

Name: _____ Date: _____

Understanding Media

Q1. Why media is not interested in covering small issues that involve ordinary people and their daily lives?

Ans. _____

Q2. How people express their dissatisfaction to any of the government's action or plan?

Ans. _____

Q3. "Television gives us a partial view of the world". Comment

Ans. _____

Q4. Why is it important to have independent media?

Ans. _____

Understanding Media

Q1. Why media is not interested in covering small issues that involve ordinary people and their daily lives?

Ans. Media is not interested in covering small issues that involve ordinary people and their daily lives because these issues cannot attract lot of reader or viewer and hence may affect their business.

Q2. How people express their dissatisfaction to any of the government's action or plan?

Ans. Some of the ways in which they can do this is by writing letters to the concerned minister, organising a public protest, starting a signature campaign, asking the government to rethink its programme, etc.

Q3. "Television gives us a partial view of the world". Comment

Ans. We need to realise that television gives us a partial view of the world. While we enjoy our favourite programmes, we should always be aware of the large exciting world beyond our TV screens. There is so much happening out there that TV ignores.

Q4. Why is it important to have independent media?

Ans. In order to write balanced reports, media need to be independent. Moreover, it is on the basis of the information that the media provides that we take action as citizens, so it is important that this information is reliable and not biased.