

## **TELEVISION STUDIES – OCW UC3M**

### **Topic III. Technology and the History of Television**

#### **Key to Exercises of Topic 3**

##### **Exercise of the week:**

A good starting point to review this exercise is asking yourself this question: can you imagine your life without using this particular technology? Read again your text highlighting the aspect where your own experiences are different from other friends or family members. Then you can compare your essay with this by Daniel Engber, “Ugly Buttons: How Did the Remote Control Get so Awful and Confusing?”:

[http://www.slate.com/articles/life/design/2012/06/the\\_history\\_of\\_the\\_remote\\_control\\_why\\_are\\_they\\_so\\_awful.html](http://www.slate.com/articles/life/design/2012/06/the_history_of_the_remote_control_why_are_they_so_awful.html)