

RESOURCE 17

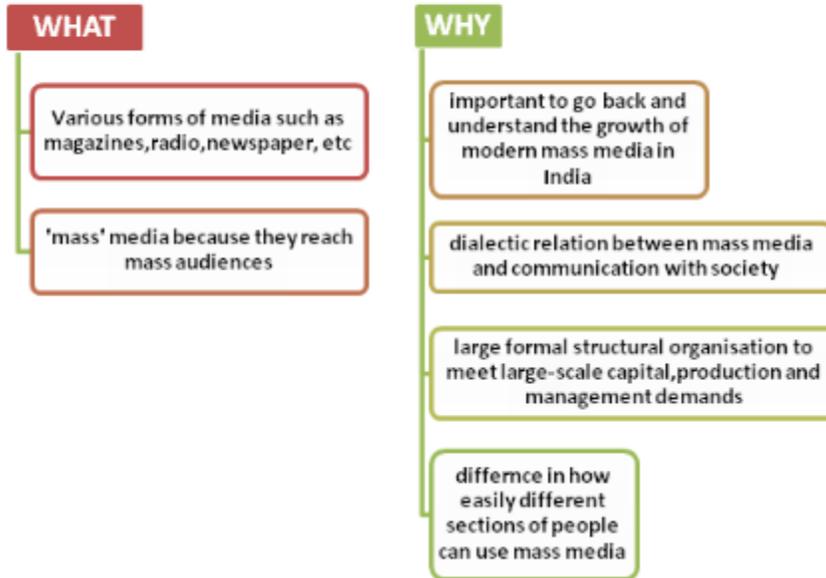
S. No.	AREA	CONTENT
1	Topic	Mass-Media-definition and reasons for its study under Sociology
2	Subject	Sociology
3	Topic connected which area of subject?	Mass Media and Communications
4	Class/ Level	XII
5	Objectives	To make students understand — <ul style="list-style-type: none"> ● The meaning of mass-media ● The reasons for its study under Sociology
6	Summary	Mass media is an important aspect of our life and is inextricably linked to our daily lives thus its incorporation into the Sociology curriculum.
7	Key Words	mass-media,communications,meaning
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DESCRIPTION

The variety of forms of mass-media such as television, newspaper, etc helps to reach out to a mass of audiences spread across the globe. This facilitates interaction and exchanges of ideas. The study of mass-media under Sociology becomes important to acknowledge its role in the shaping of lives.

RESOURCE 1

MASS MEDIA



ACTIVITY

- How has mass-media shaped your personality over the years?
- Can we function without the active presence of mass-media? Give reasons to justify your answers.