MA (II Semester)
HSCM 207,
Unit-v

Introduction to Information Communication Technology(ICT)
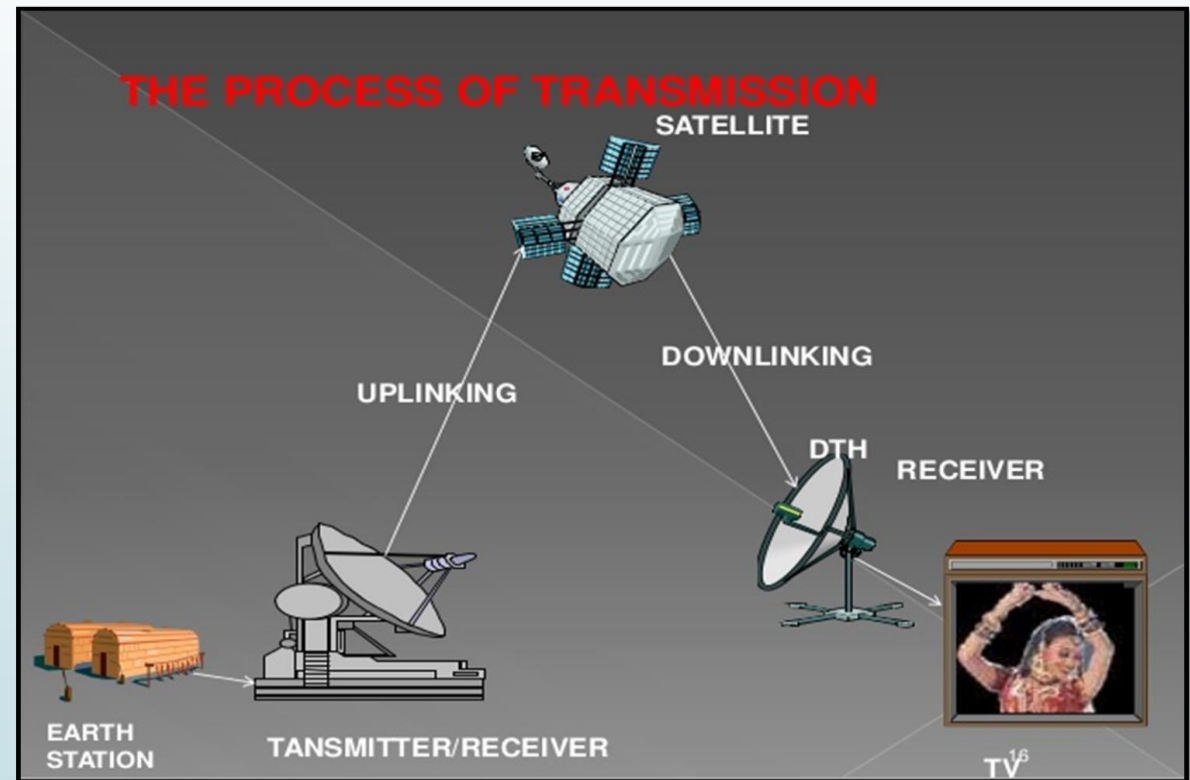
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Satellite broadcasting, electronic media and computer technology

- CONTENTS
- Satellite broadcasting
- Electronic media
- Computer technology

Satellite broadcasting

- Satellite broadcasting is one important symbol of revolution in communication technology. Besides transmitting picture and sound over long distances, it has revolutionised telecommunication, telephone, cellphone, telegraph etc. Today, from a number of towns in India ,we can make long distance telephone calls not only to other towns within the country but also to several towns in other countries through direct dialing ,i.e., without the help of a telephone operator .In fact, for remote places like Leh ,Port-Blair and Aizwal which are separated by sea or difficult terrain, satellite transmission offers the only viable and feasible Means of linkage.

- The satellite Instructional Television Experiment(SITE) conducted in our country during 1975-76 was possible only with the help of an American satellite.

- In India INSAT-1A was launched in 1982.

- INSAT-1B was then launched in 1983 and INSAT-1C in 1988.

- These satellite have been providing widespread coverage to the media, in addition to many other services link in the fields of meteorology, resources survey, telecommunication and research etc.

• Satellite broadcasting is a system of content distribution using broad[cast] signals relayed to and from communication satellites, which are then [received by] parabolic antennae or satellite dishes. The signals are then passed [on] through a low noise block converter for conditioning. Broadcast med[ia] can also be private and include advertising. Global TV and CTV are [both] examples of commercial television

HOW AN LNB WORKS

SATELLITE
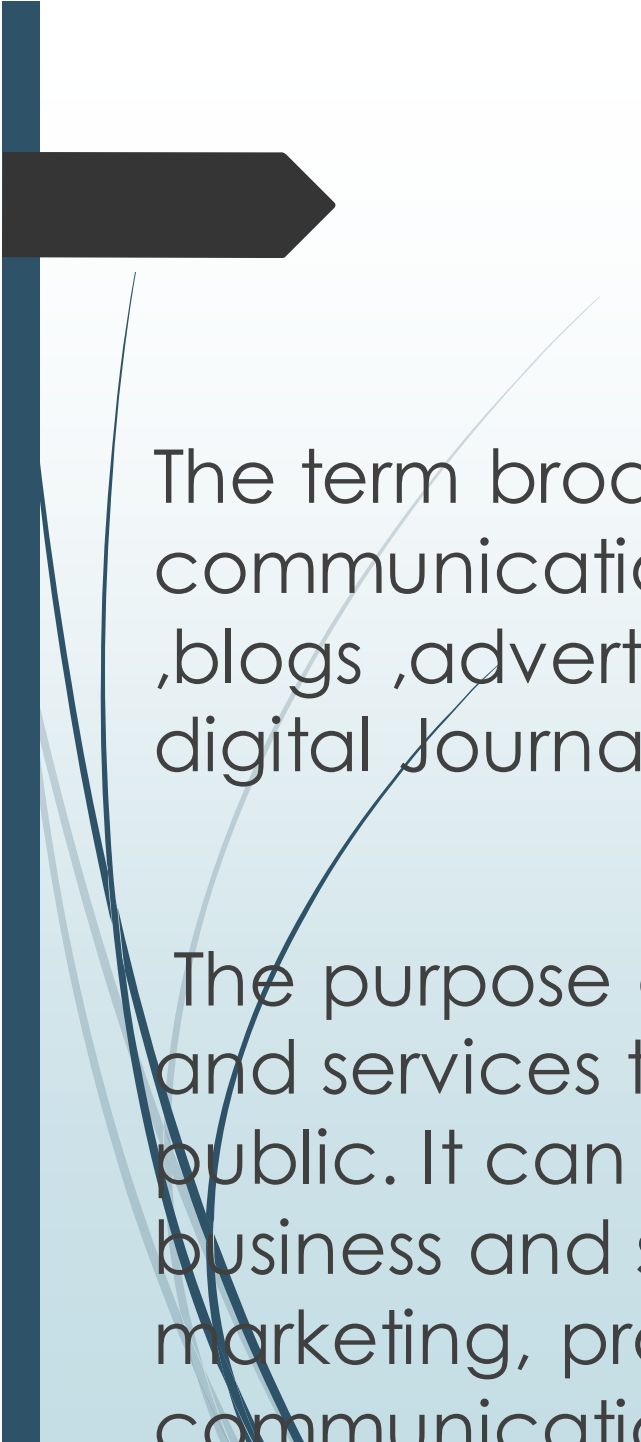
Satellite Signals are beamed from satellites at high power, but get weaker as they travel

The term broadcast media covers a wide range of different communication methods that include television ,radio ,blogs ,advertising website ,blogs, online streaming and digital Journalism.

The purpose of public media is to provide programmes and services that inform ,educate ,enlighten and enrich the public. It can be used various purposes:-advocacy, both for business and social concern. This can include advertising, marketing, propaganda, public relation and political communication

Electronic media

- Electronic media are media that use electronics or electromechanical audience to access the content. This is in contrast to static media ,which today are most often created electronically ,but do not require electronics to be accessed by the end user in the printed form. This media that uses electricity including television, cellular telephones, radio, the internet, fax, CD ROM,DVDs and online video streaming. It includes any medium that uses the digital or electronic encoding of information.

New Emerging Electronic Information Technology

- TELECONFERENCING.
- TTELETEXT.
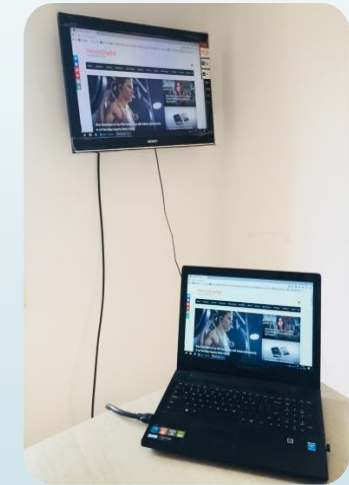- VIDEOTEX.
- MICRO COMPUTERS.

ELECTRONIC MEDIA

TV

TELETEX

RADIO

TELE CONFERENCING
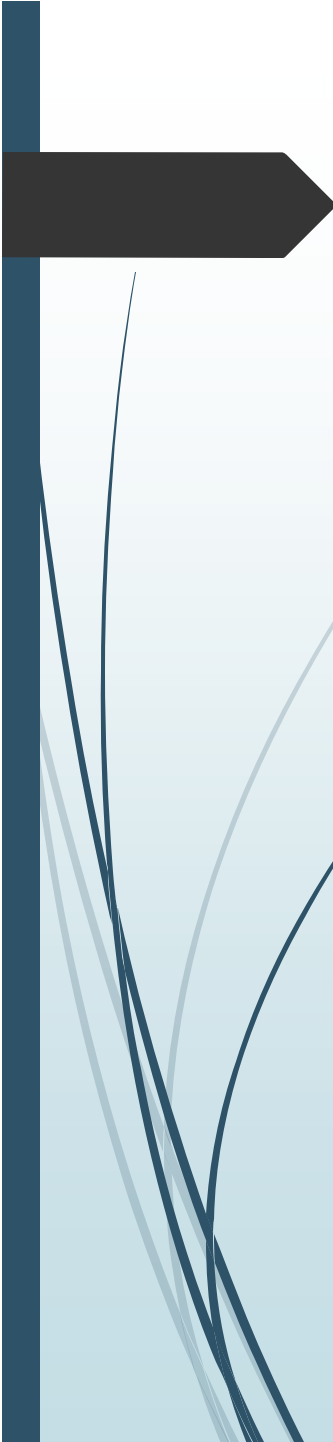
COMPUTER TECHNOLOGY

- Computer is the most important component of communication technology. It is one of the powerful tools which can aid in processing of information and communication. Today it is called electronic brain.

- Computers solve mathematical problems and also store, process and display all kinds of information.

- Thousand of computers, from small relatively cheap units to large and expensive computers can be found in offices, factories, schools, hospitals ,banks, airports railway stations and homes etc.

- The computer is a simple machine. Basically, a computer simply accepts information and stores it .It then processes information, for example, arrange it in some order, adds numbers or multiplies them. Finally, it produce the desired information on an output device, for example, on a screen where it can be seen, or on paper.

- There are two major aspect of computers, hardware and software. All the complex electronic circuitry and various other magnetic and mechanical devices make up computer hardware, computer software consists of a set of instructions programmes which run the computer hardware .A programme is a set of instructions which the computer executes step by step.

- TO facilitate an easy handling and storage of written text the equipment word processer is increasingly used. The word processer has a typewriter, keyboard, microcomputer and a visual display unit Monitor. The typewriter is connected through a computer to the monitors. As one types, the text appears on the screen which can be altered easily. Once you have correct text, by pushing the button you can make a number of hard copies. Word processer works very fast.

- The use of computers is increasing day by day. It is becoming an effective educational and training tool. The training institution as well as development functionaries have started making full use of its potential in management of information system as well as in imparting training.

- It is used for report preparation, maintaining referral system, record keeping, database, management ,accounting ,planning, statistical analysis, network planning, and community information database.

COMPUTER

THANK YOU