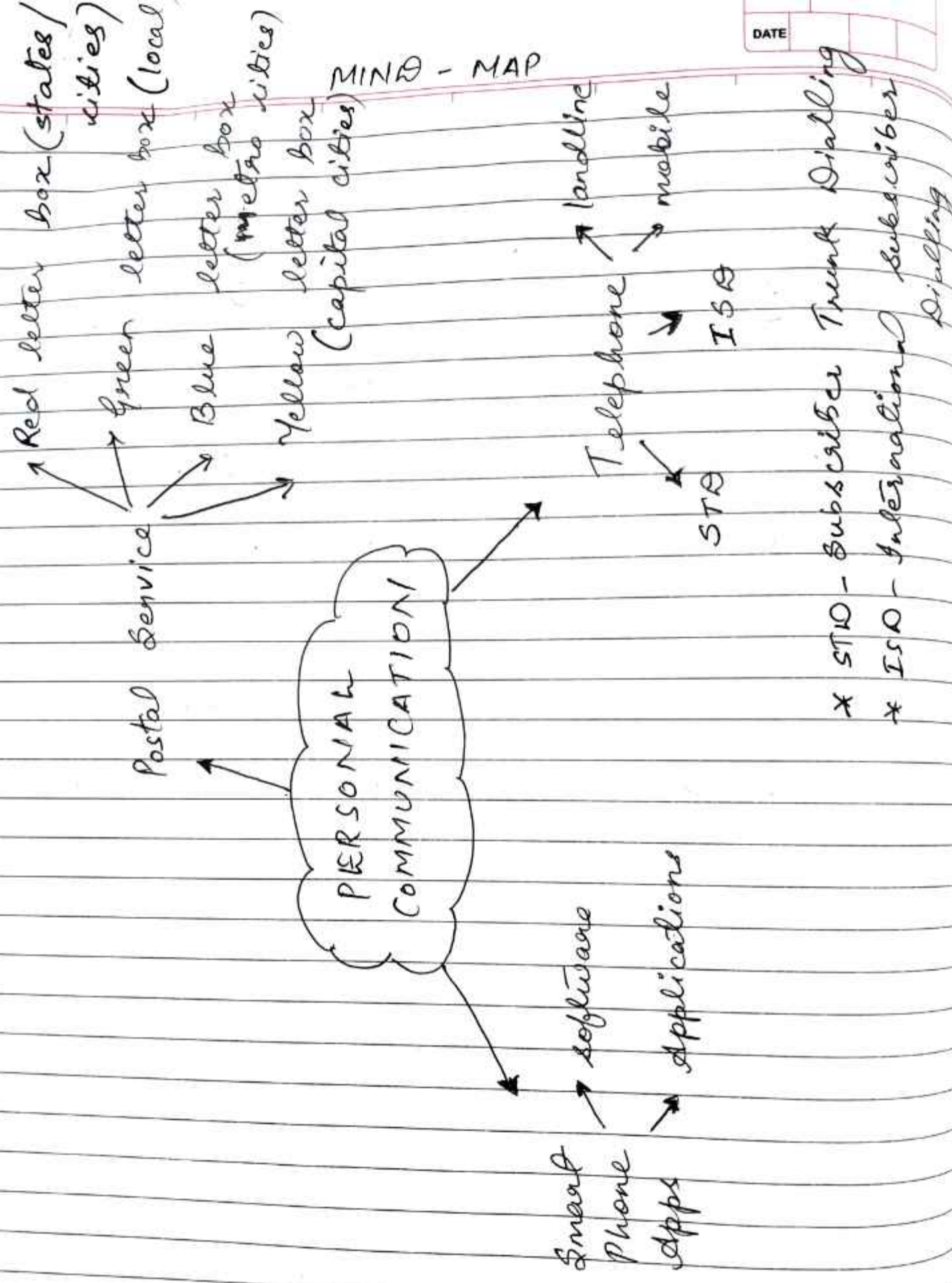


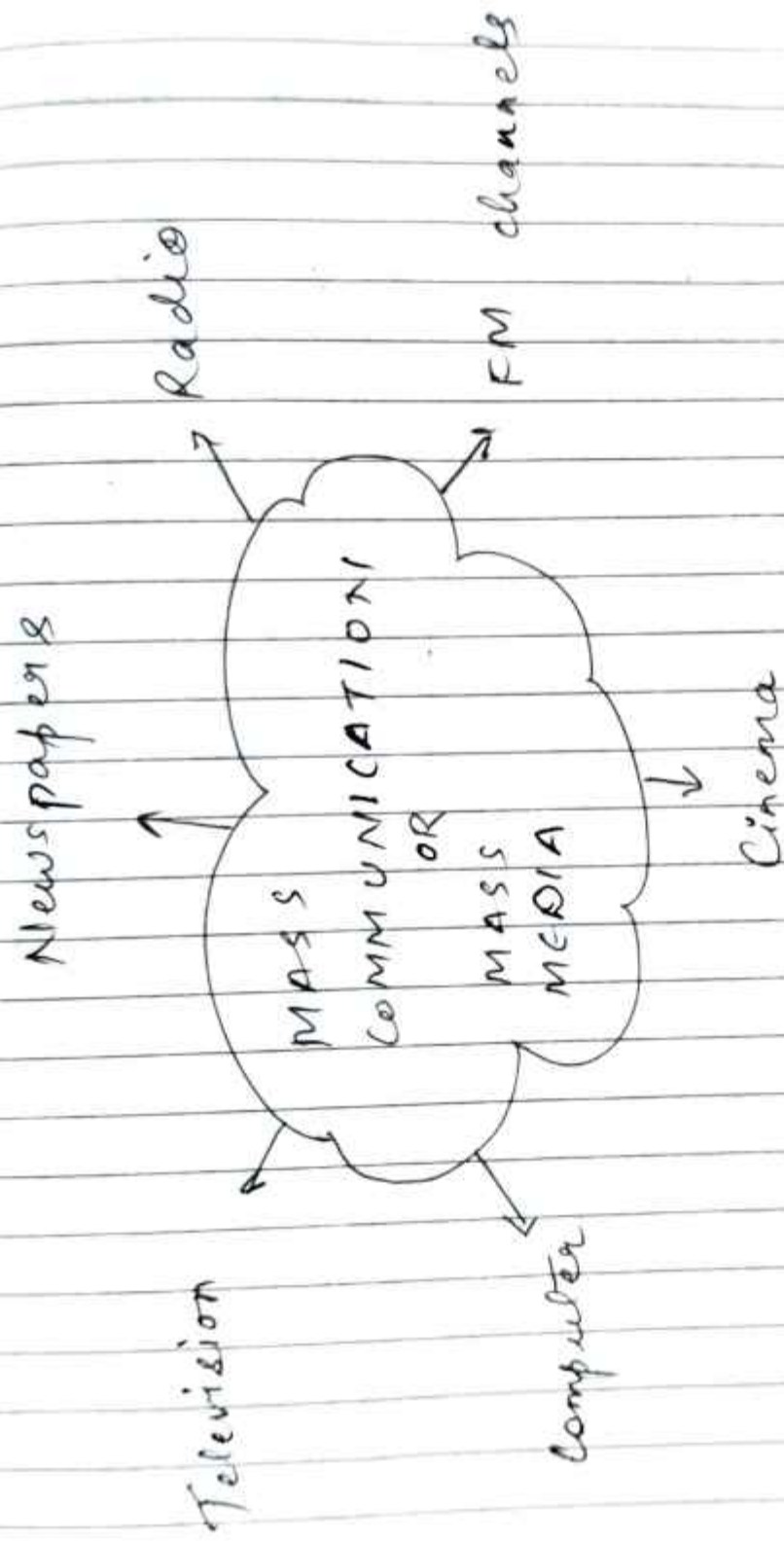
LS-14 MEANS OF COMMUNICATION

New Terminology

- | | |
|--------------------|------------------|
| 1) communication | 2) information |
| 3) telephone | 4) envelope |
| 5) address | 6) courier |
| 7) deliver | 8) subscriber |
| 9) emergency | 10) frequency |
| 11) modulation | 12) Android |
| 13) illiterate | 14) audio-visual |
| 15) advertisements | 16) awareness |
| 17) entertainment | 18) stylus |
| 19) magazines | 20) effective |



- * STD - Subscriber Trunk Dialling
- * ISD - International Subscriber Dialling



Q.1p What is the difference between personal and mass communication?

Ans - Personal communication	Mass communication
a) It means communication done for a particular person.	a) It means communication with a large number of people at the same time.
b) Ex - postcards, telephone etc	b) Ex - newspapers, radio, television etc

Q.2p Why do we need to write correct address and pin code on the letters?

Ans - We need to write correct address and pin code on the letters so that they reach at the right address quickly.

Q.3p What is the significance of different colours of letter boxes?

Ans - Different colours of letter boxes help in sorting letters which are

addressed to different areas. It saves time and energy.

Q.44 How are radio and television better means of communication than the newspaper?

Ans - Radio and television are better means of communication than the newspaper as these can be used to convey information to illiterate people who cannot read newspapers. Radio is audio medium whereas television is an audio-visual medium.

Q.50 You are staying in a small town. You neither have phones nor computers. How will you send an important, urgent message to a relative living in a city?

Ans - We can send an important and urgent message through speedpost services and courier services. These services help to deliver the letters and parcels quicker than the ordinary mail.