

Name: _____ Date: _____

Understanding Media

Q1. How media and money are interrelated?

Ans. _____

Q2. "Most television channels and newspapers are part of big business houses". Explain why?

Ans. _____

Q3. In what ways does the media play an important role in a democracy?

Ans. _____

Understanding Media

Q1. How media and money are interrelated?

Ans. The different technologies that mass media use are expensive. In a news studio, it is not only the newsreader who needs to be paid but also a number of other people who help put the broadcast together. The technologies that mass media use keep changing and so a lot of money is spent on getting the latest technology. Due to these costs, the mass media needs a great deal of money to do its work. Thus, mass media is constantly thinking of ways to make money.

Q2. "Most television channels and newspapers are part of big business houses". Explain why?

Ans. In a news studio, it is not only the newsreader who needs to be paid but also a number of other people who help put the broadcast together. This includes those who look after the cameras and lights. Also, as you read earlier the technologies that mass media use keep changing and so a lot of money is spent on getting the latest technology. Due to these costs, the mass media needs a great deal of money to do its work. As a result, most television channels and newspapers are part of big business houses.

Q3. In what ways does the media play an important role in a democracy?

Ans. Role of media in a democracy

- i. In a democracy, the media plays a very important role in providing news and discussing events taking place in the country and the world. It is on the basis of this information that citizens can, for example, learn how government works.
- ii. It also criticizes the unpopular policies and programme of the government.
- iii. It forms the public opinion.
- iv. It raises issues and problem related to common people.
- v. It also acts as reminder for the government about their promises.