

Understanding Media

Question 1.

Television was invented by:

- (a) J.L. Baird
- (b) Dr. Alexander Graham Bell
- (c) Isaac newton

▼ [Answer](#)

Answer: (a) J.L. Baird

Question 2.

Khabar Leahriya is a:

- (a) Magazine
- (b) Newspaper
- (c) Novel

▼ [Answer](#)

Answer: (b) Newspaper

Question 3.

Media is often controlled by:

- (a) Government
- (b) Prime minister
- (c) Business houses

▼ [Answer](#)

Answer: (c) Business houses

Question 4.

Which of the following comes under print media?

- (a) Phone
- (b) TV
- (c) Newspaper

▼ [Answer](#)

Answer: (c) Newspaper

Question 5.

Television, radio and newspaper are called:

- (a) Mass media
- (b) Print media
- (c) Local media

▼ [Answer](#)

Answer: (a) Mass media

Question 6.

what is one positive aspect of television?

- (a) Enabled people to waste their money
- (b) Enabled ourselves as member of larger global world
- (c) Enabled people to spend their time
- (d) None of these

▼ [Answer](#)

Answer: (b) Enabled ourselves as member of larger global world

Television has enabled us to think of ourselves as member of larger global world.

Question 7.

what do you mean by mass media?

- (a) Television
- (b) Radio
- (c) Both a and b
- (d) None of these

▼ [Answer](#)

Answer: (c) Both a and b

Media that reaches large number of people or the masses, across the country and the world is called mass media. For example Television, radio, newspaper etc.

Question 8.

what is Khabar Lahriya?

- (a) Local magazine
- (b) Story book
- (c) Local newspaper
- (d) None of these

▼ [Answer](#)

Answer: (c) Local newspaper

Khabar Lahriya is a local newspaper. It is a fortnightly that is run by eight Dalit women in Chitrakoot district in Uttar Pradesh. It was written in the local language Bundeli.

Question 9.

Between which period's media was censored in India?

- (a) 1990-1992
- (b) 1975-1977
- (c) 1952-1954
- (d) 1978-1979

▼ [Answer](#)

Answer: (b) 1975-1977

There have been periods in Indian history when the government censored the media. The worst of these was the Emergency between 1975-1977. Media was censored in India during this period.

Question 10.

Which of these is a part of print media?

- (a) T.V.
- (b) Radio
- (c) Newspaper
- (d) None of these

▼ [Answer](#)

Answer: (c) Newspaper

A newspaper is a part of print media. It is a periodical publication containing written information about current events. Newspapers can cover wide variety of fields such as politics, business, sport and art.

Question 11.

Which is the local newspaper written in bundeli?

- (a) Times of India
- (b) Dainik paper
- (c) Khabar Lahriya
- (d) None of these

▼ [Answer](#)

Answer: (c) Khabar Lahriya

Khabar Lahriya is a local newspaper. It is a fortnightly that is run by eight Dalit women in Chitrakoot district in Uttar Pradesh. It was written in the local language Bundeli.

Question 12.

Who was the inventor of mechanical television?

- (a) John Michael
- (b) John L. Baird
- (c) Gutenberg
- (d) None of these

▼ [Answer](#)

Answer: (b) John L. Baird

John L. Baird was the inventor of mechanical television.

Question 13.

what is the consequences of the media setting the agenda by reporting on the fashion week rather than the slum demolitions?

- (a) To earned a huge amount of money
- (b) To earn the confidence

- (c) To earn the sympathy of people
- (d) None of these

▼ [Answer](#)

Answer: (a) To earned a huge amount of money
By reporting on the fashion week the media earned a huge amount of money.

Question 14.
Why is it necessary for media to be independent?
(a) To earn salary
(b) To encourage company
(c) To write balanced report
(d) None of these

▼ [Answer](#)

Answer: (c) To write balanced report
If media would be independent then only it can write a balanced report.

Question 15.
what do you mean by factual information?
(a) Information about completed issue
(b) Information about issue that is often not complete
(c) Information about future topics
(d) None of these

▼ [Answer](#)

Answer: (b) Information about issue that is often not complete
Factual information is the information about particular news or issue that is often not complete and can be one sided.

[Match the following](#)

1.

Column I	Column II
1. Television	(a) Big Business
2. Khabar Lahriya	(b) Dalit women
3. Media earns money	(c) Mass media
4. Media	(d) Advertising
5. TV channels	(e) Democracy

▼ [Answer](#)

Answer:

Column I	Column II
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1. Television	(c) Mass media
2. Khabar Lahriya	(b) Dalit women
3. Media earns money	(d) Advertising
4. Media	(e) Democracy
5. TV channels	(a) Big Business

Fill in the blanks

1. One way in which the mass media earns money is by different things.

▼ [Answer](#)

Answer: advertising

2. Changing technology or machines help to reach more people.

▼ [Answer](#)

Answer: media

3. Media is the plural of the word

▼ [Answer](#)

Answer: medium

4. Electronic typewriter in journalism was invented in

▼ [Answer](#)

Answer: 1940

5. Media uses advertising as a tool to raise

▼ [Answer](#)

Answer: revenue

6. run by eight Dalit women in Chitrakoot (UP).

▼ [Answer](#)

Answer: Khabar Lahriya

7. Media refers to all means of

▼ [Answer](#)

Answer: communication

8. media deals with small issues.

▼ [Answer](#)

Answer: Local

9. Newspapers and magazines are examples of medi(a)

▼ [Answer](#)

Answer: print

10. gives us news of different kinds and thus makes us aware of what is happening around us.

▼ [Answer](#)

Answer: Media
