

NCERT SOLUTIONS

CLASS - 7th



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Class : 7th
Subject : Social-Science-Civics
Chapter : 6
Chapter Name : Understanding Media

Q1 Look at the collage on the left and list six various kinds of media that you see.

Answer. DIY

Page : 71 , Block Name : Understanding Media

Q1 Ask older members of your family about what they used to listen to on the radio when there was no TV around. Find out from them when the first TV came to your area. When was cable TV introduced?

Answer. DIY

Page : 71 , Block Name : Media and Technology

Q2 How many people in your neighbourhood use the Internet?

Answer. DIY

Page : 71 , Block Name : Media and Technology

Q3 List three things that you know about some other part of the world from watching television?

Answer. DIY

Page : 71 , Block Name : Media and Technology

Q1 Can you list three different products that are advertised during your favourite TV programme?

Answer. DIY

Page : 72 , Block Name : Media and Money

Q2 Take a newspaper and count the number of advertisements in it. Some people say that newspapers have too many advertisements. Do you think this is true and why?

Answer. DIY

Page : 72 , Block Name : Media and Money

Q1 Are the above stories in the two newspapers similar? And if not, why not? What, in your view, are the similarities and the differences?

Answer. DIY

Page : 74 , Block Name : India Daily Report

Q2 If you read the story in the News of India, what would you think about the issue?

Answer. DIY

Page : 75 , Block Name : News of India

Q3 Pretend that you are a journalist for a newspaper and write a balanced story from the two news reports.

Answer. DIY

Page : 75 , Block Name : News of India

Q1 What is the consequence of the media 'setting the agenda' by reporting on the Fashion Week rather than the slum demolitions?

Answer. MISSING

Page : 77 , Block Name : Setting Agendas

Q2 Can you think of an issue that does not seem important to you because it is never featured in the media?

Answer. MISSING

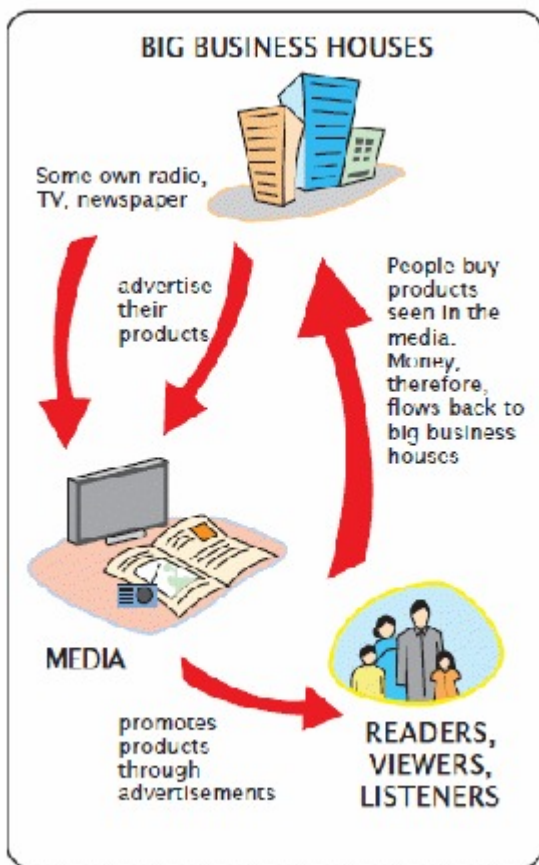
Page : 77 , Block Name : Setting Agendas

Q1 In what ways does the media play an important role in a democracy?

Answer. Media plays an important role in a democracy because it provides information to the citizens and enables them to take action.

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Q2 Can you give this diagram a title? What do you understand about the link between media and big business from this diagram?



Answer. The diagram can be titled 'The media-corporate nexus'. From this diagram we get to know that media owned by big corporate organisations, helps their economic growth by advertising their products.

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Q3 You have read about the ways in which the media 'sets the agenda'. What kind of effect does this have in a democracy? Provide two examples to support your point of view

Answer. 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.

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Q4 As a class project, decide to focus on a particular news topic and cut out stories from different newspapers on this. Also watch the coverage of this topic on TV news. Compare two newspapers and write down the similarity and differences in their reports. It might help to ask the following questions

What information is this article providing?

What information is it leaving out?

From whose point of view is the article being written?

Whose point of view is being left out and why?

Answer. DIY

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Q5 Do projects (solo, pair or group) about types of advertisements. Create commercial advertisements about some products and social advertisements about public health, road safety and the need to save water and energy.

Answer. DIY

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