



INDIAN SCHOOL AL WADI AL KABIR

Class: VII	Department: Social Science	Sub: Civics
Worksheet No: 13	Topic: Understanding Media	Year: 2022-23

1	Choose the correct option: -
1	What is the main source of income of media? a) Advertisements b) Articles c) General news d) None of these
2	A programme which is transmitted widely in a Television or Radio is called as a) Studio b) Publish c) Broadcast d) Technology
3	Which one of the following is print media? a) Newspaper b) T.V. c) Radio d) Tape recorder
4	Which of the following are the forms of media? a) T.V. b) Radio c) Newspaper d) All of these
II	Fill in the blanks: -
5	Television images travel huge distances through satellites and cables .
6	An independent media is important in a Democracy.
7	Mass media uses different technologies that are very expensive .
8	Changing Technologies help media to reach more people.
III	Match the following: -
9	TV and newspaper a) Electronic media
10	TV and radio b) During 1975-1977
11	Emergency c) A signature campaign
12	Public protest d) Mass media
	9-d, 10-a, 11-b, 12-c
IV	Very Short Answer Questions: -
13	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.
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	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 detail: -
16	What is called 'media'? <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.

	<ul style="list-style-type: none"> • Media refers to all means of communication. Everything ranging from a phone call to the evening news on TV is called media.
17	<p>Describe relationship between media and technology.</p> <ul style="list-style-type: none"> • Today it is difficult for us to imagine our life without the media. • Cable television and the widespread use of the internet is a recent phenomenon. • The technology that mass media uses keeps changing. • Newspapers, television and radio reach millions of people because they use certain technologies. • The technology that mass media uses has changed over the years and continues to change even today.
18	<p>Why is it important for the media to be independent?</p> <ul style="list-style-type: none"> • An independent media is very important because on the basis of the information received from the various sources of media, people make an opinion. • Hence, it is essential that this information should be reliable and bias-free. • Otherwise, a wrong image will be made in the mind of people and this may be very harmful for the people as well as for the country.
19	<p>How are technologies costly in modern days?</p> <ul style="list-style-type: none"> • The different technologies that mass media use are expensive. • TV studio in which the newsreader sits has lights, cameras, sound recorders, transmission satellites that involve a lot of money. • In a news studio, there are several employees like newsreader, people helping in the broadcast including those who look after the cameras and lights. All of them are paid their salaries. • The technologies that mass media uses keep changing. They need a lot of money. • Hence mass media needs a great deal of money to do this work.