

Chapter 7

Media and Democracy

Questions and Answers

I. Choose the correct Answer:

Question 1.

Which one of the following comes under print media?

- a) Radio
- b) Television
- c) Newspaper
- d) Internet

Answer:

- c) Newspaper

Question 2.

Which one of the following is the broadcast media?

- a) Magazines
- b) Journals
- c) Newspaper
- d) Radio

Answer:

- d) Radio

Question 3.

Which invention has brought the world closure?

- a) Typewriter
- b) Television
- c) Telex
- d) none of these

Answer:

- b) Television

Question 4.

Which is mass media?

- a) Radio
- b) Television

- c) Both a & b
- d) None of these

Answer:

- c) Both a & b

Question 5.

Why is it necessary for media to be independent?

- a) to earn money
- b) to encourage company
- c) to write balanced report
- d) none of these

Answer:

- c) to write balanced report

II. Fill in the blanks:

1.have made the world smaller and closer.

Answer:

Mass Media

2. Every individual person is a medium of.....

Answer:

expression

3. Printing press was invented by.....

Answer:

Johannes Gutenberg

4.is a code of values which govern our lives.

Answer:

Mass Media

5.is the radio broadcast of the Government of India.

Answer:

Akashvani / All India Radio

III. Match the following:

1. Narrowcast media	a) Films
2. Social media	b) posters
3. Print media	c) Seminar
4. Web media	d) google web site
5. Broadcast media	e) facebook

Answer:

1. Narrowcast media	c) Seminar
2. Social media	e) facebook
3. Print media	b) posters
4. Web media	d) google web site
5. Broadcast media	a) Films

IV. Consider the following statements: Tick the appropriate Answer:

Question 1.

Assertion (A) : Print media has been referred to as people's university

Reason (R) : They perform the role of public informer, educate, custodian of public interest.

- a) A is correct and R is the correct explanation of A
- b) A is correct and R is not the correct explanation of A
- c) A is wrong and R is Correct
- d) Both are wrong

Answer:

- a) A is correct and R is the correct explanation of A

Question 2.

Find the odd one

- a) newspapers
- b) magazine
- c) journals
- d) twitter
- e) posters

Answer:

- d) twitter

Question 3.

Consider the following statements and choose the correct answer from the

codes given below.

- a) Media is generally the agency for interpersonal communication.
- b) Media is very powerful entity on the earth.
- c) Media plays a prominent role in the formation of public opinion.
- d) Media does not have any responsibility
- i) a, b and c are correct ii) a, c and d are correct
- iii) b, c and d are correct iv) a, b and d are correct

Answer:

i) a, b and c are correct

V. Answer in one or two sentences.

Question 1.

What is media?

Answer:

- Media is the agency for inter-personal communication.
- It includes every broadcasting and narrowcasting medium.
- It allows communicating messages, thoughts, ideas, views, etc.

Question 2.

How does the public get the news about the decision that is taken in the Legislative Assembly?

Answer:

- Media carry every report of the action of the Legislative Assembly.
- Based on the information the people can learn about the functioning of the government and the decision taken in the Legislative Assembly.

Question 3.

What is the importance of local media?

Answer:

Local Media in each locality gives importance to the local problem of the public.

Question 4.

Media is the fourth pillar of democracy. Justify.

Answer:

- The fourth pillar of democracy Media ensures that all the people should aware of happenings in the country.
- It also ensures transparency in the working of all the other three Pillars.

Question 5.

State any two responsibilities of media.

Answer:

- The media has a massive responsibility in providing facts.
- The media should help people to express their opinion on important social issues.

VI. Answer the following in detail:

Question 1.

How can we classify media?

Answer:

Classification of Media:

- Narrowcast Media – Cable Television, Direct mail, Seminar
- Broadcast Media – Films, Television, Radio
- Print Media – Newspapers, Magazine, Journals, Books, Posters, Reports.
- Web Media – Google website and Blogs
- Social Media – Twitter, Facebook, WhatsApp and Instagram

Question 2.

In what ways does the media play an important role in a democracy?

Answer:

- Media is the backbone of democracy.
- In our democratic society mass media is the driving force of public opinion
- Media strengthens democratic value. It enlightens and empowers people.
- It can educate the voters and ensures that government is transparently accountable.
- Media carry every report of the action of administration of the government
- Based on the information, the citizen can learn about the functioning of the government and day to day happenings taking place around them.

Question 3.

What are the advantages of media?

Answer:

- People get the latest news in a very short time
- People get to bring out their hidden talents.
- Great in promoting mass consumer products.
- Serves as a good source of entertainment
- Media leads to the diffusion of different cultures.

VII. HOTs:**Question 1.**

Is Media necessary? Why?

Answer:

Yes, Media is necessary. In today's society, the use of social media has become necessary for daily social interaction and access to news and information and decision making. It is a valuable communication tool with others locally and worldwide, as well as to share, create, and spread information.

Question 2.

What do you know about the term press conference?

Answer:

A press conference is an event organized to officially distribute information and answer questions from the media. Press conferences are held by corporations and other businesses, politicians, and other government officials.

Question 3.

In what ways media affects our daily lives?

Answer:

Media is considered as the best source to know about the happenings of the world. Newspaper, magazine, radio, television and the internet are the different types of media. It greatly affects our lives because media has the power to influence our thoughts. This influence is sometimes positive and sometimes negative.

Question 4.

Media is a boon or bane.

Answer:

The media can be both boon or bane, depending on our usage. If we use it intelligently, it will be useful in gaining knowledge and for the best impact. Also, some stunts in movies and television are copied by people, which leads to major accidents in our society.

Question 5.

Name Some Local Media of your locality.

Answer:

News Papers and magazine:

Deccan Chronicle, The Hindu, Dinamalar, Dina Thanthi, Malai Malar, Kumudam, Ananda Vikadan, etc.

Important Questions and Answers

I. Choose the Correct answer.

Question 1.

Television belongs to which media?

- a) Broadcast
- b) Narrowcast
- c) Print
- d) Social

Answer:

- a) Broadcast

Question 2.

Instagram belonged to which media?

- a) Broadcast
- b) Narrowcast
- c) Print
- d) Social

Answer:

- d) Social

Question 3.

Printing Press was invented in the year

- a) 1400
- b) 1450
- c) 1453
- d) 1460

Answer:

c) 1453

Question 4.

The backbone of Democracy.

- a) Media
- b) resources
- c) Transport
- d) Minerals

Answer:

a) Media

Question 5.

.....media has been referred to as people's university

- a) Broadcast media
- b) Print media
- c) Social media
- d) Web Media

Answer:

b) Print media

II. Fill in the blanks.

1. is generally the agency for inter-personal Communication.

Answer:

Media

2. A or allows communicating messages, thoughts, ideas, views, etc.

Answer:

medium, media

3. An awakened and free media is very much essential for the function of the

Answer:

government

4. Akashvani means.....

Answer:

voice from the sky

5. Twitter belongs to

Answer:

social media

6. media and media helps the people to express their opinion on important social issues.

Answer:

Print, electronic

7. Parliamentary democracy can flourish only under the watchful eyes of

Answer:

media

8. Democracy means

Answer:

rule by people

9. Films comes under the media.

Answer:

broadcast

10. provides transparency of the government.

Answer:

Media

III. Match the following:

1. Harikatha	a) E-Mail
2. Personal communication	b) Seminar
3. Mass communication	c) Religious stories
4. Narrowcast Media	d) Television

Answer:

1. Harikatha	c) Religious stories
2. Personal communication	a) E-Mail
3. Mass communication	d) Television
4. Narrowcast Media	b) Seminar

IV. Consider the following statement: Tick the appropriate Answer:

Question 1.

- a) Media does not interfere in democracy
- b) Media broadcast national and international News
- c) Media is working for the welfare of a particular area
- d) Media educates masses in rural areas
- i) a, b, and c are correct
- ii) a, c and d are correct
- iii) b, c, and d are correct
- iv) a, b and d are correct

Answer:

- iii) b, c, and d are correct

V. Answer in one or two sentences:

Question 1.

Why Print Media referred to as People's University?

Answer:

Print media has been referred to as People's university because they perform the role of public informer, educate and custodian of public interest.

Question 2.

What are the Four Pillars of Democracy?

Answer:

The four pillars of Democracy are the Legislature, Executive, Judiciary, and Media.

Question 3.

Define Democracy.

Answer:

Democracy means rule by the people. It combines two Greek words 'Demos' refers to citizens. 'Kratos' means either power or rule.

VI. Answer the following in detail:

Question 1.

Explain the classifications of communication?

Answer:

- Communication can be classified into two types.
- They are personal and mass communication.

Personal communication:

- These are personal use like cell phones, telephones, fax, and letters.

Mass communication:

- These are used for communicating with the masses.
- Ex. T.V. radio and newspaper.