

Characteristics of Television as a Medium Audio Visual Medium

1. **An Audio- Visual Medium:** A TV broadcast is conceived and produced and receive in audio-visual terms. Thus, it directly affects two senses simultaneously, those of hearing and seeing. It is more effective than radio broadcast as radio is a universe medium, affecting only one sense.
2. **Features of other media:** TV has borrowed certain features from the other media of communication like the stage, the film and the radio. TV has integrated all these into a whole that makes TV a uniquely new medium, different from all other medium.
3. **Wide Reach and High Credibility:** TV is a supreme medium of mass communication. And with the help of satellite technology today, it can reach all the concerns of the globe. TV has turned world into a global village. Thus, it has widened the mental horizons of man. TV is credible, believable medium. Seeing believes. Things shown on TV become effectively truer than those that one reads in the print medium or listens to the Radio.
4. **A Glamorous Medium:** One can watch on TV the glittering personalities and events international conferences, sports, festivals; travel show etc. The facility of watching almost round the clock enhances the glamour appeal still more. Because of its glamour, TV has been called the magic box. Their addiction has become the greatest addition of times. And thus, the reading habits are declining and people now get their news and information more from TV which is easier also.
5. **A Medium of the Close up:** It is an ideal medium for expressing reaction and interaction between people for presenting an interview and discussion etc. If something shows happened or somebody has said something, the cameras would show the reaction of several people, one by-one or in close-up.
6. **A Living Room Medium:** TV is a medium of and for the family. TV brings theater and cinema auditorium to the living room and brings together the family increasingly. Earlier, people used to get dressed up specially to witness a stage drama or a film. It is the reverse process now. The film or the theatre comes in your drawing room under home conditions.
7. **Democratic Medium:** It is available to all people. It deals with the problems of all sections of the society. It democratizes information and informal education and also democratizes literature, by discussing in broadcasts, or by telecasting it in a dramatic version. But it cannot afford to be highly artistic like stage as things might go over the heads of the common viewer.
8. **A Medium of Immediacy:** It captures the events as they are happening, much before the newspaper comes out with information on events next morning. TV is a supreme report. TV operates in fixed time units and the time unit must be respected.
9. **Advertiser's Influence:** TV is the great salesman of modern times. The business man sells his products and services through TV Advertisements can reach millions of people at the same time.

Advantages of Television

Television has the intimacy of radio and the believability of personal participation. It has intimate approach due to which it becomes more appealing and attracts the attention and interest of the people. As it combines all, his elements, namely, sight, sound and motion, it becomes possible to show variety of indoor and outdoor situations, scenes and places effectively. Thus, it is very effective in stimulating and inspiring new insights, discoveries and inventions.

Television breaks the barrier of illiteracy, as due to its combination of sight, sound and motion, understanding of the message becomes easier, whereas, with the print media like newspapers and magazines, readers have to put a lot of efforts on reading and understanding the message which may not be possible for illiterates. It provides entertainment, informs, educates and persuades and thus performs all functions of mass media.

It makes news release and feature action oriented and colorful for greater impact. The visual experience of watching TV is more dynamic and meaningful due to the movement and sound associated with it. Thus it becomes most exciting and efficient means of mass communication.

Television can bring the live programmes right into the living room of the audiences. This provides the vicarious experience of participating in the event

Limitations of Television

Television requires a fully developed Television network and electrical supply for broadcasting the programmes. Therefore, inspite of 85 percent of area covered by television network in India, people in remote as well as rural areas are not able to take advantage of television due to lack or absence of electrical supply.

Television is an expensive mass medium compared to other mass media, because not only the television sets are expensive but both production of television programmes and their utilization are expensive unless they are used extensively. Moreover, TV programme production requires trained personnel's.

There is a need to learn about the beneficial and harmful effects of television, exploit its positive potential and prevent the damage it can do to the various groups of people.