

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Understanding Media

Q1. How does technology affect the media industry?

Ans. \_\_\_\_\_  
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Q2. You have read about the ways in which the media 'sets the agenda'. What kind of effect does this have in a democracy? Provide two examples to support your point of view.

Ans. \_\_\_\_\_  
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## Understanding Media

Q1. How does technology affect the media industry?

Ans. Changing technology, or machines, and making technology more modern, help media to reach more people. It also improves the quality of sound and the images that we see. But technology does more than this. It also changes the ways in which we think about our lives. For example, today it is quite difficult for us to think of our lives without television. 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.

Q2. You have read about the ways in which the media 'sets the agenda'. What kind of effect does this have in a democracy? Provide two examples to support your point of view.

Ans. The media also plays an important role in deciding what stories to focus on, and therefore, decides on what is newsworthy. By focusing on particular issues, the media influences our thoughts, feelings and actions, and brings those issues to our attention.

Example:

i. The media drew our attention to alarming levels of pesticides in cola drinks. They published reports that indicated the high level of pesticides and, thus, made us aware of the need to regularly monitor these colas according to international quality and safety standards.

ii. The media drew our attention to suicide committed by farmers which leads to large scale movement and forced the government to look further on this issue.