

## **VII - Social Science Class Work Notes**

### **6. Understanding Media**

#### **I. Technical Words :**

- |              |   |  |
|--------------|---|--|
| 1. Media     | - | It is used to refer to the various ways through which we communicate in society. |
| 2. Protest   | - | Show opposition to any issue or policy.  |
| 3. Broadcast | - | Transmission of programmes by radio or television.                               |
| 4. Agenda    | - | List of items to be discussed in a formal meeting.                               |
| 5. Unbiased  | - | Show no prejudice for or against something.                                      |

#### **II. Short answer type questions :**

##### **1. Discuss the role of technology in media.**

Technology plays an important role in media because information reaches to the millions of people of the country and the world only by using certain technologies. More and more advanced technology helps media to reach more people.

##### **2. 'The mass media unit requires a huge amount of money to do its work'. Justify the statement with the help of examples.**

The mass media unit requires a huge amount of money to do its work because the different technologies and Professionals that the media houses use are expensive. It has to spend lot of money for getting that latest technology.

##### **3. Analyse the role of the media in providing information to the people.**

The media provide us the complete and latest information about the important events taking place around us, policies of our government and that of other countries regarding our country. It is through media that we are able to know about the working of government for the welfare of the citizens. In order to form intelligent opinions, we need correct and unbiased information about the different happenings around us. The media helps in this regard.

#### **III. Long answer type questions :**

##### **1. What are the important roles of the media in democracy? Discuss.**

The media play various roles in democracy:

- **Providing Information:** The media provide us the complete and latest information about the important events taking place around us, policies of our

government etc.

- **Forum for Discussion and Debate:** The media provide a forum for discussion and debate on various social, economic and political issues.
- **Creating Public Opinion:** Public opinion refers to the view of common people on issues that interest them. Democracy requires public opinion on various issues because it derives authority from the public. The media influence the public opinion deeply.
- **Setting Agenda:** The media set the agenda to focus on the particular issues of public interest and by focusing on particular issues, it influences our thoughts, feelings and actions and bring those issues to our attention.

**2. Explain how you think the media creates public opinion.**

The media influence the public opinion deeply. In fact, the people's opinion about an issue is based mainly on information given by media. Since Education has expanded awareness and opinion has built up, it is media which spreads information and help citizens to make up their minds. In this way, they shape public opinion. On the basis of the opinion made by media information, public often makes government aware of their reactions on its working and decisions.

**3. Discuss the positive and negative effects of the agenda set by the media.**

**Positive Effects:** The media's agenda help us by focusing on the issue that affect our lives. For example, media publish reports about alarming levels of pesticides in cold drinks. Despite the governments resistance, the media declared the fact that cola drinks were unsafe. **Negative Effects:** Sometimes, the media do not set appropriate agenda to raise important issues. For example, the media have a wide coverage on the Indian Premier League (IPL) cricket matches, but at the same time, they neglected the issues like safe drinking water, sanitation etc. as major problems, the people are facing.

**4. Why do you think the media is the fourth pillar of democracy? Explain.**

The main aim of the media is to provide information to people on the various issues of public interest. Such information is necessary for good governance. The media provide the link between the people and the government. On the basis of the opinion made by media information, people often make government aware of their reactions on its working and decision and asking the government to rethink its programme through media. So, the media is considered to be the fourth pillar of democracy.

**5. "In reality, the media is far from independent". Give reasons in support of your**

**answer.**

Media are far from independence due to the following reasons:

- The government controls the media. It can prevent either a news item or scenes from movie, or the lyrics of a song from being shared with large public, that is known as censorship. The government censor's films but does not really censor the media's coverage of news.
- Business houses control the media. This is because most TV channels and newspaper are part of big business.
- The main source of income of the media is advertisements. So, it become difficult for them to report against people or the business houses who give them advertisements.
- In order to make the story interesting, the media also tend to focus on a particular aspect of the story.

#### **IV. Picture Study :**

Look at the given picture and answer the questions that follow:



**1. This is an example of \_\_\_\_\_ media. (print/ electronic)**

Print

**2. Give two more examples of this type of media.**

Newspapers and Journals.

**3. Analyse the role of the media in our lives.**

Role of media in our lives:

- Media provides us with complete and latest information about the important events taking place around us.
- It informs us about the policies of our government and of foreign governments regarding our country.
- It is through the media that we are able to know about the working of and decisions taken by the government for the welfare of the citizens.
- It provides a forum for discussion and debate on various social, economic and political issues
- The media sets the agenda by focusing on a particular issue of public interest.

**4. Give names of any two advertisements that you see often in the media.**

Do it yourself.

**V. Source Based Questions:**

The mass media unit requires a huge amount of money for its functioning. The different technologies and professionals that the media houses use are expensive. For example, the TV studio requires expensive cameras, lights, sound recorders, transmission satellites and highly paid professionals to run them. Moreover, it has to spend lots of money to get the latest technology. This is due to these huge costs, that most TV channels and newspapers are part of big business houses.

The main source of income of the mass media is advertisement. The producers advertise their products through mass media in the hope that the mass viewers/listeners/readers will buy the products that are advertised. You must have seen advertisements of cars, soaps, clothes, shampoo, chocolate etc. on your TV.

**1. The TV studio requires**

all of these

**2. The main source of income of mass media is (a) advertisement**

Property

**3. Mass media refers to**

all of these

**4. Newspapers, magazines, books are example of**

mass media, print media.