

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 ✓✓

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 ✓✓

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 ✓✓