

Book : Social and Political Life-II
Class -7
Sub : Social Science (Civics)
Chapter -6
(Understanding Media)
Worksheet-02

- 1. In what way does the media play an important role in a democracy?**
- 2. Can you give this diagram a title? What do you understand about the link between media and big business from this diagram?**
- 3. You 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.**
- 4. As a class project, decide to focus on a particular news topic and cut out stories from different newspapers 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?**
 - * (d) Whose point of view is being left out and why?**
 - * Name various forms of communication.**
 - * What does the word ‘media’ mean?**
 - * Mention any one positive aspect of television.**
 - * Mention one way in which the mass media earns money.**
 - * Why are some advertisements shown repeatedly on the television screen? [V. Imp.]**
 - * What are the various ways through which people express their dissatisfaction to any of the government’s decision which does not go in their favour?**
 - * What do you mean by a balanced report? [V. Imp.]**
 - * Why is it necessary for the media to be independent?**
 - * Why does media sometimes focus on a particular aspect of a story?**
 - * What does the media’s close relationship with business often mean?**

