



3. Opportunities

4. Threats

### **III. The Print Media**

1. Strengths

2. Weaknesses

3. Opportunities

4. Threats

#### **IV. Social Media**

1. Strengths

2. Weaknesses

3. Opportunities

4. Threats

#### **V. Broadcasting**

1. Strengths

2. Weaknesses

3. Opportunities

4. Threats

***Suggested Reading***

Vishal Mangalwadi: *The Book that Made Your World*, Nelson – 2011

Neil Postman: *The Disappearance of Childhood*, Vintage – 1994