



INDIAN SCHOOL AL WADI AL KABIR

Class: VII	Department: SOCIAL SCIENCE	
Worksheet No: 13	Topic: Understanding Media	Year:2021-22

	Fill in the blanks:-
1	_____ is the power of the government to disallow the media from publishing or showing certain stories. (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, the internet and several other forms of communications are collectively known as _____. (a) Mass Media (b) Media (c) Local Media (d) Print Media
4	A _____ is the one which discuss all the of views of a particular story (a)Balanced news (b) None of these (c) Independent report (d) Balanced report
II	State True or False:-
1	Mass media is constantly thinking of ways to make money.
2	The different technologies that mass media used are not very expensive.
3	Television images travel huge distances through satellites and cables.
4	Media focus on a particular aspect of a story, because they believed that this makes the story interesting.
III	Match the following: -
1	Media is the plural word of (a) signature campaign
2	Electronic media (b) medium
3	Public protest (c) news reports
	(d) TV and Radio
	1 - __ 2 - __ 3 - __
IV	Answer the following questions in one sentence:-
1	Give two examples of print media.
2	Define the term 'Social Advertising'.
3	What does the word 'Mass Media' mean?
V	Answer in brief :-
1	Write a brief note on 'Local Media'.
2	What do you mean by an independent media? Why is it important?
3	"Most of the Television channels and the newspapers are part of a big business house." Give reasons?