

TELEVISION AND CINEMA

Television is, nowadays, the most powerful and suggestive of this two communication media because it has a greater audience. Television should be, therefore, the most adequate medium to promote integral education; this is to say –according to Antonio Gramsci's words- 'a new proletarian Weltanschauung', a new concept of life and people. Gramsci affirms:

'One must redo the creation of a new integral culture which would have the popular character of the Protestant Reformation and the French Enlightenment and the classic features of Greek civilization and of the Italian Renaissance. This would be a culture that (to use Carducci's words) would synthesize Maximilian Robespierre and Immanuel Kant, politics and philosophy, in a dialectical unity inherent not only in a French or German society, but in a European and world-wide one.'

It is not necessary to add that, in the present time, those who control and direct television stations all around the world do not have these concerns. Neither seems to interest them the challenge when studying a new form of education; the idea of achieving an 'integral culture' has not crossed their minds. For them, television is nothing but a media to get 'enjoyment' and popularity; they use it as propaganda to sell certain goods, and to gain followers to that ideology, to this or that political party, to give or rest importance to certain groups of pressure. The speed of television's development and consolidation, before its rapid deterioration and its reduction to an advertisement vehicle of a product or an opinion, is obvious. The speed with which it has gotten away from all the concrete truth, the intelligence, and all authentic knowledge, is obvious as well. But the emergence of television has created some other diseases: it has allowed the triumph, acceleration and institutionalisation of the process of corruption of cinema, just in the moment when more important concerns, other than enjoyment or entertainment, were being aroused in the cinematographic field.

The coming into stage of television, triggered an absurd battle between the small and the big screen. An infinity number of parties from one or the other medium suddenly leaped to enunciate ludicrous theories about language, aesthetics, the social or 'cultural' incidence of cinema or television.

Nobody, or almost nobody, bothered to adopt a fairer perspective: that the apparition of this new technique could mean an extraordinary vehicle of dissemination of its products (films, etc.) to an ever-growing audience

Different Types of TV available in India

There are four different types of TV available in India today, these are LCD (LCD= Liquid Crystal Display), LED TV (LED= Light Emitting Diode), Plasma TV and the newest OLED TV (Organic Light Emitting Diode). We will explain each of these types of TVs available in India.

LED TV explained

The LED stands for 'Light Emitting Diode' and refers to the LED bulbs that are there in an LED TV as backlight. An LED TV has an LCD (Liquid Crystal Display) screen with LED bulbs as backlight. So basically an LED TV is an LCD TV which has LED bulbs as the backlight. Let us explain more clearly what LED and LCD TVs are.

An LCD TV has a Flat TV screen which has millions of Liquid Crystals sandwiched between two glass panels. This assembly is known as the LCD panel. When the liquid crystal elements in the LCD panel are charged with electricity using individual transistors for each liquid crystal, the liquid crystal becomes partly opaque and only allows a certain amount of light to pass through the LCD panel. An LCD screen does not any light on its own, it only controls the light that passes through the screen. So to produce a picture on the TV screen the LCD panel needs light from another source to pass through it. The source of light is called the backlight. In an LCD screen the backlight is produced by a CCFL (Cold Cathode Fluorescent light). On the other hand in an LED TV the backlight is produced by LED bulbs. Thus the only difference between an LCD and LED TV is the backlight source.

Plasma TV reviews in India

By looking at a Plasma TV and LCD TV you cannot make out any difference, but they work in totally different ways. A Plasma TV has thousands of gas filled cells, each containing a mixture of rare gases (neon and xenon). These cells glow when charged with electric voltages to produce different colors. Each of the plasma cell pixels light up individually to varying colors depending on the electric charge applied to them.

Since Plasma TV pixels produce their own light and colors without depending on any backlight source, the picture of the plasma TV is technically superior to that produced by an LED TV. Plasma TVs has a much higher contrast ratio than an LED TV and other advantages like better Viewing angle (clearer picture from the sides of the TV), fast motion pictures without blurring of fast moving objects, like

a cricket ball going to the boundary. Plasma TVs are cheaper than LED TVs. The disadvantages are that it is usually heavier, uses more electricity, the picture is not very bright so lights have to be dimmed to watch a Plasma TV. The killer problem in Plasma TVs was something called 'Burn-in' as explained in our page on Plasma TV. All of these problems have caused many of the leading manufacturers to stop production of Plasma TV, but the quality of picture on Plasma TV is very good and Plasma TV is still the choice of many TV experts.
.....More from our page on Plasma TV

OLED TVs in India

The newest type of TVs in India are the OLED TVs (Organic Light Emitting Diode TV). Just like a Plasma TV, the OLED pixels in the TV are self-illuminating and thus have all the advantages of the Plasma TVs. But unlike Plasma TV, OLED TVs are very bright and can be viewed in bright lit rooms. Theoretically OLED TVs should also be subject to the 'Burn-in' problem which the Plasma TV suffers from. But now TV manufacturers have several solutions to tackle the 'Burn-in' problem.
.....More from our dedicated page on OLED TV

Advantages of curved screen TV

The latest trends in TV sets is to have Curved TV screens. We will explore the advantages of having a curved TV screen in our dedicated page on Curved TVs.

Compare TV models and prices online before buying

The best way to buy a TV in India is to first see all the TVs that are available online. These online companies offer some great discounts, especially for TVs where new models are going to be announced soon. Once you study all the available TV models and prices in India online, you can safely do your shopping in the local stores. In case you cannot find better prices, you can confidently buy TVs from India's best online store: Amazon.in. Amazon is the world's No.1 online retailer. You will not be disappointed buying from Amazon, because they have a reputation to keep as the best online retailer not only in India, but in the whole world.

See best models of TV available in India online at Amazon.in full web page selection of all good TV sets available in India.

Buy TV online India

Many in India are hesitant to buy major home appliances, like TV, online. Things

have changed in India, the online giant companies like Amazon make sure that their customers are happy. The advantage of buying online is that you can order a TV online, from your computer at home, and they will deliver and set up the TV in your house, within a day in most cases. The beauty of buying online is that service will be assured with just a phone call. Any complaints are immediately acted upon and the service technicians will visit your house in a matter of hours. This is much more convenient than having to beg the local shop-keeper, from where you bought the TV, for service. Amazon, for example, has become the world's biggest online store, because they always try their best to make customers happy.

Types of cinema

Is the basing his work on images taken from reality. Usually mistaken for documentary reportage, the first being eminently one, closely linked to the origins of cinema film genre, and the second a television genre.

Is one that has been produced without the initial support of a studio or production of commercial cinema. The film industry may be copyright or not, while it is almost independent film ever.

Is one that uses a means of more artistic expression, forgetting the classic visual language, breaking the barriers of narrative cinema strictly structured and use the resources to express and suggest emotions, experiences, feelings, using plastic or rhythmic effects, linked to image processing or sound.

CHARACTERISTICS OF TELEVISION

1. An audio-visual medium

TV has both sound and sight. A TV broadcast is conceived and produced and received in audio-visual terms. As eyes absorbs and retain much more than the ear so, TV broadcasts have greater influence on viewers than radio's audience.

2. Features of other media

It has borrowed movement from stage, camera from the film and the microphone from the radio and integrate all these into a whole that makes TV uniquely new medium.

3. Wide reach and high credibility

It's a supreme medium of mass communication which has turned world into a global village. It has turned our society into an information society. It has widen the mental horizon of man by humanizes knowledge and make them feel as a citizen of world. Its credibility lies in the fact that seeing is believing.

Because of its reach and believability, it becomes a powerful medium for projecting the world of politics, sports, arts, personalities, events and ideas.

4. A glamorous medium

It shows glittering personalities, fashion shows, rich and famous people etc. and all this sitting back at home which adds to its glamour. Because of this TV has also been called the magic box, which fascinates the millions.

However on the bad side, the glamour and magic of TV has a potential of attracting people to the point of addiction.

5. A medium of the close-up

Because of small screen, it is ideal for close up of human faces, expression, reaction and interaction between people, for presenting an interview and discussion etc.

6. A living room medium

TV is a medium of and for the family. TV watching brings the family together.

7. A democratizing medium

It is a democratizing medium as it is available to all the people. It democratizes information, informal education and literature etc. by catering to all sections of society. Most of the TV programs are for the common man.

8. A medium of Immediacy

TV is a supreme reporter and it captures the events as they are happening. TV operates in fixed time units which makes performers, writers of the scripts and producer to be disciplined.

9. Advertisers Influence

TV is a great salesman of modern times. The businessman sells his product and services through TV and it allows them to reach out to a vast no. of potential and actual cost

ICT

Stands for "Information and Communication Technologies." ICT refers to technologies that provide access to information through telecommunications. It is similar to Information Technology (IT), but focuses primarily on communication technologies. This includes the Internet, wireless networks,