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Television Mass Media

Television mass media attracts the largest audience of all Mass media viewers. Since television is able to attract the audiences of all age groups, literate and illiterate and of all the strata of the society, it has an enormous audience. It is undeniable that technology has given us a major tool with television. Television can be very persuasive. The outreach of television has made it possible to reach rural country areas. Television also stimulates ideas, beliefs, and tendencies already possessed by the viewer. Television repeats and therefore reinforces the messages. Such as the same commercial playing every three commercials to persuade you to purchase a product or start a regimen. Television has been an important educational tool. It combines speaking, writing, and showing. Due to audio-visual perception, television has more flexibility and mobility.

In the 1950s the Philips company was one of the driving companies behind the introduction of television in the Netherlands. The company praised the new medium as a phenomenon that would not pose a threat to the traditional family but would rather strengthen it. Advertisements often showed the happy family surrounding the television watching the screen bringing the world into their living room.

Since 1989 India has used television for education and information purposes instead of entertainment. Even today it still serves with the same purpose.

Television is considered to be the mirror of a nations personality. It can recall the past, dwell on the present and look into the future of a society. This role of television is all the more relevant to a country like India, having continental dimensions and innumerable diversities.