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English lectures

Speciality/ level: audiovisual /master 1

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***Introduction to television***

**Definition**

Television is defined as an audio-visual medium. is one of our world's most important **means of communication**. It shows us information programs, like the news, documentaries, and sports events. We can watch films, listen to interviews and hear the sounds of events that happen far away.

## History of television

- The first experiments with television **broadcasting** were **conducted** in the 1920s and 1930s in Great Britain and the United States.
- In 1936 the British Broadcasting Corporation (BBC) started the world's first television broadcast, in America the first program was broadcast in 1941.

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- After [World War II](#) the important television stations in the United States **emerged**: ABC, NBC and CBS **operated** out of [New York City](#).
- By the early 1950s television programs could be **received** throughout America. By 1960 television was so **widespread** that millions watched the first TV **debate** in history between Richard Nixon and [John F Kennedy](#), a **major** broadcasting event.
- Television in the 60s had a big **influence** on **society**

## *types of TV broadcasters*

### 1. **Commercial TV stations:**

are **owned** privately. They get their money by selling **advertising** time,

Commercial TV **focuses** on entertainment, like **soap operas**, dramas, game

shows and **reality television**. Many of them have their own talk shows, where

guests appear and discuss **certain topics**. Most commercial TV

stations **offer** short news summaries of the day's events.

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### 2. **Public television stations**

are owned **either** by the **government** or by **non-profit organizations**. They

get their money by collecting **fees** from their viewers. These stations offer

their **viewers** a **wide range** of programs – documentaries, **current affairs**

**programs**, cultural and other information programs.

## ***Effects of Television***

- Television has a big impact on the way we spend our free time.
- It probably affects younger people more than adults, as they watch more TV. Critics of television claim that TV takes away too much of our free time so that we lack time for other activities like family conversations, reading, [getting exercise](#) etc..
- It also shows us a world that is not real. Television often encourages us to think that the world is more violent than it really is. Through TV we perceive the glamorous life of people and believe that they are better off than we are.
- Television contributes to our education and knowledge. Documentaries and information programs give us insight on nature, our environment and political events.

- Television has a huge impact on politics. In election years, discussions, speeches and campaign news of candidates are broadcast almost every day.

Political parties buy TV time to present their views and bring ideas to the audience