

Name: _____ Date: _____

Understanding Media

Q1. Why media is no longer considered independent?

Ans. _____

Q2. What do the word media mean?

Ans. _____

Q3. Why do media sometimes focus on only one side of the story?

Ans. _____

Q4. How has television brought the world closer to us?

Ans. _____

Understanding Media

Q1. Why media is no longer considered independent?

Ans. Media continual need for money and its links to advertising means that it becomes difficult for media to be reporting against people who give them advertisements. Media is, thus, no longer considered independent because of its close links to business.

Q2. What do the word media mean?

Ans. Media is the plural form of the word 'medium' and it describes the various ways through which we communicate in society. Because media refers to all means of communication, everything ranging from a phone call to the evening news on TV can be called media.

Q3. Why do media sometimes focus on only one side of the story?

Ans. Media sometimes focus on only one side of the story because:

- i. Media's continual need for money and its links to advertising means that it becomes difficult for media to be reporting against people who give them advertisements.
- ii. They believe this makes the story interesting.
- iii. They often do this to increase public support for an issue.

Q4. How has television brought the world closer to us?

Ans. Television has enabled us to think of ourselves as members of a larger global world. Television images travel huge distances through satellites and cables. This allows us to view news and entertainment channels from other parts of the world. Most of the cartoons that we see on television are mostly from Japan or the United States. We can now be sitting in Chennai or Jammu and can see images of a storm that has hit the coast of Florida in the United States. Television has brought the world closer to us.