

HISTROY OF MEDIA

Q AND A:

1. What is unique about human speech?

A: Human speech is unique in it's flexibility to convey all sorts of emotions, ideas and concepts.

2. What was the major drawback in using the stone tablets?

A: The early writings were carved onto a stone. But the major problem was they were too very heavy to be carried over great distances. They could not be easily transportable. Hence, they were not a means of mass distribution.

3. What was the contribution of radio in this process of evolution of media?

A: The invention of radio accelerated the progress of media as it was used to deliver the newspapers as well as real time instantaneous communication along with providing entertainment to the listeners.

4. What do you mean by real-time instantaneous communication?

A: If the information that is being transferred is being delivered at the moment of it's transfer itself then it is known as real time instantaneous communication.

Eg: The communication that happens on the mobilephone.

5. Why did the invention of facsimile-delivered newspapers fail?

A: The facsimile-delivered newspapers failed because of the beginning of the television broadcasting as it was far more enjoyable to the consumers.

6. Draw a timeline to show the different stages of evolution of media and the corresponding inventions.

A: The evolution of media can be explained in the following way:

a. The first and foremost way of communication were the pictures used by the Egyptians to express their ideas.

b. The stone tablets used by the Sumerians.

c. Stem of the papyrus tree.

d. Parchment made from the animal skin.

e. Invention of paper by the Chinese.

f. Written communication came into existence.

g. Much later telegraphy and telephone evolved.

h. The invention of the printing machine by Johannes Gutenberg.

i. Lithography - A printing method that a metal plate with a smooth surface.

j. Photolithography - A process involving the photographic transfer of a pattern to a surface.

k. Computers and news on internet.

7. The author talks about the past being saved by the oral tradition. Can you give an example of any such oral tradition from your culture?

A: In Indian culture too we have the practise of passing on the information by oral tradition. In the ancient days the stories of the Ramayana and the Mahabharatha as well as the great heroic deeds of kings were orally sung in the form of Veedhi bhagavaths and Burrakathas. As the generations all such forms have vanished but still the folk songs which are one of the forms of oral tradition exist in our culture.

8. What is the role of radio in the modern world?

A: In the beginning days of the radio till the invention of television, it played a major role in the evolution of media. But, with the advent of television and internet the prominence of radio has almost decreased and it can be said that they have just remained for the purpose of entertainment.

9. Printed newspapers or online newspaper - which one would you prefer? Give reasons.

A: Both printed newspapers and online newspapers are both unique in their own way. The printed newspapers are the traditional form of news communication. They are unique as they stand as written proof. The internet has made the news more approachable to millions of the people over the world. The news on the internet can stay for a longer time than the printed information on the paper.

10. Apart from the online newspapers are there other media transfer of information?

A: Apart from the online newspapers the other media that transfer the information are:

- i. Social networking sites like facebook, twitter etc.,
- ii. Blogs
- iii. E-mail etc.,