

Chapter 7. Understanding Advertising

Very Short Q&A:

Q1: How modernisation of media serves useful for us?

Ans: It helps media to reach more and more people

Q2: Television has enabled us to think of ourselves as members of larger global world.
True/False

Ans: Individual answer

Q3: How many people in your neighbourhood uses internet and why?

Ans: Individual answer

Q4: Most of the cartoons that we see on television are from _____ and _____.

Ans: Japan and united State

Q5: Why advertisements are keep on repeating in cricket matches flashing on television?

Ans: In the hope that we will purchase what is advertised

Q6: How people opposes against government action or plan?

Ans: By organizing a public protest, starting a signature campaign, asking the government to rethink its program etc.

Q7: Information given by media should be

- a. True
- b. Fare
- c. Balanced
- d. All of the above

Ans: All of the above

Q8: How the cost of advertising on a news channel is decided?

Ans: It varies from Rs 500 to 8000 per 10 seconds depending on the popularity of channel.

Q9: A is very popular news channel and B is less popular than A. Rajat wants to publish an advertisement in A. Why do you think he wants to publish the advertisement in A?

Ans: Individual answer

Q10: An independent media means government should control and influence its coverage of news. True / False

Ans: False

Q11: What do you mean by term independent media?

Ans: It means no one should tell media what should be included and what should not be included in their news story.

Q12: On television only those programmes are flashed that can attract lot of viewers. True / False

Ans: True

Q13: What media is non- independent?

Ans: because of government control, their financial need

Q14: Which news will media flash :
Annual day celebration in a school or annual day celebration in a school where chief guest is a famous politician

Ans: annual day celebration in a school where chief guest is a famous politician

Q15: Name the state where khabar lahriya newspaper is running?

Ans: Uttar Pradesh

Q16: The newspaper khabar lahriya reaches

- a. Farmers
- b. School teacher
- c. Panchayat members and shopkeepers
- d. All of the above

Ans: All of the above

Q17: The media decides what to focus on and in this way they sets agenda. True/False

Ans: True

Q18: What is local media?

Ans: Local media is the media that is run by local groups and is concerned only for the local people.

Q19: Give Examples of local media.

Ans: Examples of local media :- 1) Community Radio 2) Documentary Films 3) local newspaper like 'Khabar Lahriya'

Short Q&A:

Q1: List five different products that are advertised during your favourite TV programme.

Ans: Individual answer

Q2: How media and money are interrelated?

Ans: The technologies used by mass media is expensive and they keeps on changing their technologies. These advanced technologies requires lot of money. There are number of employees associated with these works that are paid, like in a news studio, it is not only news reader who needs to be paid, but lot of people are also paid who helps to put in the broadcast together. Thus most television channels and newspapers are part of big business houses.

Q3: Explain the role of media in democracy.

Ans: In a democracy, media plays an important role in providing :- News and in discussing events taking place in the country and in the world. Media provides information to the citizens and enables them to take action.

Q4: Why media is far from independent?

Ans: An independent media means that no one should control and influence its coverage of news. Media is far from independent, this is because of control of government over them. Government prevents some news items, scenes from a movie, or lyrics of songs from being shared with larger public, this is called as censorship.

Q5: Define censorship.

Ans: Censorship means the process by which media is controlled by the government, when any news, dialogues, lyrics or scene is prevented from being shared with the larger public.

Q6: Give example showing setting agendas in media.

Ans: 'Setting of an agenda' by the media means that the media plays an important role in shaping our thoughts. By 'setting agendas', the media influences the way we think and makes us aware of issues which it thinks is important. One instance of this would be the raising of awareness about the levels of pesticides in colas. Another is the Fashion week, which was at the front of headlines while several slums were being demolished in Mumbai.

Q7: What role does media played in awaking us about bad impacts of cola on our health?

Ans: 'Setting of an agenda' by the media means that the media plays an important role in shaping our thoughts. By 'setting agendas', the media influences the way we think and makes us aware of issues which it thinks is important. One instance of this would be the raising of awareness about the levels of pesticides in colas. Another is the Fashion week, which was at the front of headlines while several slums were being demolished in Mumbai.

Q8: Why media is not interested in covering small issues that involve ordinary people and their daily lives?

Ans: Because these issues cannot attract lot of reader or viewer and this may affect their business. Also sometimes because of some political control over media such news are not highlighted.

Q9: Setting agendas by media can effect democracy. Explain how?

Ans: 'Setting of an agenda' by the media means that the media plays an important role in shaping our thoughts. By 'setting agendas', the media influences the way we think and makes us aware of issues which it thinks is important. One instance of this would be the raising of awareness about the levels of pesticides in colas. Another is the Fashion week, which was at the front of headlines while several slums were being demolished in Mumbai.

Q10: Define the term broadcast.

Ans: Broadcast is used to refer to a TV or radio programme that is widely transmitted.

Long Q&A:

Q1: Now a day media is far from independent. Explain.

Ans:

In a democracy, media plays an important role in providing :-- News and in discussing events taking place in the country and in the world. Media provides information to the citizens and enables them to take action.

An independent media means that no one should control and influence its coverage of news. Media is far from independent, this is because of control of government over them. Government prevents some news items, scenes from a movie, or lyrics of songs from being shared with larger public, this is called as censorship.

Censorship means the process by which media is controlled by the government, when any news, dialogues, lyrics or scene is prevented from being shared with the larger public.