



## INDIAN SCHOOL AL WADI AL KABIR

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

<b>I</b>	<b>Match the following</b>
1	Print media a) Television and radio
2	Advertising b) Newspapers and magazines
3	Electronic media c) Mass media earns money
	<b>Answers - 1 - b 2 - c 3 - a</b>
<b>II</b>	<b>Multiple Choice Questions</b>
4	Which report discusses all the points of view of a particular story? a) Entertainment b) Censored c) <b>Balanced</b> d) Reliable
5	What has brought the world closer to us? a) Radio b) <b>Television</b> 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) <b>Independent</b>
<b>III</b>	<b>Fill in the blanks</b>
7	The government who prevents the freedom of the media from publishing a story is called _____. a) <b>Censorship</b> 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) <b>Mass media</b>
9	The different _____ that are used by mass media are expensive. a) Satellites b) <b>Technologies</b> c) cables d) Broadcast
<b>IV</b>	<b>State True or False.</b>
10	Mass media is constantly thinking of ways to make money - <b>True</b>
11	Media is no longer considered to be independent, because of its close association with business houses - <b>True</b>
12	As being a citizen in Democracy, the media does not play an important role in our lives - <b>False</b>
<b>V</b>	<b>Answer the following questions in brief.</b>
13	“Independence of media is important in Democracy “Give reasons.  ❖ <b>An independent media is very important because it is on the basis of the information that the media provides that we act as citizens.</b>

	<ul style="list-style-type: none"> <li>❖ Hence, it essential that this information is reliable and not biased at all.</li> </ul>
14	<p>Why do most of the television channels and newspapers are part of the big business houses?</p> <ul style="list-style-type: none"> <li>❖ The technologies that mass media use keep changing and so a lot of money is spent on getting the latest technology.</li> <li>❖ The TV studio in which the newsreader sits has lights, cameras, sound recorders, transmission satellites etc. All these costs a lot of money.</li> <li>❖ 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.</li> </ul>
15	<p>What do you mean by an 'independent media'?</p> <ul style="list-style-type: none"> <li>❖ An independent media means that no one should control and influence its coverage of news.</li> <li>❖ No one should tell the media what can be included and what should not be included in a news story.</li> <li>❖ It means that the media should not be under any one's pressure and it will be totally independent.</li> </ul>
16	<p>Why do most of the newspapers fail to provide a balanced story?</p> <ul style="list-style-type: none"> <li>❖ Media is often controlled by business houses and at times, it is in the interest of these businesses to focus on only one side of the story.</li> <li>❖ The media is in constant need of money hence, it is essential for media to get linked, with advertising groups.</li> <li>❖ In such a situation it is difficult for media to report against people who give them advertisements.</li> <li>❖ Its close links to big business houses snatches its independence and it has to do as per the wishes of these business houses.</li> <li>❖ Media also tends to focus on a particular aspect of a story because they believe this makes the story interesting.</li> </ul>