

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

Understanding Media

Q1. How can we say that media is far from freedom?

Ans.

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Q2. Explain the meaning and importance of local media with the help of an example.

Ans.

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## Understanding Media

Q1. How can we say that media is far from freedom?

Ans. However, the reality is that media is far from independent. This is mainly because of two reasons.

i. The first is the control that the government has on the media.

When the government prevents either a news item, or scenes from a movie, or the lyrics of a song from being shared with the larger public, this is referred to as censorship. There have been periods in Indian history when the government censored the media.

ii. Second, at times, it is in the interest of these businesses to focus on only one side of the story. 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.

Q2. Explain the meaning and importance of local media with the help of an example.

Ans. Local media covers 'small' issues that involve ordinary people and their daily lives. Several local groups have come forward to start their own media. Several people use community radio to tell farmers about the prices of different crops and advise them on the use of seeds and fertilisers. Others make documentary films with fairly cheap and easily available video cameras on real-life conditions faced by different poor communities, and, at times, have even given the poor these video cameras to make films on their own lives.

Another example is a newspaper called Khabar Lahriya which is a fortnightly that is run by eight Dalit women in Chitrakoot district in Uttar Pradesh. Written in the local language, Bundeli, this eight-page newspaper reports on Dalit issues and cases of violence against women and political corruption.