

The Greatest inventors and inventions

John Logie Baird invented television



Introduction

Wonderful inventions have been made in science and technology recently. These advances are changing the lifestyle of millions of people all over the world. By the end of the 20th century lots of inventions have been appeared. Some of them have become so commonplace that it is difficult to imagine them things to make our life more comfortable. Almost every day a new technique or product appears in the world. But we always need something more useful, more effective, more comfortable.



The History of Television

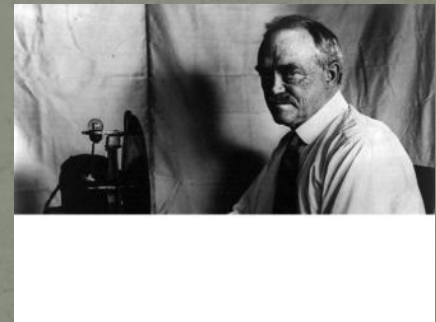
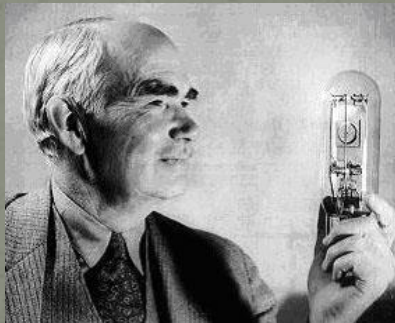
The invention that swept the world and changed leisure habits for countless millions was pioneered by Scottish-born electrical engineer John Logie Baird.

It had been realized for some time that light could be converted into electrical impulses, making it possible to transmit such impulses over a distance and then reconvert them into light.



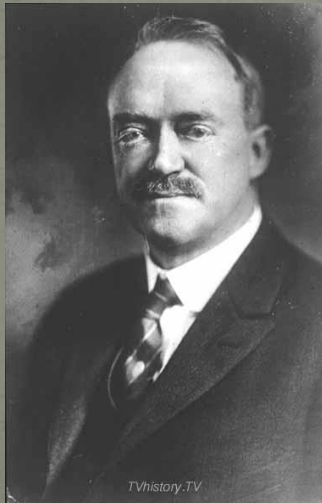
Timeline of TV History

The experiments of Swinton in 1907, with the cathode ray tube for electronic television held great potential but were not converted into reality. Finally, in 1927, Philo Taylor Farnsworth was able to invent a working model of electronic television that was based on Swinton's ideas.

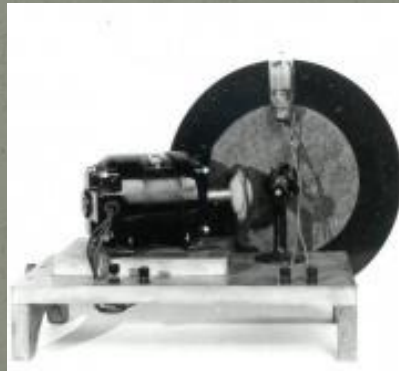


Mechanical Television History

In 1923, an American inventor called Charles Jenkins used the disk idea of Nipkow to invent the first ever practical mechanical television system. By 1931, his Radiovisor Model 100 was being sold in a complete kit as a mechanical television.

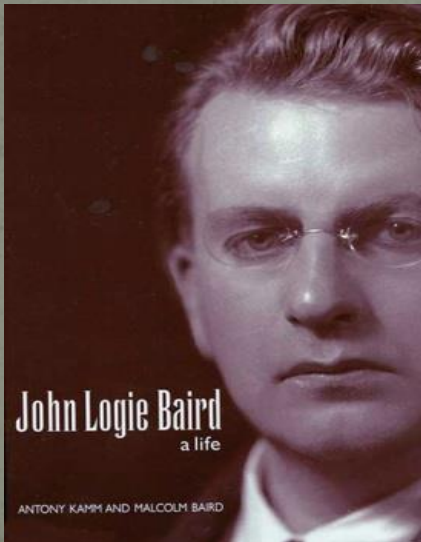


TVhistory.TV
Mr. C. Francis Jenkins - the Inventor of
"Jenkins Radiovisor."



John Logie Baird

John Logie Baird was born in 1888. His father was a graduate in Arts and Divinity of Glasgow University and had moved to Helensburgh, a little town on the Firth of Clyde, to become minister in a small parish church. The boy respected his father and adored his mother.



“Information, knowledge, and culture are central to human freedom and human development. How they are produced and exchanged in our society critically affects the way we see the state of the world as it is and might be; who decides the questions; and how we, as societies and polities, come to understand what can and ought to be done” (Benkler, 2006, p. 1).

An Introduction to Television

- By the late 1930s, radio was woven into the fabric of American life. It allowed millions to enjoy public events in the comfort of their own home (History.com).
- Adding picture was the next logical step.
- By the 1950's, television had already become the main medium for shaping public opinion (Diggs-Brown, B. 2011).

The Birth of Television



Although the electronic television was demonstrated to the public by Philo Farnsworth in 1928 (Discovery.com), “technical difficulties, corporate competition, and World War II postponed its widespread introduction to the public until 1946” (History.com).

Post War Growth

- In 1945 the the first experimental microwave relay system was introduced by Western Union between New York and Philadelphia. This distribution system transmitted communication signals via radio along a series of towers
- Between 1945 and 1948, the number of commercial television stations grew from 9 to 48 and the number of cities having commercial service went from 8 to 23
- Television sales increase 500%

The Color Television

- There was an initial introduction of a color television set in 1951, but production was stopped because the federal government ruled the color set used strategic material necessary for the Korean War effort .
- In 1954, the color television was introduced by RCA in the United States
- Color TVs took more than a decade to reach a significant number of households.
- Color became the dominant television set in 1966

The Video Tape Revolution

- Prior to the mid-1950's, television was transmitted “live” or recorded on film on a kinescope recorder.
- A specially adapted 16-mm or 35-mm motion picture camera filmed the program from a high quality monitor as it went to air. The result was poor by today's standards.
- In 1956, Ampex introduced its VR 1000 “quad” video tape recorder (VTR).
- This physical technology led to a change in organizational technology by allowing high-quality television production to happen away from the New York studios .

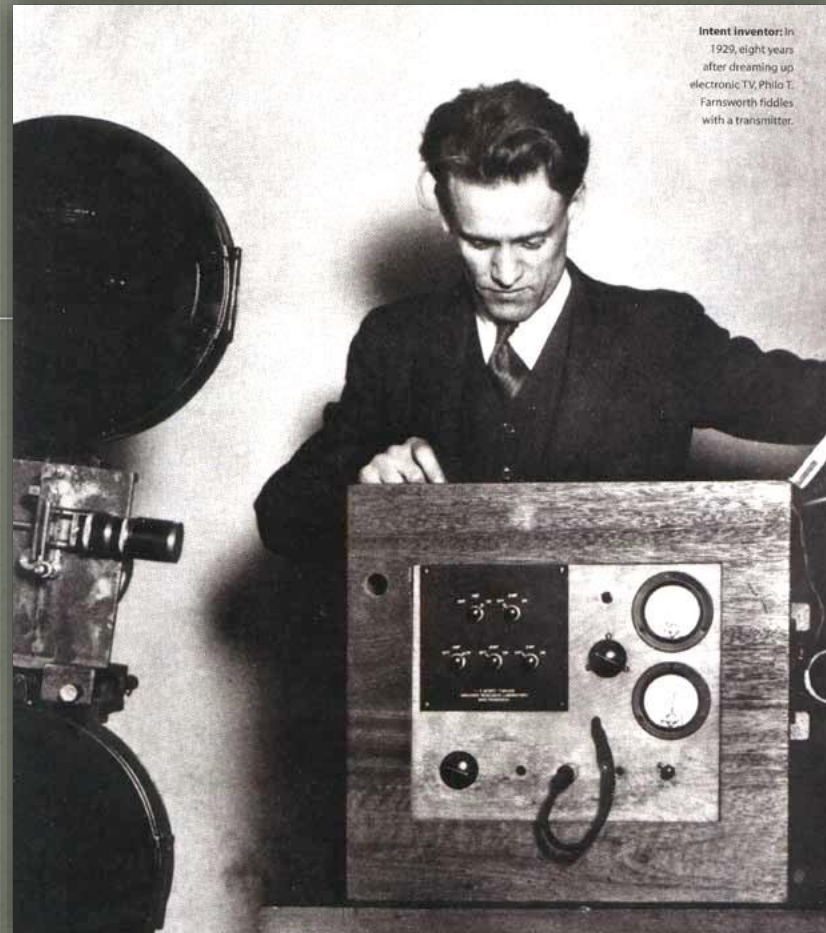


Kinescope recorder recorded images on a video monitor (left) using a film camera (right).

Over the Past Decade

- Over the past decade, closed-captioned television has introduced millions of hearing-impaired viewers to the television
- V-Chips have enabled parents to control the content of what their children watch
- Now, digital video recorders (DVR) are changing the way people think about financing and viewing of television programs

Inventors, Policy Makers, & Sponsors



Invention of the Television

The television has become a staple of American culture. Virtually every household in the United States has a television set, and many have more than one.

It is interesting that no one person can be credited with inventing the television. Over the course of a few years, many inventors added their contributions to make the television possible and improve performance.

Television Sponsors

- In the early history of television, the structure of the radio was followed allowing corporations to sponsor and produce shows (Ezinearticles.com).
- By the mid 1940's, advertising was taking over, and the purpose of the television became selling things (Ezinearticles.com).



Television Sponsors

- In 1928, Charles Jenkins received the first U.S. television license from the FRC for station W₃XK in Wheaton, Maryland
- In 1930, Jenkins aired the first television commercial and was fined by the FRC



Television Sponsors

- Beginning in the 1950's, corporations would produce and sponsor television programming, which would include a one minute ad (History.com).
- With programming becoming expensive, advertisers realized that 30 second ads were also effective and show would be sponsored by multiple products (History.com).

Television Sponsors

- Eventually, networks became fed up with sponsors controlling the shows (Ezinearticles.com).
- Networks began to eliminate sponsors and sell advertising time between programs, which led to the commercial system we have today (Ezinearticles.com).



The Purpose of Television

To Inform, Entertain, and Influence



Purpose of Television

- Television is a mass communication tool that was initially used to add images to radio-style programming. It was utilized to disseminate news and information and provide entertainment.
- The primary purpose of television remains relevant, but capitalism and technological innovations have transformed how television is used.
- According to Kellner (1981), television produces both profit and ideology, maintains hegemony, and encourages the status quo.

Purpose of Television

Kellner (1981) notes how television networks and advertisers have capitalized on the technology.

- Networks:
 - Set the agenda for news and information.
 - Dictate forms, values and ideologies of entertainment programming.
 - Promote capitalism, consumerism, and social conformity.
 - Exert political influence.
- Advertisers:
 - Influence consumer demand and values.
 - Provide revenue that impacts network decisions.

Purpose of Television

American television networks not only influence citizens of the United States, but According to Kellner (1981), they have a global impact on values.



Photo courtesy of theawl.com
<http://s21.theawl.com/awl/up/2011/10/sons.jpg>

Kellner (1981) asserts that American network television is “one of the most far-reaching communication apparatuses and entertainment transmitters that have ever existed” (p. 31).

Purpose of Television



According to Kellner (1981), the military, politicians, and corporations all have used television to solicit and disseminate their messages to the public.

Purpose of Television



Advertising has long leveraged television's influence to market products and build brands. Some popular icons include Betty Crocker, Ron Popeil, and the Pillsbury Doughboy. Shopping networks are now common on TV.

Purpose of Television



With the continual development of new technology, including LED screens, faster refresh rates, numerous peripheral devices, 3D experience, and Ultra-HD 4K television sets, one might expect to see the purpose and use of television to continue to develop.

Purpose of Television

Modern televisions are compatible with a variety of peripheral devices that complement the medium and provide additional functionality. Below are a few popular peripherals:

- Surround sound
- Video game consoles
- Blue ray players
- Digital video recorders
- DVD players

Purpose of Television

- Although televisions were initially a one-way communication device, today's smart TVs feature Internet connectivity, allowing users to access a wider variety of content and achieve bidirectional communication.
- Computer monitors and cell phone screens are an adaptation of television technology.
- Television imaging technology is used in a variety of medical equipment to provide visual support that was not previously possible.

TV in India

- Cathode ray display in Madras 1950
- Terrestrial Television in India experimented at Delhi 1959 Sept 5th
- Daily transmission 1965 as part of AIR
- Separated from AIR 1976, production under Doordarshan

SITE

- Satellite Instructional TV Experiment 1975 -76 through NASA to ISRO
- Covering 2400 villages, in 6 states
- ATS 6 satellite of NASA
- INSAT by India
- Earth station at Ahmedabad funded by UNDP \$1.5 Million

SITE contributors

- AIR staff trained to work in SITE project
- UNICEF produced 21 film for SITE, directed by Shyam benegal
- Children film and documentary by NCERT
- Indian national Satellite system 1982
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Regional and local channel

- Channels DD , star, sony, zee etc
- Programs in local language

Television Today

- **New video format: UHD, 4K or 8K**
- The adoption rates of IP technology
- **Cloud based work environments**
 - **OTT (Over the top)**
 - **Youtube, netflix, amazon**