



**INDIAN SCHOOL MUSCAT
MIDDLE SECTION
DEPARTMENT OF SOCIAL SCIENCE**



UNDERSTANDING MEDIA AND ADVERTISING

NAME: _____ CLASS VIISEC: _____ ROLL NO: _____ DATE: _____ /10//2018

S.NO

I FILL IN THE BLANKS.

1. 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.
2. An _____ media means that no one should control and influence its coverage of news.
3. _____ and _____ are recent phenomena in technological aspects of media.
4. _____ is used to refer to a Television or Radio programme that is widely transmitted.
5. _____ and _____ are the examples of print media.
6. _____ change the way in which we think about our lives.
7. _____ has brought the world closer to us.
8. In a _____, the media plays a very important role in providing news.
9. To sell a product, advertisers claim certain special _____ for their brand.
10. Brand values are conveyed through _____ and _____ to give us an over image that appeal to us.
11. Advertisements often show us the _____ of rich people.

II NAME THE FOLLOWING.

1. A person who pays money to buy a product and use it. _____
2. A special identification or name that is associated with a product. _____
3. Advertisements that aims at selling a product. _____
4. Advertisements that have larger message for society. _____

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

III ANSWER THE FOLLOWING QUESTIONS.

MARKS

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| 1 | 'Mass media can help in the effective functioning of democracy.' Justify. | 2 |
| 2. | Explain the term 'censorship' with examples. | 2 |
| 3 | How can you say that the Media sets the agenda? | 2 |
| 4 | Explain what is Social Advertising. | 2 |
| 5 | Differentiate between Commercial and Non-commercial advertisements. | 2 |
| 6 | Explain the concept of advertising. | 2 |
| 7 | Discuss the nexus between media and money | 3 |
| 8 | What do you understand by a balanced report? Writing a balanced report depends on media being independent.' Justify. | 3 |
| 9 | How do advertisements adversely affect the issues of equality in a democracy? Explain. | 4 |