



ST. NORBERT SCHOOL

CBSE Affiliation No: 831041

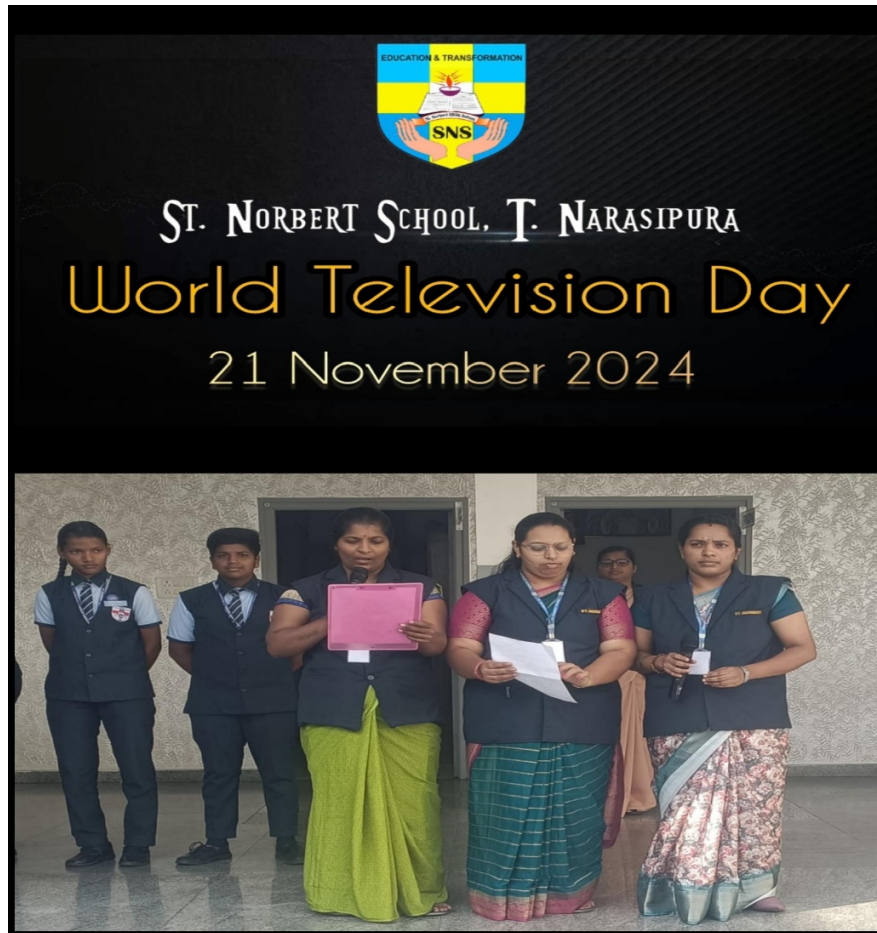
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WORLD TELEVISION DAY

21ST NOVEMBER 2024

In 1996, the United Nations general assembly declared November 21 World Television Day. The UN recognized television as having an increased impact on decision making as well as being an ambassador for the entertainment industry. Television is a symbol of communication and globalization that educates, informs, entertains and influences our decisions and opinions.

Poster and Information about Television Day



World Television Day is on November 21. It was the UN who created the observation in December 1996 and it has been observed every year since.

Despite the shift in audiovisual content consumption to different platforms and the constantly evolving technology, TV remains an important communication tool. The biggest divide, however, has been in how we receive these images. Traditional over-the-air TV channels, a form of broadcasting transmitted via radio waves to antennas in our homes, appear to be in slow decline in favor of streaming companies whose TV signal is received through bandwidth internet connections.

It remains to be seen whether the decline of traditional television will increase as the years go by, or whether the two formats will co-exist and compete for viewers' attention in parallel.

BACKGROUND

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.

Thank you

Regards

Media Club