

**Book : Social and Political Life-II**

**Class -7**

**Sub : Social Science (Civics)**

**Chapter -6**

**(Understanding Media)**

**Worksheet 1**

**More reads**

- \* Of all the forms of mass media, the most influential has been the TV. Through it we are constantly exposed to thousands of images of violence, advertising, celebrities, etc. In fact, a child is exposed to more than 40,000 TV ads a year.

**Ideas for Action**

- \* Pick two stories from a TV news channel and write about them in your words.
- \* Make a collage of all the advertisements you find in one newspaper and share it with your class.
- \* Make a multimedia presentation about the 2014 Indian General Elections. Use the Internet to get all the information and audio-visual aids you need.

**Food for Thought**

- \* The technology used in mass media keeps on changing, because...
- \* The importance of media is increasing, because...
- \* The media must be independent, because...
- \* TV, radio, and newspaper are called mass media, because...
- \* TV and radio are called electronic media, because...
- \* All the modern forms of mass media need a great deal of money, because...
- \* We see many advertisements on the Internet, TV, radio, and newspapers and magazines, because...
- \* The media often hides or changes news items, because...

\* All the products are given a particular name or sign, because...

1. **Why is it necessary for the media to be independent?**
2. **Why does media sometimes focus on a particular aspect of a story?**
3. **How has television brought the world closer to us?**
4. **Most television channels and newspapers are part of big business houses. Why? [V. Imp.]**
5. **What do you mean by an independent media? Why is it important for the media to be independent? [V. Imp.]**
6. **What does the media's close relationship with business often mean?**