



INDIAN SCHOOL MUSCAT
DEPARTMENT OF SOCIAL SCIENCE
MIDDLE SECTION
CIVICS – UNDERSTANDING MEDIA

NAME: _____ **CLASS VII SEC:** __ **ROLL NO:**__ **DATE:** ___/11/2017

I. NAME THE FOLLOWING:

1. Media is the plural form of the word: _____
2. The way which mass media earns money is: _____
3. Starting a signature campaign, asking the Government to re-think its programme, etc are some ways of: _____
4. Television, newspapers and radio are called: _____
5. This refers to the power of the Government has to dis-allow media from publishing or showing certain stories: _____
6. The inventor of Television _____
7. The newspaper fortnightly run by eight dalit women in Chitrakoot District in Uttar Pradesh _____

II. FILL IN THE BLANKS:

1. _____ and _____ are the examples of print media.
2. _____ changes the ways in which we think about our lives.
3. _____ has brought the world closer to us.
4. In a _____, the media plays a very important role in providing news.
5. A _____ is one that discusses all points of view of a particular story and then leaves it to the readers to make up their minds.
6. An _____ media means that no one should control and influence its coverage of news.
7. _____ and _____ are recent phenomena in technological aspects of media.
8. _____ is used to refer to a Television or Radio programme that is widely transmitted.

III. ANSWER THE FOLLOWING IN TWO POINTS:

1. How mass media can help in the effective functioning of democracy/ How media do influences democracy?
2. What do you mean by censorship?
3. How do the media “sets the agenda”?
4. Give two valid examples showing media’s negligence?

IV. ANSWER THE FOLLOWING IN THREE POINTS

- 6 Discuss the nexus between media and money.

V. ANSWER THE FOLLOWING IN FOUR POINTS

7. What do you understand by a balanced report?