

BHARATH COACHING CENTRE

7th CBSE

Understanding Media

Total: 40

Social

Time: 2.00hrs

SECTION – A

5 x 1 = 5

1. The technology used by mass media keeps on _____.
2. Most of the cartoons that we see on television are from _____ and _____.
3. Name the state where khabar lahriya newspaper is running?
4. What media is non – independent?
5. Give examples of electronic media.

SECTION – B

5 X 2 = 10

6. Why are some advertisements shown repeatedly on the television screen?
7. What do you mean by a balanced report?
8. Define censorship.
9. Define the term broadcast.
10. Explain the role of media in democracy.

SECTION – C

5 X 3 = 15

11. How media and money are interrelated?
12. Most television channels and newspapers are part of big business houses. Why?
13. What do you mean by an independent media? Why is it important for the media to be independent?
14. What role does media played in awaking us about bad impact of cola on our health?
15. 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

16. Write a brief note on “local media”.
17. Now a day media is far from independent. Explain.

BHARATH