

ABHINAV EDUCATION SOCIETY'S College of Education (B.Ed.)

2021-22

S.Y.B.Ed.

B.Ed. Course Code : 201

Childhood And Growing Up

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Impact of Media on childhood
and growing up:



What is Mass Media?

- **Mass Media** is a medium to communicate the large masses whether oral, written, or broadcast to a larger audience

it can appeal to a wide target audience

it communicates a public message there's a distance between a source of information and people who obtain it;

it can be transmitted through various channels: TV, the internet, radio, and newspapers;

it has a heterogeneous audience;

news or information communicated through TV, radio, and print media can't receive feedback.

Types of Mass Media

- **Print media.** Originally, print media refers to newspapers which were the main sources of information.
- Further, this type of media expanded to journals, books, and magazines.



Broadcasting media.

- With the help of an electronic broadcasting medium, audio and video content
- Television, radio, video, and games
- appeal to heterogeneous audiences,
- people who differ in age, background,
- views, goals, and interests.





Digital media

In 2021, there are around 4.66 billion active internet users worldwide




Social Media

What are the
impact of
Social Media?



Positive effect

- **Faster Communication:**
- **Get in Touch with the World (Connection from one part of the world to another):**
- **Educational Purpose and Useful Information:**
- **Chances of Increased Skills:**
- **Used for Noble Causes (Including NGO's, Charity Organizations):**
- **Awareness of Health Care:**



**The great thing about social
media was how it gave a voice to
voiceless people.**

Jon Ronson

Thank You