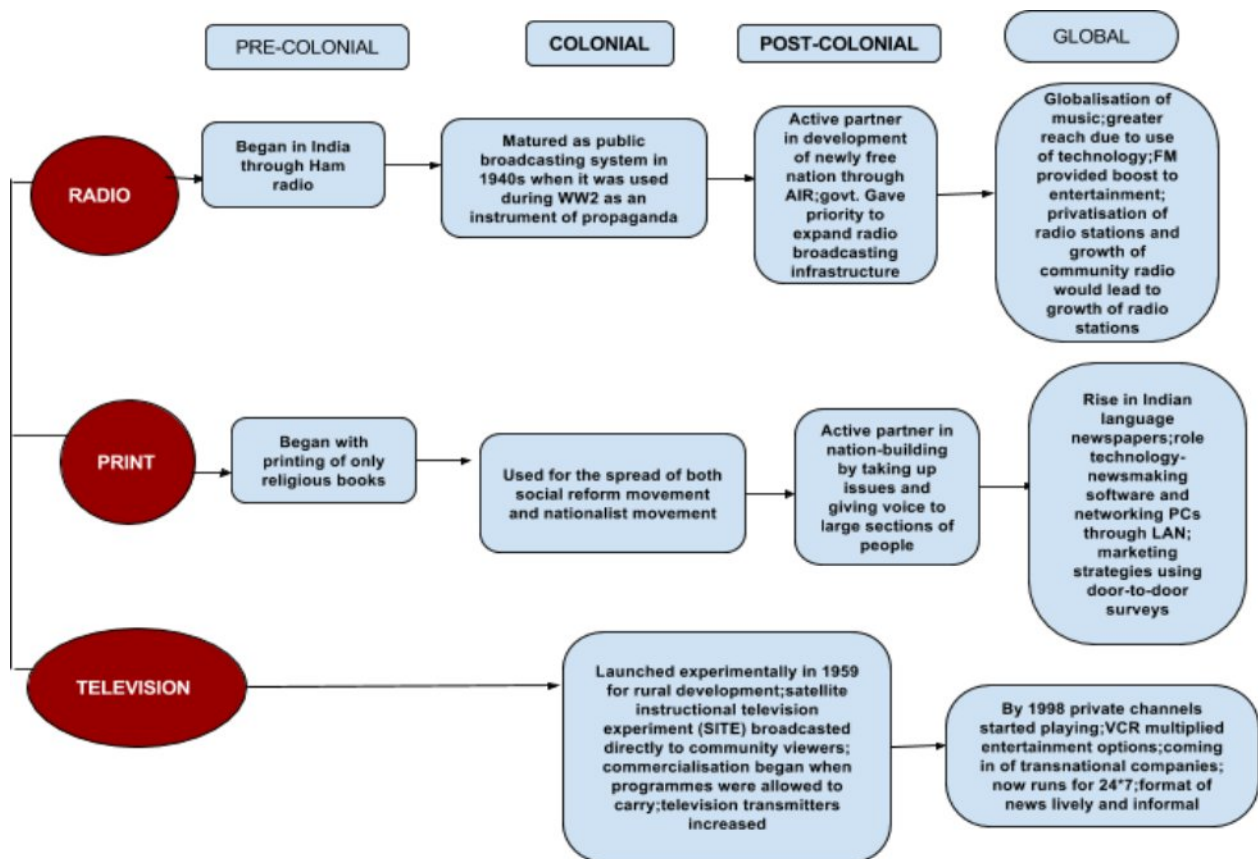
DESCRIPTION

Mass media, an important aspect of a person's life, has undergone a sea-change beginning from pre-colonial to the global times. Today it plays a major role in shaping mankind's life.

RESOURCE 1



RESOURCE 2



ACTIVITY

1. Trace the changes and impact that Television has undergone over a period of time.
2. Has readership of newspaper declined? Substantiate your answer with suitable arguments.