

CIVICS

Chapter 6: UNDERSTANDING MEDIA



Important Questions

➤ Multiple Choice Questions :

Question 1. Television was invented by:

- (a) J.L. Baird
- (b) Dr. Alexander Graham Bell
- (c) Isaac newton

Question 2. Khabar Leahriya is a:

- (a) Magazine
- (b) Newspaper
- (c) Novel

Question 3. Media is often controlled by:

- (a) Government
- (b) Prime minister
- (c) Business houses

Question 4. Which of the following comes under print media?

- (a) Phone
- (b) TV
- (c) Newspaper

Question 5. Television, radio and newspaper are called:

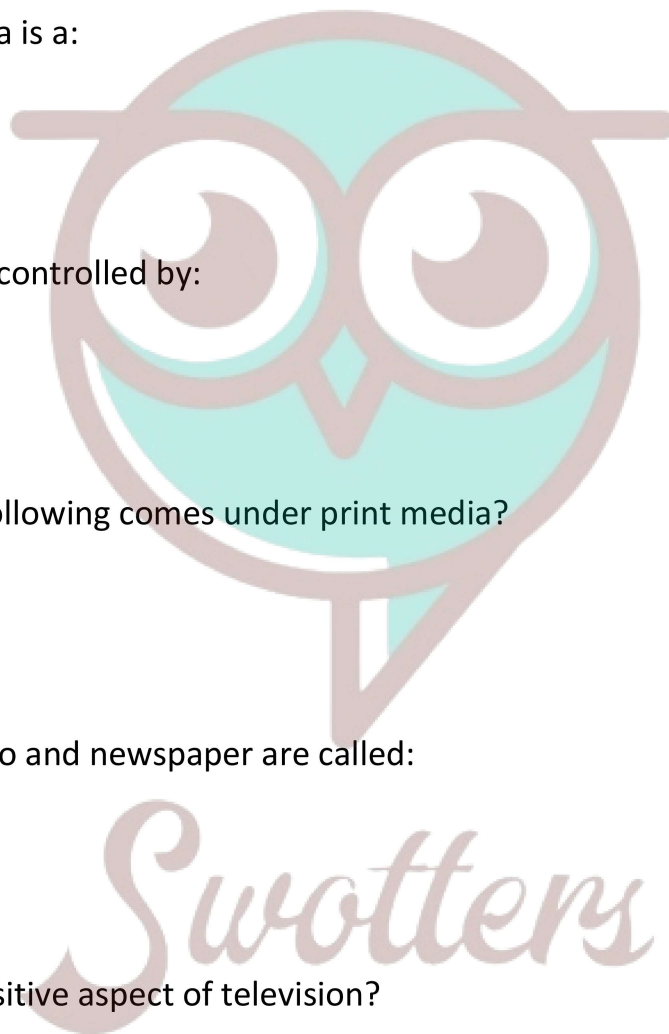
- (a) Mass media
- (b) Print media
- (c) Local media

Question 6. what is one positive aspect of television?

- (a) Enabled people to waste their money
- (b) Enabled ourselves as member of larger global world
- (c) Enabled people to spend their time
- (d) None of these

Question 7. what do you mean by mass media?

- (a) Television
- (b) Radio



- (c) Both a and b
- (d) None of these

Question 8. what is Khabar Lahriya?

- (a) Local magazine
- (b) Story book
- (c) Local newspaper
- (d) None of these

Question 9. Between which period's media was censored in India?

- (a) 1990-1992
- (b) 1975-1977
- (c) 1952-1954
- (d) 1978-1979

Question 10. Which of these is a part of print media?

- (a) T.V.
- (b) Radio
- (c) Newspaper
- (d) None of these

Question 11. Which is the local newspaper written in bundeli?

- (a) Times of India
- (b) Dainik paper
- (c) Khabar Lahriya
- (d) None of these

Question 12. Who was the inventor of mechanical television?

- (a) John Michael
- (b) John L. Baird
- (c) Gutenberg
- (d) None of these

Question 13. what is the consequences of the media setting the agenda by reporting on the fashion week rather than the slum demolitions?

- (a) To earned a huge amount of money
- (b) To earn the confidence



- (c) To earn the sympathy of people
- (d) None of these

Question 14. Why is it necessary for media to be independent?

- (a) To earn salary
- (b) To encourage company
- (c) To write balanced report
- (d) None of these

Question 15. what do you mean by factual information?

- (a) Information about completed issue
- (b) Information about issue that is often not complete
- (c) Information about future topics
- (d) None of these

➤ **Fill in the blanks :**

1. One way in which the mass media earns money is by _____ different things.
2. Changing technology or machines help to reach more people.
3. Media is the plural of the word _____.
4. Electronic typewriter in journalism was invented in _____.
5. Media uses advertising as a tool to raise _____.

➤ **Write true (T) or false (F) :**

1. The technology that mass media uses keeps changing.
2. An independent media means that government should control and influence its coverage of news.
3. Since TV time costs so much money, only those programmes that can attract the maximum number of viewers are shown.
4. The print media offers a large variety of information to suit the tastes of different readers.

➤ **Very Short Questions :**

1. Name various forms of communication.
2. What does the word 'media' mean?
3. Mention any one positive aspect of television.

4. Mention one way in which the mass media earns money.
5. Why are some advertisements shown repeatedly on the television screen?
6. What are the various ways through which people express their dissatisfaction to any of the government's decision which does not go in their favour?
7. What do you mean by a balanced report?
8. Why is it necessary for media to be independent?
9. Why does media sometimes focus on a particular aspect of a story?
10. What does media's close relationship with business often mean?

➤ Short Questions :

1. How television is like a 'window on the world'?
2. What do you found most useful about internet?
3. What do you mean by 'public protest'?
4. What is an independent media?
5. What is mass media?

➤ Long Questions :

1. In what ways does the media play an important role in a democracy?
2. How does technology affect the media industry?
3. Can you give this diagram a title? What do you understand about the link between media and big business from this diagram?
4. You have read about the ways in which the media 'sets the agenda'. What kind of effect does this have in a democracy? Provide two examples to support your point of view.
5. How can we say that media is far from freedom?

ANSWER KEY –

➤ Multiple Choice Answer :

1. (a) J.L. Baird
2. (b) Newspaper
3. (c) Business houses
4. (c) Newspaper
5. (a) Mass media
6. (b) Enabled ourselves as member of larger global world

7. (c) Both a and b
8. (c) Local newspaper
9. (b) 1975-1977
10. (c) Newspaper
11. (c) Khabar Lahriya
12. (b) John L. Baird
13. (a) To earned a huge amount of money
14. (c) To write balanced report
15. (b) Information about issue that is often not complete

➤ **Fill in the blanks :**

1. advertising
2. media
3. medium
4. 1940
5. revenue

➤ **Write true (T) or false (F) :**

1. True
2. False
3. True
4. True

➤ **Very Short Answer :**

1. Radio, television, newspapers, Internet.
2. Radio, television, newspapers, Internet and several other forms of communication are collectively known as media.
3. Television has enabled us to think of ourselves as members of a larger global world.
4. The mass media earns money by advertising different things like cars, clothes, tea, etc.
5. Same advertisements are shown repeatedly on the television screen just to make people's mind to go out and buy what is advertised.
6. They do so by writing letters to the concerned minister, organising a public protest, starting a signature campaigns and asking the government to rethink its programme,

etc.

7. A balanced report is one that discusses all points of view of a particular story and then leaves it to the readers to make up their minds.
8. Only then media can write a balanced report.
9. It is because media believes that this will make the story interesting.
10. It means that media will fail to give a balanced report.

➤ Short Answer :

1. Television is like a 'window on the world' because a lot of our impressions about the world around us are formed by what we see on TV.
2. We always get the latest information on internet as we can read latest news and gain knowledge about the latest products within minutes of their release.
3. When a large number of people come together and openly state their opposition to some issue is termed as public protest. Organising a rally, starting a signature campaign, blocking roads etc. are some of the ways in which this is done.
4. An independent media means that no one should control and influence its coverage of news. No one should tell the media what can be included and what should not be included in a news story.
5. TV, radio and newspapers are a form of media that reaches millions of people, or the masses, across the country and the world and, thus, they are called mass media.

➤ Long Answer :

1. Role of media in a democracy:

- i. In a democracy, the media plays a very important role in providing news and discussing events taking place in the country and the world. It is on the basis of this information that citizens can, for example, learn how government works.
- ii. It also criticizes the unpopular policies and programme of the government.
- iii. It forms the public opinion.
- iv. It raises issues and problem related to common people.
- v. It also acts as reminder for the government about their promises.

2. Changing technology, or machines, and making technology more modern, help media to reach more people. It also improves the quality of sound and the images that we see. But technology does more than this. It also changes the ways in which we think about our lives. For example, today it is quite difficult for us to think of our lives without television. Television has enabled us to think of ourselves as members of a larger global world. Television images travel huge distances through satellites and cables. This allows us to view

news and entertainment channels from other parts of the world.

3. The title can be 'Media and Big business houses'.

From this diagram it is clear that some big business houses have their own television channels and newspapers. They show news of interest to the people on television and newspaper and advertise their own product in between. Independent media houses also advertise product of big business houses to make money. As a result, most television channels and newspapers are part of big business houses. People buy these advertised products of the big business houses and money flow back to them.

4. The media also plays an important role in deciding what stories to focus on, and therefore, decides on what is newsworthy. By focusing on particular issues, the media influences our thoughts, feelings and actions, and brings those issues to our attention.

Example:

- i. The media drew our attention to alarming levels of pesticides in cola drinks. They published reports that indicated the high level of pesticides and, thus, made us aware of the need to regularly monitor these colas according to international quality and safety standards.
- ii. The media drew our attention to suicide committed by farmers which leads to large scale movement and forced the government to look further on this issue.

5. However, the reality is that media is far from independent. This is mainly because of two reasons:

- i. The first is the control that the government has on the media. When the government prevents either a news item, or scenes from a movie, or the lyrics of a song from being shared with the larger public, this is referred to as censorship. There have been periods in Indian history when the government censored the media.
- ii. Second, at times, it is in the interest of these businesses to focus on only one side of the story. Media's continual need for money and its links to advertising means that it becomes difficult for media to be reporting against people who give them advertisements..