

2022

Date : 16 / 9 2022

Before, in between and after each programme are advertisements. Since TV time costs so much money, only those programmes that can attract the maximum numbers of viewers are shown. Can you think of what such programmes might be? Think of what are the kinds of things that TV shows and what it does not. Does it show us more about the lives of the rich or the poor? We need to think about what it does to us, how it shapes views of the world, our beliefs, attitudes and values. We need to realize that it gives the partial view of the world. While we enjoy our favorite programmes, we should always be aware of the large exciting world beyond our TV screens. There is so much happening out there that TV ignores. A world beyond film stars, celebrities and rich lifestyles, a world that all of us need to reach out to and respond to in various way.