

St. Peter's Sr.Sec. School ,Jaora

CLASS-7

"CIVICS"

CHAPTER-7

MEDIA: A PILLAR OF

DEMOCRACY

A. Fill in the blanks with correct answers.

1. An independent media_____.

a. is free of influence and bias ✓

b. is owned by big business houses

c. is influenced by organization

d. influences the court's verdict

2. _____ is a type of electronic media.

a. Newspaper

b. Journals

c. The Internet ✓

d. Magazine

3. When media gives prominent coverage to some news, it is setting the_____.

a. agenda ✓

b. public opinion

c. headline

d. verdict

4. An email is a type of_____.

a. Print media

b. new media

c. electronic media ✓

d. free media

B. Write True or False.

1. Balanced reporting always ends with passing a judgement.

Ans ▶ False

2. It is difficult to communicate through the internet.

Ans ▶ False

3. A telephone is just a means of making a call.

Ans ▶ True

4. Paid news is not considered a positive development.

Ans ▶ True

5. During prime time, very few people tend to catch the programmes.

Ans ▶ True

C. Answer these questions in brief.

1. How does media depends on technology ?

Ans ▶ Media and technology is dependent on each other because from **media** we get news about anything and from **technology** the news are published on TV or on our phone.

2. How does media set the agenda?

Ans ▶ The media decides the issues and stories to focus on. This is called “setting the agenda”. The government through censorship prevents certain stories to be published. It is therefore, important that we do not rely too much on one sided factual reporting. We should ask questions like what is the information I am getting and what is not provided.

3. What is electronic media ?

Ans ▶ Electronic media is a **media** that use **electronics** or electromechanical audience to access the content. Electronic media includes television, radio, telephone, computer.

4. What is print media ?

Ans ▶ Print media is about providing news, analysis, comments on articles in the form of **printed** materials such as newspapers, magazines and pamphlets etc.

D. Answer these questions in detail.

1. List and explain the features of a balanced report.

Ans ► Features of Balance Report:-

- i) Balanced report is the coverage of an issue or event, in a fair manner.
- ii) Balanced reporting never ends with passing judgement from media.
- iii) It always allows the people to form opinions on their own.
- iv) It can never be biased.
- v) It discusses all points of view and leave it for the reader to decide his position.

2. What is Social Media ? Name some sites of social media.

Ans ▶ **Social media** is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual **networks** and communities. **Social media** is internet-based and gives users quick electronic communication of content.

Some of the famous social networking sites are Facebook, Twitter, Instagram, Snapchat, WhatsApp etc.

3. Why is the independence of media important ?

Ans 

Media provides information to the citizens, based on which they take their decisions. Therefore, it is necessary that media provides balanced and unbiased news so that the citizens can make informed and right choices. This can only be possible if the media is independent and free from external influence.

4. Analyse the reason why media is known as "pillar of democracy".

Ans ▶ Media is known as pillar of democracy because it plays an important role in shaping public opinion. Media plays a crucial role in shaping a healthy democracy. It is the backbone of a democracy. Media makes us aware of various social, political and economic activities happening around the world. Television and radio have made a significant achievement in educating rural illiterate. The media also exposes loopholes in the democratic system, which ultimately helps government in filling the vacuums of loopholes and making a system more accountable, responsive and citizen-friendly. A democracy without media is like a vehicle without wheels.

5. Write about the disadvantages of paid news.

Ans ▶ Following are the disadvantages of paid news:-

- i) It paints the good image of an influential person or organization irrespective of the reality.
- ii) It hides certain facts, that people should know to make their judgments.
- iii) It can sway the public in favour of the corrupt and undeserving candidates during an election.