



**21.11.2015 – The debate on television often revolves around its downsides. Undeniably, the broadcasting of disturbing scenes, biased news, or even the time spent watching TV rather than being outdoors, socialising or being physically active, are all valid reasons for criticism even though the focus should be on the use we get from it rather than television itself. Such arguments overshadow the beneficial impact of TV.**

Television not only entertains us. It also informs and educates us, nurturing freedom of information, which is paramount to secure democracy. Without it, conflicts, global threats, economic and social issues as well as crises of different kinds striking even remote areas of the world would not receive attention on the international stage.

“World Leaders have recently adopted 17 Sustainable Development Goals. They can only be a success if people – especially the youth – know about them. TV has the potential to help sharpen the understanding of the goals and other global topics” says UN Regional Information

Centre Deputy Director

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Caroline Petit

. "TV's power lies in its ability to reach people by sending strong images and illustrate complex developments."

Television channels influence public opinion, ultimately contributing to shaping the global decision-making process. In our societies that are reliant on information technologies and communication, TV plays a crucial role and some landmarks moments in the history of humankind, captured on footage, are now part of our collective memory.

On 21 and 22 November 1996 the United Nations held the first World Television Forum. This was the occasion for prominent media figures to discuss of the growing role of TV in today's changing world. That is why 21 November was proclaimed as World Television Day by the UN.

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UNRIC's Related Links:

- [World Television Day](#)
- [UN TV](#)
- [Association of Commercial Television in Europe](#)

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