

CLASS NOTES

Class: VII

Topic: Soc. Pol. Ch 6. Understanding Media

Subject: Social Science

Exercise questions .(To be written in Notebook)

Q1. In what ways do the media play an important role in a democracy?

Ans: Media plays a very important role in a democracy in following ways:

1. They make the masses know about certain issues and problems.
2. They spread the information regarding the policies and programmes of the government.
3. They also criticise the unpopular policies and programmes of the government.
4. They help in forming the opinion of the masses.
5. They also report various crimes and mishappenings, accidents, etc.
6. The media also announce the opinions of the public about certain issues/problems etc.

Q2. Can you give this diagram a title? What do you understand about the link between media and big business from this diagram?

Ans. This diagram can have the title 'Media as a business'. You can give your own title.

From this diagram we understand that Media can be owned by big corporates and media can help their ~~com~~ growth by advertising their products. These corporates give large sum of money for the promotion of their products.

Q3. You have read about the ways in which the media 'sets the agenda'. What kind of effect does this have in a democracy? Provide two examples to support your point of view

Ans: 3. Media's "setting an agenda" has an impact on democracy.

1. By focusing on a particular issue, media influences our thoughts and feelings.
2. It brings the core issues to light and sometimes even helps get justice for people.
3. By setting an agenda, media creates awareness about certain wrongs or the illegal activities happening in the society and makes the government take action.
4. Sometimes due to government pressure or due to the influence of big business houses, the balanced may not come out.
5. Example one : Media created awareness about the levels of pesticides in colas .
6. Example two : Media's front headline of the Fashion week ignoring the news of the demolition of Slums in Mumbai.

Q4. As a class project, decide to focus on a particular news topic and cut out stories from different newspaper on this. Also, watch the coverage of this topic on TV news, compare two newspapers and write down the similarity—and differences in their reports. It might help to ask the following questions:

- (a) What information is this article providing?
- (b) What information is it leaving out?
- (c) From whose point of view is the article being written?

Whose point of view is being left out and why?

Ans. Do it yourself. You can use digital newspaper also

