



INDIAN SCHOOL AL WADI AL KABIR

Class: VII	Department: SOCIAL SCIENCE	Date of submission: 19/10/2020
Worksheet No: 13	Topic: Understanding Media	Year : 2020-21

I	Match the following
1	Print media a) Television and radio
2	Advertising b) Newspapers and magazines
3	Electronic media c) Mass media earns money
	Answers - 1 - __ 2 - __ 3 - __
II	Multiple Choice Questions
4	Which report discusses all the points of view of a particular story? a) Entertainment b) Censored c) Balanced d) Reliable
5	What has brought the world closer to us? a) Radio b) Television c) Newspapers d) Magazines
6	Which media means that no one should control and influence its coverage of news? a) Democracy b) Newsworthy c) Biased d) Independent
III	Fill in the blanks
7	The government who prevents the freedom of the media from publishing a story is called _____ a) Censorship b) Headlines c) Advertisements d) Campaign
8	The Media that reaches to millions of people across the country and the world is called _____ a) Medium b) Electronic media c) Print media d) Mass media
9	The different _____ that are used by mass media are expensive. a) Satellites b) Technologies c) cables d) Broadcast
IV	State True or False.
10	Mass media is constantly thinking of ways to make money. _____
11	Media is no longer considered to be independent, because of its close association with business houses:- _____
12	As being a citizen in Democracy, the media does not play an important role in our lives- _____
V	Answer the following questions in brief.
13	“Independence of Media is important in Democracy”. Give reasons.
14	Why do most of the television channels and newspapers are part of the big business houses.?
15	What do you mean by an ‘independent media’?
16	Why do most of the newspapers fail to provide a balanced story?