

First lesson:

According to the indexes of this century, can you identify it through a proper name

Text: Electronic Media Research Articles

The roots of electronic media can be traced back to the 19th century when early pioneers like Samuel Morse developed the telegraph, enabling the transmission of messages over long distances.

The invention of the radio in the early 20th century further revolutionized communication, providing a way to broadcast audio content to the masses.

However, it was the advent of television that truly revolutionized electronic media. The first successful demonstration of a television system took place in the late 1920s. By the mid-20th century, televisions had become a common household appliance, significantly impacting how people consumed information and entertainment.

Television brought images and sounds to life, bridging the gap between distant events and audiences.

It played a crucial role in shaping public opinion, political discourse, and the spread of culture across borders.¹

Electronic media is a sort of media that use electronics or electromechanical audience to retrieve the content / through which one can communicate or spread information to a mass with the help of electronic devices and digital means which include includes Internet, Television, Radio, Smart phones, etc.

This is in alike to social media, which now-a-days are most often created electronically. The major disadvantage is Electronic communication requires huge investment for infrastructural development. Electronic media makes people aware of things happening globally.

People get educated through the media were they get to learn many things about the politics, weather forecast, sports, etc. Television is a good source for the people to get updated through the electronic media. On the other hand Print media allows for easy budgeting and expense management as well.

¹ <https://shorturl.at/QpzU5>

Although electronic media has a much wider reach and allows for greater flexibility, its results still do not compare to the quality customer relationships you can gain from using a print media strategy.²

Question:

1. Try to extract the main key words that includes this text
2. What are the most important dates for the emergence and development of electronic press?

According to your scientific background,

3. what is the most advantages of electronic press?
4. What are the most important differences between print and electronic journalism?

² <https://shorturl.at/eeYKp>