

**National Institute of Open Schooling**  
**Senior Secondary Course: Mass Communication(335)**  
**Lesson 14: Role of Television as a Mass Media**  
**Worksheet-14**

1. Show the five characteristics of television as an audio-visual medium with the help of a table.
2. “Television is a domestic mass media”, in this regard, list the channels which are broadcasted on television based on domestic content (entertainment, information, information) etc.
3. Select five families in your neighborhood and try to find how many hours people in your neighborhood watch television.
4. Which feature of television makes it an ideal medium for providing news? Answer with the help of two examples.
5. What is the main difference between television news and news magazines, explain the five differences in your own words.
6. Compare the radio and television broadcasts of a single event. Write which one did you like more and why?
7. Watch daily news on television channel and read the daily news in newspaper .Understand the main difference between the methods of news communication and news writing in these two mediums and write them.
8. Observe and monitor television news and radio news for a week. List the differences in the method of presentation of the same news in both the media.
9. Pay special attention to the methods of using words and pictures in both television news and daily newspaper media. Discuss the observations with your friends.
10. Identify the information available on your favorite channel. Make a note of the information received by watching the program.