

<p style="text-align: center;"><b>ST. ANDREWS SCOTS SCHOOL</b>          Adjacent Navniti Apartments,          I.P. Extension, Patparganj, Delhi-110092</p>			
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<b>CLASS: VII</b>	<b>SUB: SOCIAL SCIENCE</b>	<b>TOPIC: CIVICS</b>	<b>CH-4</b>
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### **Role Of Media**

#### **A. Multiple Choice Type Questions**

1. What are the classifications of media? **Print and Electronics**
2. Which of the following represents electronic media? **Television, radio, internet and cinema.**
3. Which of the following is not true? **Media has an absolute right to share whatever it finds appropriate.**
4. When was the broadcasting code adopted? **1962**

#### **B. Fill in the blanks with appropriate words and phrases:**

1. **Media** gives people the news, views, information and the resultant political awareness and idea about the integrity of the political leaders in general.
2. The **electronic media** has to operate in accordance with the Broadcasting Code adopted in 1962.
3. Public opinion works as a check on the activities of the **government.**
4. **Advertisement** influence people to buy the service or product they highlight.

#### **C. State whether the following statements are 'True Or 'False'**

1. The technology utilised in the field of mass media keeps constant. **False**
2. Media does not have absolute right or freedom. **True**
3. Websites on the internet can be blocked if their content is influencing the society negatively. **True**
4. Television, radio, internet and cinema are examples of print media. **False**
5. Only text-based content is available on the internet. **True**

#### **D. Short Answer Type Questions:**

1. **Define print media.**

Newspapers, magazines and other printed periodicals are called print media.

**2. What is electronic media?**

Television, radio, and internet are called electronic media.

**3. What is the significance of the Registrar of Newspapers?**

The newspapers and periodicals are registered with a body known as the Registrar of Newspaper and have to follow the rules of media guidelines.

**4. What is censorship?**

Prevention of media from broadcasting a sensitive news item, delete or edit any news item of media containing videographic contents or even lyrics of songs or dialogues in movies that can give rise to upheavals/disruption in the society or prove to be detrimental to the sentiments of a particular section of society is called Censorship.

**E. Long Answer Type Questions:**

**1. The media does not have absolute rights or freedom. Why?**

Our Constitution gives us the freedom of expression. Media does not have an absolute right or freedom; it is subject to limitations. The state can impose certain restrictions on the freedom of any type of media, if it poses a threat to the security, sovereignty and integrity of the country or, if in any way, it falsely tries to influence the public or the country's relations with other countries.

**2. A huge amount of money is required to maintain mass media function. Why?**

A huge amount of money is required to maintain mass media function as technology in the field of mass media has improved, but along with improvements, expenses have also increased to buy and maintain these technologies. For example, in a television studio where the news anchor reads the news, there are many expensive equipment present such as cameras, computers, lights, teleprompters, etc. People who use these equipment for news broadcast, get paid for their work. As the technology develops, the older equipment needs to be upgraded and people with skill to operate it need to be hired. Hence, a lot of expenditure is involved. Thus, mass media functions with the support of big business houses.

**3. Briefly explain the role of the media in a democratic country.**

- a. The main role of mass media is to spread information. In a democracy, the media enjoys a powerful role with some restrictions. Through the media, views are exchanged, government policies are explained and public responses are aired.
- b. The role of the media is very crucial. It should always be responsible and unbiased. But many a times, it has been seen that the nexus between media and business houses or politicians and the media houses exists which acts against the principles that the media should follow in ideal circumstances.

- c. We can sum up and say that the role of the media is one of great responsibility as it protects the interests of the common people. It should provide authentic news and information with responsibility and not for the purpose of getting more attention for more income. It should set its agenda to work in the interest of the society at large and not to manipulate public opinion. Media should follow the laws and ethics of presenting news.

**4. What is the role of media in setting agendas?**

The involvement of the media helps in forming how important news is, and should it be broadcasted or not. For example, there is a fair during Diwali in your locality, it will not come in the national news generally as during this time many such fairs are organised but if a Bollywood star or a national leader attends the fair, then it will become a part of the news. Thus, the media decides that which subject or topic should catch the attention and because of the influence it has on the minds of the people, media is said to 'set the agenda'.