



INDIAN SCHOOL AL WADI AL KABIR

Class: VII	Department: Social Science	Subject: Civics
W.S. No:12	Topic: Understanding Media	Year: 2025-26

I	Choose the correct option: -
1	When did India censor the media? (a) When there was Emergency in 1975-77 (b) When P.M. Indira Gandhi was Assassinated (c) When bomb blasts took place (d) None of the above Answer: When there was Emergency in 1975-77
2	Government control over the media is known as: (a) Factual (b) Censorship (c) Independence (d) Emergency Answer: Censorship
3	On what basis is the cost of advertisements set? (a) Popularity of channel (b) Popularity of product (c) Both (a) and (b) (d) None of these Answer: Popularity of channel
4	What is the main source of income for the media? (a) Advertisements (b) Articles (c) General news (d) None of these Answer: Advertisements
5	Which one of the following has brought the world closer to us? (a) Television (b) Tape recorder (c) Typewriter (d) None of these Answer: Television
II	Answer the following in one sentence: -
1	Define media. Answer: All forms of communication like radio, television, newspapers, and the internet are referred to as media.
2	Why is it necessary for the media to be independent? Answer: It is necessary for the media to be independent; only then can the media write a balanced report.
3	Give examples of local media. Answer: Community Radio, Documentary Films, Local newspapers like 'Khabar Lahriya'.
4	How do you think television influences us? Answer: It shapes our views of the world, our beliefs, attitudes and values.
5	What do you mean by the term independent media? Answer: It means no one should tell the media what should and what should not be included in their news stories.
III	Answer in brief: -
1	What is censorship and factual information? Ans: Censorship refers to the power that the government has to disallow media from showing or publishing certain issues. Factual information is the information about a particular news or issue as presented in the report.

2	How television is like a ‘window on the world’? Ans. Television is like a ‘window on the world’ because a lot of our impressions about the world around us are formed by what we see on TV.
3	Why is the media not interested in covering small issues that involve ordinary people and their daily lives? Ans. Media is not interested in covering small issues that involve ordinary people and their daily lives, because these issues cannot attract many readers or viewers and may affect their business.
4	What do you mean by an independent media? Ans: An independent media means that no one should control and influence its coverage of news. No one should tell the media what should or should not be included in a news story. It means that the media should not be under any one’s pressure.
5	What do you mean by “setting the agenda”? Ans: The media decides the issues and stories to focus on. This is called “setting the agenda”. The government, through censorship, prevents certain stories from being published. Media’s relationship with business houses affects balanced reporting. It is therefore, important that we do not rely too much on one sided factual reporting. We should ask questions like what is the information I am getting and what is not provided.
6	Give examples of times when the media has neglected to pay attention to matters that are important to us. Ans: There are various times when the media fails to focus on subjects which are vital and may require attention. The following are a few examples: <ul style="list-style-type: none"> • The nation’s biggest issue is access to clean drinking water. Numerous individuals fall sick each year due to a shortage of clean drinking water. This topic is hardly emphasized in the media. • The media focuses on topics like fashion week because it makes good profit and publicity. However, it did not mention Mumbai’s slums being demolished because the residents were poor and lacked influence.