

Grade VII

Lesson 6. Understanding Media

CLASSICS

I Multiple choice questions

- Which of these is a part of print media?
 - T.V.
 - Radio
 - Newspaper
 - None of these
- Which invention has brought the world closer?
 - Typewriter
 - Television
 - Telex
 - None of these
- Between which period media was censored in India?
 - 1990-1992
 - 1975-1997
 - 1952-1954
 - 1978-1979
- Which type of media is important in a democracy?
 - Censored media
 - Independent media
 - mass media
 - None of these
- What is Khabar Lahriya?
 - Local magazine
 - story book
 - Local newspaper
 - None of these
- Cost of giving an advertisement depends upon the popularity of :
 - Model
 - Product
 - Producer
 - Channel

1. c	2. b	3. b	4. b	5. c	6. d
------	------	------	------	------	------

II Multiple choice questions

- Media is the plural of the word
 - mode
 - medium
 - low
 - None of these
- Media are of various types
 - Print media
 - electronic media
 - both of these
 - None of these
- Electronic typewriter in journalism was invented in
 - 1920s
 - 1940's
 - 1930's
 - None of these
- The cost of an advertisement on a news channel is between
 - Rs.500 to Rs.8000 per 10 sec.
 - Rs.600 per 10 sec
 - Rs.1 per 10 sec
 - None of these



5. When government curbs news, it is called.

- a) reliable b) censorship c) both of these d) none of these

6. Two newspapers are.

- a) Indian express b) India Daily c) both of these d) none of these

7. Khabar Lahriya is a paper of

- a) Delhi b) Chitrakoot c) Dehradun d) none of these

8. Media main money comes from

- a) Advertising b) Public relations c) both of these d) none of these

1. b	2. c	3. b	4. a	5. b	6. c	7. b	8. a
------	------	------	------	------	------	------	------

III Multiple choice questions

1. Which is / are example / examples of mass media?

- a) Television b) Radio c) Newspaper d) All of these

2. Who invented television?

- a) J.L. Baird b) Mumbai c) Newton d) Thomas Edison

3. An independent media means that.

- a) No one should control and influence its coverage of news.
b) No one should tell the media what can be included and what should not be included in a news story.

- c) Both a) and b) d) None of the two

4. The period of Emergency was

- a) From 1970 to 1977 b) 1975 to 1977
c) From 1980 to 1981 d) From 1983 to 1986

5. What is Khabar Lahriya?

- a) It is a local magazine b) It is a story book
c) It is a local newspaper d) None of the above

1) d	2) a	3) c	4) b	5) c
------	------	------	------	------





IV Multiple choice questions

1. Which of the following are forms of media?
a) TV b) Radio c) Newspaper d) All of these
2. In which of the following is print media?
a) Newspaper b) T.V. c) Radio d) Television
3. Which has brought the world closer to us?
a) Television b) Tape recorder c) Typewriter d) None of these
4. Which type of media offer a large variety of information to suit the taste of different readers?
a) Electronic media b) Print media c) Mass media d) All of these
5. Which is the main source of income of media?
a) Advertisements b) Articles c) General news d) None of these
6. On which basis are the cost of advertisement set?
a) Popularity of channel b) Popularity of product
c) Both a) and b) d) None of these
7. Which word is used to refer to a T.V. or radio programme that is widely transmitted?
a) Publish b) Broadcast
c) Censorship d) Public protest
8. When did India censor the media?
a) When there was Emergency in 1975 – 77
b) When P.M. Indira Gandhi was Assassinated
c) When bomb blasts took place
d) None of the above
9. Government control over the media is known as:
a) Factual b) censorship c) Independence d) Emergency

1. d	2. a	3. a	4. b	5. a	6. a	7. b	8. a	9. b
------	------	------	------	------	------	------	------	------





I Fill in the blanks

1. Media is the plural form of the word _____.
2. The different technologies that _____ media use are expensive.
3. An _____ media is important in our democracy.
4. _____ has a very important role in our lives.
5. Changing _____ helps media to reach more people.
6. _____ has enabled us to think of ourselves as members of a larger global world.
7. _____ channels and newspapers are the part of big business houses.
8. With _____ typewriters, journalism underwent a change in the _____.
9. _____ improves the quality of the sound and the images that we see.
10. At times media is prevented from publishing a story, this is called.

1. Medium
2. Mass
3. Independent
4. Television
5. Technology

6. Television
7. Most television
8. Electronic, 1940
9. Changing technology
10. Censorship

II Fill in the blanks

1. Newspapers can reach _____ of people.
2. _____ helps media to reach more people.
3. TV channels are a part of _____ houses.
4. Media helps in _____ events.
5. Several local groups come to start their _____ media.

i) millions	2. Modern technology	3. big business	4. discussing	5. Own
-------------	----------------------	-----------------	---------------	--------





III Fill in the blanks

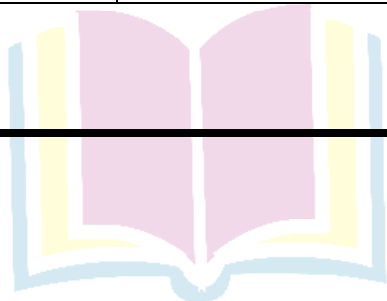
1. Media often fails to focus on _____ that are significant in our lives.
2. An _____ media is important in a democracy.
3. Mass media uses different technologies that are very _____.
4. _____ has enabled us to think of ourselves as members of a larger global world.
5. Most television channels and _____ are part of big _____ houses.

1. Issues	2. Independent	3. expensive	4. Television	5. newspapers, business
-----------	----------------	--------------	---------------	-------------------------

IV Fill in the blanks

1. Independent media plays a _____ role in a democratic country.
2. _____ and _____ are a recent phenomena in the media.
3. Mass media earns money through _____.
4. With _____ typewriters, journalism underwent a change in the _____.
5. At times media is prevented from publishing a story, this is called _____.

1. significant	2. Cable T.V., Internet	3. advertisements	4. electronic, 1940's	5. censorship
----------------	-------------------------	-------------------	-----------------------	---------------



Next Generation School



I Match the columns

a) Newspaper	i) Source of income of media
b) Advertisements	ii) Important role in democracy
c) Emergency in 1975-77	iii) Government control over media
d) Censorship	iv) Print media
e) Media	v) India censored the media

a. iv	b. i	c. v	d. iii	e. ii
-------	------	------	--------	-------

II Match the columns

Column A	Column B
1. TV	a) Documentary
2. Image Travel	b) Coca-cola
3. Quality standards	c) TV
4. Films on daily life	d) Mass Media

i) d	ii) c	iii) b	iv) a
------	-------	--------	-------



Next Generation School



III Match the columns

Column A	Column B
1. TV, radio, newspapers	a) An early television
2. TV and radio	b) During 1975-1977
3. The television	c) Reports on Dalit issues
4. Media was censored	d) Mass media
5. Khabar Lahriya	e) Electronic media

1) d	2) e	3) a	4) b	5) c
------	------	------	------	------

IV Match the columns

Column A	Column B
1. J.L. Baird	a) 1940's
2. Khabar Lahriya	b) Revolutionized mass media
3. Satellite	c) Television
4. A Gutenberg	d) local paper in U.P
5. Electronic typewriter	e) Printing press

1. c	2. d	3. b	4. e	5. a
------	------	------	------	------





I True or False

1. Changing Technologies help media to reach more people. ()
2. Media can be divided into print media and electronic media. ()
3. Media is the plural form of the word middle. ()
4. Television has made us think of ourselves as global citizens. ()
5. Balanced report discusses only one point of view or one side of story. ()

1. True	2. True	3. False	4. True	5. False
---------	---------	----------	---------	----------

II True or False

1. Mass media is constantly thinking of ways to make money.
2. Media plays a very important role in providing news.
3. Media is always independent while reporting.
4. Media is important for a true democracy.

i) True	ii) True	iii) False	iv) True
---------	----------	------------	----------

III True or False

1. Newspapers and magazines are examples of print media.
2. Media gives us news of different kinds and thus makes us aware of what is happening around us.
3. Mass media has nothing to do with the latest technology.
4. Advertisements are not repeated as it costs much.
5. Censorship goes in the favour of the media.

1. True	2. True	3. False	4. False	5. False
---------	---------	----------	----------	----------





Chapter Practice

Very Short Answer Questions

1. What do you mean by mass media?

Media that reaches large number of people or the masses, across the country and the world is called mass media. For example Television, radio, newspaper etc.

2. What is Censorship?

Censorship refers to the power that the government has to disallow media from showing or publishing certain issues.

3. Mention any one positive aspect of television.

Television has enabled us to think of ourselves as members of a larger global world.

4. What do you mean by balanced report?

A balanced report is one that discusses all the points of view of a particular story and then leaves it to the reader to make up his mind.

5. What do you mean by factual information?

Factual information is the information about a particular news or issue that is often not complete and can be one sided.

6. Why is it necessary for media to be independent?

If media would be independent then only it can write a balanced report.

7. What do you mean by publish?

Publish means news reports, articles, stories that are printed in newspapers, magazines, books etc. for a wide audience to read.

Next Generation School



Short Answer Questions

1. How has television brought the world closer?

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. Most of the cartoons which we watch on TV are from Japan or the USA. We can now be sitting in any part of the country and can see the incidents taking place in any part of the world. Thus, television has brought the world closer.

2. Describe the relationship between media and technology.

- (i) Changing technology helps media to reach more people. It also improves the quality of sound and images.
- (ii) Cable TV and use of Internet are some examples of technology in media.
- (iii) Newspapers, magazines, etc. are called print media and they use various technologies to present the material in an eye-catching way. TV, radio are called electronic media and they have brought the world closer to us.

3. What do you mean by an independent media? Why is it important for the media to be independent?

An independent media means that no one should control and influence its coverage of news. No one should suggest the media what can be included and what cannot be included in a news story.

An independent media is important in a democracy. It is on the basis of the information that the media provides that we take action as citizens. Hence, this information must be reliable and not biased at all.

4. There are several instances when the media fails to focus on issues which are important for us. Comment.

- (i) There are several instances when the media fails to focus on issues which are important for us.



For example, Drinking water is a major problem in the country, every year, thousands of people suffer due to lack of safe drinking water.

Media does not focus on this issue.

- (ii) The media focuses (on) such issues like the fashion week which provide(s) them huge money.
- (iii) But it did not report the demolition of slums in Mumbai at all as the slum dwellers did not pay them.
- (iv) As citizens of a democracy, the media has a very important role to play in our lives because it is the media which highlights the burning issues.

5. Write a short note on “Setting the agenda”.

The media decides the issues and stories to focus on. This is called “setting the agenda”. The government through censorship prevents certain stories to be published. Media’s relationship with business houses affects balanced reporting.

It is therefore, important that we do not rely too much on one-sided factual reporting. We should ask questions like what is the information I am getting and what is not provided.

6. Media Plays an important role in democracy. Elucidate.

Media plays an important role in providing news and discussing events in the country and the world. This helps citizens to learn about functioning of government. Citizens can take actions based on the news. They can take actions based on the news. They can write letters to ministers or organise a public protest. Signature campaign may be started to make government rethink on certain issues.

Next Generation School





Long Answer Questions

1. What are the expectations concerning the roles of women and men in our society?

1. What is the role of media in a democracy?

- (i) Media plays a very significant role in a democracy. It provides news and discusses events related to the country or world.
- (ii) It helps the citizens to know about the working of the government, and if required, bring forth the problems.
- (iii) Media helps the people of around the world to know and understand about what is going on in other parts of the world.
- (iv) Media helps by “setting the agenda” and helps people to organize protests.
- (v) Media propagates the policies and programmes of the government and criticizes the unpopular policies.
- (vi) It reports crimes, mishappenings and creates opinion about them as well.

2. Why do most newspapers still fail in providing a balanced story?

Most newspapers still fail in providing a balanced story-

- (i) Researchers in the field of media have said that this happens because business houses control the media. So, it is in the interest of these business houses that only one side of the story is focused.
- (ii) Media's continual need for money and its links to advertising means that it becomes difficult for media to report against people who give them advertisements. Media is, thus, no longer considered independent because of its close links to business.
- (iii) Apart from this, the media also tends to focus on a particular aspect of a story because they believe this makes the story interesting. Also, if they want to increase public support for an issue, they often do this by focusing on one side of a story.





3. Why are the latest technologies costly?

- (i) There are different technologies that media use today and these are costly. T.V. studio with cameras, sound recorders, lights, transmission and satellites cost a lot of money.
- (ii) News studio or serial production require the services of large number of people like readers, cameraman, actors, production units, etc and their salaries add to the expenses.
- (iii) Electronic media also involves money.
- (iv) Print media needs of fices, machines, people to work on them, people work related like reporting, getting advertisements, marketing or selling, all this again cost a lot of money.
- (v) Moreover, the technology keeps on changing, and the media has to keep pace with that which itself is costly.

4. Describe the ways by which mass media makes money.

There are many ways through which mass media makes money:

- (i) Advertisements are the major way to make money, Different products like soaps, cars, clothes, creams etc. give advertisements to attract consumers.
- (ii) Advertisements are repeated during telecast of movies, serials and matches.
- (iii) The money earned depends upon the popularity of the programme and number of times the advertisement is repeated.
- (iv) Another way is by doing promotional activities and making their presence felt so that large number of people see their channels or buy magazines or newspapers.
- (v) Newspapers have print advertisement in various categories along with worth information under the categories like buy or sell, about buy or rent and also obituaries.





5. Enlist the causes why media is not said to be independent?

The media is far from independent due to certain reasons:

- (i) The government has a control over media:
 - ❖ Due to Censorship a news item, scenes from movies or songs are not shared with public.
 - ❖ During the Emergency 1975-1997 government censored the media.
 - ❖ Government censor the films but it really does not censor media coverage of news.
 - ❖ Despite the absence of censorship on news, most newspapers are unable to provide a balanced story.
- (ii) This is due to the control of business houses over the media:
 - News are given based on the interest of the business houses.
 - Media needs money which it gets from advertisements.
 - It becomes difficult for them to report against those who give advertisements.
 - So media is not independent due to its business links.
- (iii) Need for support for an issue:
 - ❖ Media tends to focus on particular aspect to make story interesting.
 - ❖ Also if they want public support, they focus on one side of the story.

Next Generation School

