

## Detailed Report on “World Television Day - 2018”

The department of ECE has organized “World Television Day - 2018” on 21/11/2018 in association with IETE at Narayana Engineering College, Nellore. All the B.Tech Students were participated in this event.

**Resource Person: Mr. Muralidhar Thota**, Anchor, ACT TV, Nellore, Andhra Pradesh.

The Resource Person **Mr. Muralidhar Thota**, started his speech with background of television. In recognition of the increasing impact television has on decision-making by bringing world attention to conflicts and threats to peace and security and its potential role in sharpening the focus on other major issues, including economic and social issues, the United Nations General Assembly proclaimed 21 November as World Television Day (through resolution 51/205 of 17 December 1996).

World Television Day is not so much a celebration of the tool, but rather the philosophy which it represents. Television represents a symbol for communication and globalization in the contemporary world.

On 21 and 22 November 1996 the United Nations held the first World Television Forum, where leading media figures met under the auspices of the United Nations to discuss the growing significance of television in today's changing world and to consider how they might enhance their mutual cooperation. That is why the General Assembly decided to proclaim 21 November as World Television Day.

This was done in recognition of the increasing impact television has on the process of decision-making. Television was thus acknowledged as a major tool in informing, channelling and affecting public opinion. Its impact and presence and its influence on world politics could not be denied.

**Mr. Muralidhar Thota**, also shared his personal experiences with the students.



*Prof. M.Muralidhar, R&D Incharge, ECE department* concluded that, World Television Day highlights the links that exist between the broadcast media and not only social, economic and political developments but to democracy as a whole. Television not only provides all of us with vital information about our world, but it also helps to strengthen our democracies by getting this information directly into the hands of the people. As a result, TV media should not only be recognized for its contributions but should also be strengthened whenever possible. Which is why World Television Day is observed every year.



**Prof. Kante Murali**, Head dept. of ECE, given overview on why the people loves Television. Professor concentrated on some reasons why the world loves TV.

- TV creates different communities
- TV has authority
- TV inspires the mindset
- TV delivers quality
- TV gives a voice to good causes
- TV goes hand-in-hand with sport
- TV stimulates the economy
- TV embraces the digital age
- TV reaches consumers & builds brands

Finally **Prof. K.Santhi Sagar Reddy**, Professor in ECE department said that, we believe in television as a medium that does good, we believe in television as a medium that triggers imagination, arises curiosity, encourages education and gathers millions around common interests.

**\*\*\*\*\*Due to all these good reasons only we should celebrate world television today\*\*\*\*\***