



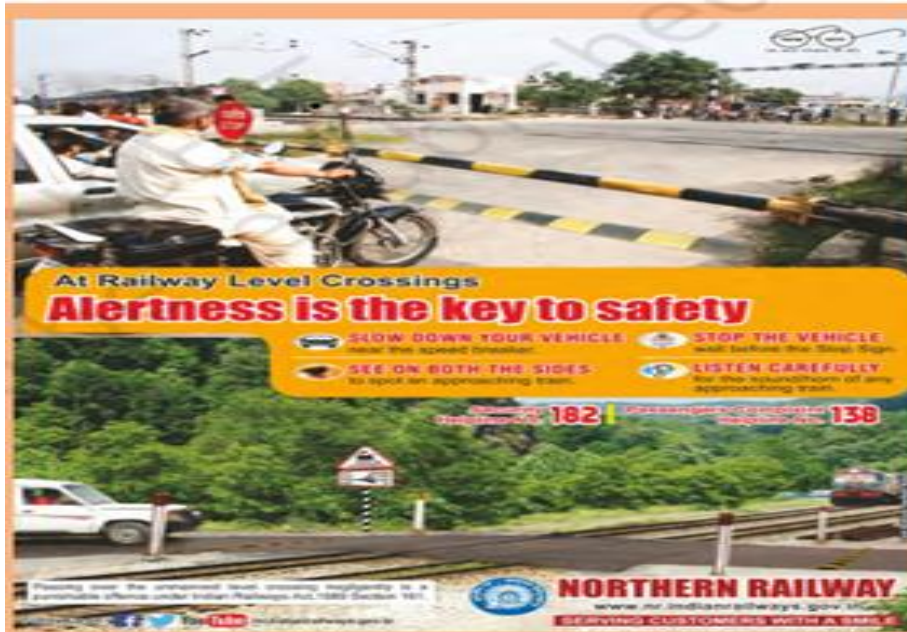
INDIAN SCHOOL AL WADI AL KABIR

Class: VII	Department: SOCIAL SCIENCE	Subject: Civics
Worksheet No: 12	Topic: Understanding Media	Year:2023-24

I	Fill in the blanks:-
1	_____ given the rights to the government to disallow the Media from publishing certain reports. (a) Censorship (b) Communication (c) Setting Agenda (d) Advertisements
2	A programme which is transmitted widely in a Television or Radio is called as _____. (a) Studio (b) Publish (c) Broadcast (d) Technology
3	Radio, television, newspapers, internet, and several other forms of communications are collectively known as _____. (a) Medium (b) Media (c) Local Media (d) Print Media
4	The _____ discuss all the views of a particular story. (a) Balanced news (b) None of these (c) Independent report (d) Balanced report
5	What is the main source of income of the Media? (a) Advertisements (b) Articles (c) General news (d) None of these
II	State True or False:-
6	Newspapers, Television and radio cannot reach millions of people. - False
7	The different technologies used by Mass Media are very expensive - True
8	Television images travel huge distances through satellites and cables - True
9	Media focus on a particular aspect of a story, because they believed that this makes the story interesting - True
10	Newspaper is not a print Media- False
III	Match the following: -
11	Newspaper and Magazines (a) signature campaign
12	TV and Radio (b) Mass media
13	Public protest (c) news reports
	(d) Electronic media
	Answer: 11 – (b) 12 – (d) 13 – (a)
IV	Answer the following questions in one sentence:-
14	What is a 'Balanced Report'? In the Balance Report, the Media discusses all points of view and then leaves it to the readers to make up their minds.
15	Define the term 'Social Advertising'. Social advertisements refer to advertisements made by the government or private agencies that have a larger message for society.
16	What do you understand by the word 'Mass Media'? Television, radio, newspapers etc. that reaches large number of people, or the masses, across the country and the world are called mass media.
17	What do you mean by the term 'Censorship'?

	The term Censorship refers, to the powers that Government has to disallow Media from publishing or showing certain stories.
V	Answer in brief :-
18	<p>What is meant by the term 'Media'?</p> <ul style="list-style-type: none"> • Everything ranging from the stall at the local fair to the programme that we see on TV is called Media. • Media is the plural form of the word 'Medium' which describes the various ways through which we communicate in society. • Media refers to all means of communication. Everything ranging from a phone call to the evening news on TV is called Media.
19	<p>What do you mean by independent Media? Why is it important?</p> <ul style="list-style-type: none"> • 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. • It means that the Media should not be under any one's pressure. It will be totally independent. • An independent media is very important because it is on the basis of the information that the media provides that we take action as citizens. • Hence, it essential that this information is reliable and not biased.
20	<p>"Most of the television channels and newspapers are the part of a Big Business Houses." Give reasons?</p> <ul style="list-style-type: none"> • The technologies that mass media use keep changing and so a lot of money is spent on getting the latest technology. • The TV studio in which the newsreader sits has lights, cameras, sound recorders, transmission satellites etc. All of these cost a lot of money. • It is not only the newsreader who needs to be paid but also a number of other people who help put the broadcast together. • Due to these costs, mass media needs a great deal of money to do its various works. • As a result, most television channels and newspapers are part of big business houses.
21	<p>'Television has brought the world closer to us'. Give reasons.</p> <ul style="list-style-type: none"> • Changing technology, or machines, and making technology more modern, helps media to reach more people. • 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. • We can now be sitting in Chennai or Jammu and can see images of a storm that has hit the coast of Florida in the United States thus, Television has brought the world closer to us.
22	<p>Write a brief note on 'Local Media'.</p> <ul style="list-style-type: none"> • Local Media covers small issues that involve ordinary people and their daily lives which is usually started by local groups. • Several people use community radio to tell farmers about the prices of different crops and advise them on the use of seeds and fertilizers. • Others make documentary films with fairly cheap and easily available video cameras on real-life conditions faced by different poor communities and, at times, have even given the poor these video cameras to make films on their own lives.

23 Observe the given picture and answer the following questions



a) Identify and explain the above picture.

Ans: The above picture is a social advertisement regarding crossing of manned/unmanned level crossings.

b) What is the purpose of social advertisements?

Ans: The purpose of social advertisements is to promote social messages, raise awareness, and bring about positive change in the society.

c) How are social advertisements different from regular advertisements?

Ans: Social advertisements focus on promoting social messages and have a larger purpose beyond selling products or services, whereas regular advertisements primarily aim to promote specific products or brands.

24 Read the paragraph and Answer the following Questions

The fact is that if you had read either newspaper you would only know one side of the story. If you had read the News of India, you would most likely think of the protestors as a nuisance. Their disrupting traffic and continually polluting the city with their factories leaves you with a bad impression about them. But on the other hand, if you had read the story in the India Daily, you would know that the protests are because a lot of livelihoods will be lost if the factories close because the relocation efforts have not been adequate. Neither of these stories is a balanced report.

1. What is the issue with reading only one newspaper regarding a particular story?

Answer: It provides a biased view of the story and potentially leading to a one-sided understanding.

2. How does reading different newspapers with contrasting views provide a broader understanding of a story?

Answer: Reading different newspapers with contrasting views allows for exposure to multiple perspectives.

3. What information would you gain from reading India Daily regarding the protests?

Answer: Reading India Daily would inform that the protests are driven by concerns over potential job losses and inadequate relocation efforts for the factories.

4. Who is responsible for critically analyzing news articles and forming their own opinions?

Answer: The readers themselves are responsible for critically analyzing news articles.