

AMK Resource World

Competition Cosmos

World Television Day

On 21 November and 22 November, 1996, the U.N. held the first World Television Forum. It provides a platform and allowed media to discuss the importance of TV in delivering information and also how it participating in the changing world. It is the single largest source of video consumption.

Therefore, UN General Assembly on 17 December 1996 through resolution 51/205 established 21 November as World Television Day to commemorate the date on which World Television Forum was held. It was done by seeing the impact of Television on the process of decision-making.

Television is a major tool and so acknowledged in informing, channelling and affecting public opinion. We can't deny its impact on world politics i.e the way it influences world politics



Various people meet together and promote World Television Day including journalists, writers, bloggers who spread and share their views regarding the role of television through print media, broadcast media and also through social media. In schools, several guest's speakers are invited to talk about media and communication issues. They discuss topics like what is the role of television in our lives, how television promotes cultural diversity and a common understanding, how it provides a link between democracy and television and also the role of television in social, political and economic developments. To outline the importance of television to democracy, peace and world stability, various conferences and lectures are held all over the world. This day also renews the role of governments, organisations, and individuals to support the development of television media in providing unbiased information about important issues and events that affect society.

To support the international news media and to reach audiences, the United Nations provides a suite of multimedia products and services by covering the work both at Headquarters and around the world. UN Videos are also produced for news, social platforms and also for broadcast partners in six official languages

including French, Spanish, English, Chinese, Arabic and Russian and also in Hindi, Kiswahii, and Portuguese. Breaking news, events, etc. are also shared with partners in raw packages by UNifeed which enables news providers to cover important global issues by offering timely broadcast video from throughout the system of UN. New stories are posted on the website of UNifeed as soon as they become available from the global network if UNB specialised agencies, funds and programmes, peacekeeping operations, and UN Headquarters.

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