



INDIAN SCHOOL AL WADI AL KABIR

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

I	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 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 - True
2	The different technologies that mass media used are not very expensive - False
3	Television images travel huge distances through satellites and cables - True
4	Media focus on a particular aspect of a story, because they believed that this makes the story interesting - True
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 – (b) 2 – (d) 3 – (a)
IV	Answer the following questions in one sentence:-
1	Give two examples of print media. ❖ Newspapers and magazines are examples of print media.
2	Define the term 'Social Advertising'. ❖ Social advertisements refer to advertisements made by the government or private agencies that have a larger message for society.
3	What does the word 'Mass Media' mean? ❖ Media that reaches millions of people, or the masses, across the country and the world and thus, they are called mass media.
V	Answer in brief :-

1	<p>Write a brief note on 'local media'.</p> <ul style="list-style-type: none"> ❖ Local media covers small issues that involve ordinary people and their daily lives which is usually started by local groups. ❖ Several people use community radio to tell farmers about the prices of different crops and advise them on the use of seeds and fertilisers. ❖ Others make documentary films with fairly cheap and easily available video cameras on real-life conditions faced by different poor communities and, at times, have even given the poor these video cameras to make films on their own lives.
2	<p>What do you mean by an independent media? Why is it important?</p> <ul style="list-style-type: none"> ❖ An independent media means that no one should control and influence its coverage of news. ❖ No one should tell the media what can be included and what should not be included in a news story. ❖ It means that the media should not be under any one's pressure. It will be totally independent. ❖ An independent media is very important because it is on the basis of the information that the media provides that we take action as citizens. ❖ Hence, it essential that this information is reliable and not biased.
3	<p>"Most of the television channels and the newspapers are part of a big business houses." Give reasons?</p> <ul style="list-style-type: none"> ❖ The technologies that mass media use keep changing and so a lot of money is spent on getting the latest technology. ❖ The TV studio in which the newsreader sits has lights, cameras, sound recorders, transmission satellites etc. All of these cost a lot of money. ❖ It is not only the newsreader who needs to be paid but also a number of other people who help put the broadcast together. ❖ 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.