

Name: _____ Date: _____

Understanding Media

Q1. Mention one way in which mass media earns money.

Ans. _____

Q2. Why are some advertisements shown repeatedly on the television screen?

Ans. _____

Q3. What is a balanced report?

Ans. _____

Q4. What does media's close relationship with business often mean?

Ans. _____

Q5. How much does it cost to advertise on a news channel?

Ans. _____

Q6. Why is it important to know both sides of the story?

Ans. _____

Understanding Media

Q1. Mention one way in which mass media earns money.

Ans. One way in which the mass media earns money is by advertising different things like cars, chocolates, clothes, mobile phones, etc.

Q2. Why are some advertisements shown repeatedly on the television screen?

Ans. Advertisements are repeated in the hope that people will go out and buy what is advertised.

Q3. What is a balanced report?

Ans. A balanced report is one that discusses all points of view of a particular story and then leaves it to the readers to make up their minds.

Q4. What does media's close relationship with business often mean?

Ans. Nowadays, media's close relationship with business often means that a balanced report is difficult to come by.

Q5. How much does it cost to advertise on a news channel?

Ans. The cost to advertise on a news channel varies from Rs 500 to Rs 8,000 per 10 seconds depending on the popularity of the channel.

Q6. Why is it important to know both sides of the story?

Ans. It is important to know both sides of the story because it is on the basis of the information that the media provides that we take action as citizens.