

UNIT: 2 MEDIA AND DEMOCRACY

CLASS: VII

SUBJECT: SOCIAL (CIVICS)

I. Choose the correct answer

- Which one of the following comes under print media?
a. Radio b. Television **c. Newspaper** d. Internet
- Which one of the following is the broadcast media?
a. Magazines b. Journals c. Newspaper **d. Radio**
- Which invention has brought the world closure?
a. Typewriter **b. Television** c. Telex d. none of these
- Which is mass media?
a. Radio b. Television **c. Both a & b** d. None of these
- Why is it necessary for media to be independent?
a. to earn money b. to encourage company
c. To write balanced report d. none of these

II Fill in the blanks

- Mass media have made the world smaller and closer.
- Every individual person is a medium of expression.
- Printing press was invented by Johannes Gutenberg.
- Ethics is a code of values which govern our lives.
- Akashvani is the radio broadcast of the Government of India.

III. Match the following

- | | | |
|---------------------|---|-----------------|
| 1. Narrowcast media | - | seminar |
| 2. Social media | - | facebook |
| 3. Print media | - | posters |
| 4. Web media | - | google web site |
| 5. Broadcast media | - | films |

IV. Consider the following statements: Tick the appropriate answer

- Assertion:** Print media has been referred to as peoples University
Reason: They perform the role of public informer, educate, custodian of public interest.

a. A is correct and R is the correct explanation of A

- b. A is correct and R is not the correct explanation of A
- c. A is wrong and R is Correct
- d. Both are wrong

2. Find the odd one

- a. newspapers
- b. magazine
- c. journals
- d. twitter**
- e. posters

3. Consider the following statements and choose the correct answer form the codes given below.

- a. Media is generally the agency for interpersonal communication.
- b. Media is very powerful entity on the earth.
- c. Media plays a prominent role in the formation of public opinion.
- d. Media does not have any responsibility

- i. a,b and c are correct**
- ii. b,c and d are correct
- iii. a,b and d are correct

V. Answer in one or two sentences

1. What is media?

Media is generally the agency for inter-personal communication. Media includes every broadcasting and narrowcasting medium.

2. How does the public get the news about the decision that are taken in the Legislative Assembly?

The procedure is as follows:

- ❖ After the discussion is over in the Legislative Assembly, a press conference called by the minister so as to pass on the necessary information.
- ❖ The Minister then explains all the steps decided and taken by the government to press and media personal.
- ❖ The press and media personnel clarify any doubts related to the meeting.
- ❖ All the information is published in the newspapers and shown on TV Channels

3. What is the importance of local media?

- ❖ Local media is important because it can generate quick and on the spot informal ion about the facts which are going on and

make the people aware of it. It is a very good medium for getting news instantly.

4. Media is the fourth pillar of democracy. Justify

- ❖ Media ensures the transparency in the working of all the above three systems.
- ❖ Thus fourth pillar of democracy ensures that all people living in far off areas of country are aware of what's happening in rest of the country.

5. State any two responsibilities of media.

- ❖ Maintain transparency in government.
- ❖ Help of people in nourishing their rights.

VI. Answer the following in detail

1. How can we classify media?

Classification of Media:

- ❖ Narrowcast Media - Cable Television, Direct mail, Seminar
- ❖ Broadcast Media - Films, Television, Radio
- ❖ Print Media - Newspapers, Magazine, Journals, Books, Posters, Reports.
- ❖ Web Media - Google website and Blogs
- ❖ Social Media - Twitter, Facebook, WhatsApp and Instagram

2. In what ways does the media play an important role in a democracy?

- ❖ Media is the back bone of democracy. In our democratic society mass media is the driving force of public opinion Media strengthens the democratic value.
- ❖ It enlightens and empowers the people. It can educate the voters and ensures that government is transparent and accountable. Media carry every report of action of administration of the government
- ❖ Based on the information, the citizen can learn about the functioning of the government and day to day happenings taking place around them.

3. What are the advantages of media?

Solution:

- ❖ People get the latest news in a very short time
- ❖ People get to bring out their hidden talents.
- ❖ Great in promoting mass consumer products.
- ❖ Serves as a good source of entertainment
- ❖ Media leads to diffusion of different cultures.

VII. HOTs

1. Is Media necessary? Why?

- ❖ Yes, Media is necessary. In today's society, the use of social media has become necessary for daily social interaction and access to news and information and decision making.
- ❖ It is a valuable communication tool with others locally and worldwide, as well as to share, create and spread information.

2. What do you know about the term press conference?

- ❖ A press conference is an event organized to officially distribute information and answer questions from the media.
- ❖ Press conferences are held by corporations and other businesses, politicians and other government officials.

3. In what ways media affects our daily lives?

- ❖ Media is considered as the best source to know about the happenings of world. Newspaper, magazine, radio, television and internet are the different types of media.
- ❖ It greatly affects our lives because media has the power to influence our thoughts. This influence is sometimes positive and sometimes negative.

4. Media is a boon or bane.

- ❖ The media can be both boon or bane, depending on our usage.
- ❖ If we use it intelligently, it will be useful in gaining knowledge and for best impact. Also some stunts in movies and television are copied by people, which leads to major accidents in our society.