

- **COMBINES SIGHT, SOUND AND MOTION THROUGH IMAGES AND SPEECH**

- ## HISTORY OF TV

- **JOHN LOGIE BAIRD :**
- **THE FIRST TO SUCCEED IN TRANSMITTING MOVING PICTURES IN 1926.**
- **IN THE BEGINNING TV WAS MECHANICAL, BLACK AND WHITE.**
- **THE 1950'S THE GOLDEN AGE OF TELEVISION/COLOUR TV :**
- **ENTERTAINMENT**
- **ADVERTISING**
- **NEWS**

- **SATELLITE TV AS EARLY AS 1962.**
- **SMART TV IN 1980's.**

- TELEVISION STUDIES EXAMINES THE IMPACT OF TV ON PEOPLE'S CULTURES, BEHAVIOURS AND RESPONSES TO TV MESSAGES AND IMAGES.

-TELEVISION IS BY FAR A SHAPING CULTURAL APPARATUS AND INSTITUTION.