

**Class 7th**  
**Civics ch-6**

**Que1)What does the word 'media' mean?**

**Ans-Radio, television, newspapers, the Internet, and several other forms of communication are collectively known as media.**

10:14 ✓✓

**Que2)Why are some advertisements shown repeatedly on the television screen?**

**Ans- Same advertisements are shown repeatedly on the television screen just to make people's minds to go out and buy what is advertised.**

10:15 ✓✓

**Que3)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?**

**Ans- They do so by writing letters to the concerned minister, organising a public protest, starting a signature campaign and asking the government to rethink its programme, etc.**



**Que4)What do you mean by a balanced report?**

**Ans- A balanced report is one that discusses all points of view of a particular story and then leaves it to the readers to make up their minds.**

10:17 ✓✓

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**Que5)Most television channels and newspapers are part of big business houses. Why?**

**Ans- The technologies that mass media use keep changing and so a lot of money is spent on getting the latest technology. The TV studio in which the newsreader sits has lights, cameras, sound recorders, transmission satellites etc. All of these cost a lot of money**

10:18 ✓✓

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**Que6)How does media manage its cost?**

**Ans-The technology used by the mass media, costs a lot of money. They earn money by advertising various products of companies, programmes, schemes, tenders etc.**

Que7)What are two main reasons where the media does not look independent?

Ans-The reasons are:

1)The first is the control that the government has on the media. During the Emergency, between 1975-1977, the government censored the media.

2)The second is due to the relationship of media and big businessmen who provide them large amount in the form of advertisements

10:21 ✓✓

Que8)Name various forms of media.

Ans-Phone, TV, radio, newspapers, magazine, periodicals, internet etc., are forms of media. Some of them may reach millions of people beyond the boundaries.

10:22 ✓✓