


Radio and Television today

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- Radio was unique as a form of mass media because it had the potential to reach anyone, even the illiterate. Radio news in the 1930s and 1940s brought the emotional impact of traumatic events home to the listening public in a way that gave the nation a sense of unity.

- Radio encouraged the growth of national popular music stars and brought regional sounds to wider audiences. The effects of early radio programs can be felt both in modern popular music and in television programming.

- **Radio** broadcasts provide real-time information, and some that **broadcast** 24 hours a day, can provide the most recent updates to listeners. **Radio** has the ability to reach across borders and can become a valuable source of information where reliable news is scarce.

- **Radio broadcasting** is transmission of audio (sometimes with related metadata) by **radio** waves intended to reach a wide audience. Stations can be linked in **radio** networks to **broadcast** a common **radio** format, either in **broadcast** syndication or simulcast or both. Signals can be either analog audio or digital audio.

- **Radio** is more than just announcers, news and songs. **Radio** is about companionship and the emotional connection with the listener. **Radio** broadcasts provide real-time information, and some that broadcast 24 hours a day, can provide the most recent updates to listeners.

Television

- Today, television is considered as a major source of entertainment and learning for many people, especially the youth.
- Television occupies an important place in our life. Television sets has become a part of an essential household item. Mass communication has become an essential ingredient in the modern and dynamic society.



- Television has profound impact on our society. It has changed the life styles of the people. Television has taken an important position in homes and therefore, it is clear to make an impact on the individuals and the society. When children watching undue sex, violence and adult themes and glorified affluent lifestyles. This raises undue expectations among children and thereby pressure on the family.



- Television can foster the development of desirable values and habits in our children. It exercises its influence at a time when the child's knowledge of rules and conventions that govern social action and moral behavior is incomplete and immature. There is no doubt that television does provide opportunities for children to learn about all kinds of things. In fact, it is double edges weapon and if not handled properly, it can cause enormous damage



Television has its pluses

- Nevertheless, TV helps us to relax. Today there are a lot of films, science programs.
- Educational programming can develop young children's socialization and learning skills.
- News, current events and historical programming can help make young people more aware of other cultures and people



We need to find the golden mean

- Of course, TV has its advantages and disadvantages. But we can not deny, that TV helps us in our modern live. We also can not deny that sometimes we can become «toys» in the hands of TV. Today we should find the golden mean, and not to spend so much time in front of TV, instead of that t is better to stay with your family.

