

Understanding Media

A. Multiple Choice Questions (MCQs)

1. Which of the following technologies have been around for less than 20 years?
(a) Cable TV and internet ☐ (b) Radio and internet ☐
(c) Cable TV and radio ☐ (d) Only internet ☐
2. Which of the following is affected by television?
(a) Our values ☐ (b) Our beliefs ☐
(c) Our attitudes ☐ (d) All of these ☐
3. Which of the following are not censored by the government?
(a) Films ☐ (b) Lyrics ☐ (c) News items ☐ (d) TV serials ☐
4. Which of the following is a part of the local media?
(a) Community radio ☐ (b) Documentary films ☐
(c) Local newspapers ☐ (d) All of these ☐
5. Who is credited to print the first sheet of the Bible?
(a) Gutenberg ☐ (b) John L Bairds ☐
(c) Banting ☐ (d) PG Hopkings ☐

B. Fill in the Blanks

1. Media is the plural form of the word
2. The that mass media uses keep changing.
3. A report is one that discusses all points of views of a particular story.
4. An media means that no one should control and influence its coverage of news.
5. An media is important in a democracy.
6. means the power of government to disallow media from publishing or showing certain stories.
7. *Khabar Lahriya* is published in language.
8. have a control over media.
9. are very popular with media.
10. With the use of, the journalism underwent a sea-change in 1940s.

C. Very Short Answer Type Questions

1. Give two examples of print media.

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2. Which is the earliest form of mass media?

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3. Who owns the Times of India Group?

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4. What is TRP in media?

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5. When was the Right to Information Act passed?

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D. Short Answer Type Questions

1. Name the media units of the Government of India.

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2. Name the four types of media.

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3. How does media decide which event is newsworthy?

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4. What is the difference between media and advertising?

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E. Long Answer Type Questions

1. Mass media has led to the shrinking of the world. How?

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2. What is the social responsibility of the media?

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