

NCERT SOLUTIONS

CLASS - 12th



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Class : 12th

Subject : Sociology

Chapter : 7

Chapter Name : Mass Media and Communications

Q1 Trace out the changes that have been occurring in the newspaper industry? What is your opinion on these changes?

Answer.

(a) The emergence of the 'Newspapers' saw its surfacing by the introduction of the printing press in 1440 by Gutenberg. The printing press brought the changes in the field of intellectualism as it printed the religious texts in its inception.

(b) But the scalability and the efficiency of such processes was questionable and required change. The 'print revolution' had a colossal impact upon the growth of print capitalism within the ambits of Europe and later on, by the third world countries.

(c) The second and third waves of democratisation after the 1960's, were deeply the result of print globalisation. The ideals of equality, justice and fraternity were transported from French Revolution (1789) and American Revolution (1787) to other countries.

(d) The process of flourishing democracies and eradication of communist or fascist governments had an impact on the growth of newspapers upon it. The scalability of such print pieces was dynamic and the subaltern intellectualism was affected by such phenomenon.

(e) The Indian National Movement was also the result of the rise of anti-imperial or anti-colonial narrative within the Indian society. The propagation of Newspapers and nationalistic approaches resulted in the mass mobilisation of people.

(d) The resistance against the censorship was shown by Indians against the policies imposed by colonials (Illbert bill) and Indira Gandhi's government.

(e) In the status quo, the residents of Kashmir are also revolting against the censorship on newspapers, which discloses the shallow nature of the BJP government in India.

Page : 134 , Block Name : Questions

Q2 Is radio as a medium of mass communication dying out? Discuss the potential that FM stations have in post-liberalisation India?

Answer. Yes, radio as a medium of mass communication is dying out mainly because of the rapid development in other mediums of media. The scope of FM stations can be assessed as :

(a) In post-liberalisation India, the growth of FM stations is mainly concentrated in the rural areas. The inaccessible areas are still relying upon the radio news and other types of entertainment.

(b) The lack of network in these areas often results in the ignorant exploitation of the individuals. In these areas, radio still plays an important role in the propagation of news.

(c) Other entertainment pieces like songs can also help in the recreation of the individuals and will result in cultural growth of the country.

Page : 134 , Block Name : Questions

Q3 Trace the changes that have been happening in the medium of television. Discuss.

Answer.

- (a) The introduction of television within the ambit of the respective country was introduced in 1959. The principle was to work for the maximum and integrated development of the rural areas.
- (b) The establishment of 'Doordarshan' in metropolitan cities led to the growth of electronic capitalism.
- (c) The effect upon the political and social consciousness is mainly assessed upon the awareness of the social capital regarding the policies of the governmental agencies.
- (d) The censorship upon the liberal news channels , often results in the mass protests by the people believing in the freedom of the press.
- (e) Recently, the effect of capitalism upon the news channels has affected the domain of the news. The news channels are dominated by one political narrative and they seem like propagating one narrative or manifesto of a respective political party.
- (f) The capitalism and the political interference in the paradigm of media are the major challenges to the medium of news.
- (g) The scalability of such mediums is important to assess to actually elaborate upon its efficient provisions and principles.

Page : 134 , Block Name : Questions

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