

MEDIA AND DEMOCRACY

I. Multiple choice questions

Answers

1. Media 2. Television 3. Mass media 4. All of these 5. The Publication Division 6. 2005

II. Very short answer type questions

1 what do you mean by the term media?

Ans. Media is plural form the word 'medium' which means a way of communicating information to the people.

2. On what basis is the media classified into print media and electronic media?

Ans. On the basis of technologies used media is classified into print media and electronic media.

3. Mention any two examples of print media.

Ans. Print media includes magazines, newspapers, books, periodicals, journals etc.

4. What is mass media?

Ans. Mass media means the technologies such as radio, TV, internet and newspapers etc. They reach to the millions of people or the masses across the country and the world.

5. What is the main source of income of mass media?

Ans. The main source of income of mass media is the advertisement.

III. Short answer type questions

1. What is the role of technology in media?

Ans. Technology plays an important role in media:

a. The information reaches to the millions of people of country and the world only by using certain technologies.

b. More and more advanced technologies help media to reach more people.

2. The mass media unit requires huge amount of money to do its work. Justify this statement with the help of examples.

Ans. The mass media unit requires a huge amount of money to do its work

because:

- a. The different technologies and professionals that the media houses use are expensive.
- b. It has to spend lot of money for getting the latest technologies.

3. What is the role of media in providing information to the people?

Ans.

- a. The media provides us the complete and latest information about the important events taking place around us, policies of our government and that of other countries regarding our country.
- b. It is the media that we are able to know about the working of government for the welfare of the citizens.
- c. In order to form intelligent opinions, we need correct and unbiased information about the different happenings around us.

IV. Long answer type questions

1. What are the important roles of media in democracy? Discuss.

Ans. The media plays various roles in democracy:

a. PROVIDING INFORMATION: the media provides the complete and latest information about the important events taking place around us and policies of our government etc.

b. FORUM FOR DISCUSSION AND DEBATE: the media provides a forum for discussion and debate on various social, economic and political issues.

c. CREATING PUBLIC OPINION: public opinion refers to the view of common people on issues that interest them. The media influences the public opinion very deeply.

d. SETTING AGENDA: the media sets the agenda to focus on the particular issues of public interest and by focusing on particular issues, it influences our thoughts, feelings and actions and brings those issues to our attention.

2. How do you think ok my media creates public opinion? explain.

Ans. a. The media influences the public opinion very deeply.

b. Peoples opinion about an issue is based mainly on information given by media.

c. Education has expanded awareness and opinion has built up.

d. It is the media which spreads information and helps citizens to make up their minds.

e. On the basis of the opinion made by media information, public often makes government aware of their reactions on its working and decisions.

3. What are the positive and negative effects of the agenda set by the media?

Ans.

POSITIVE EFFECTS:

The media's agenda helps us by focusing on the issue that affects our lives. For example, media publishes reports about alarming levels of pesticides in cold drinks. Despite the government's resistance, on the media declared the fact

that cola drinks were unsafe.

NEGATIVE EFFECTS:

Sometimes, the media does not set appropriate agenda to raise important issues. For example, the media as wide coverage on the Indian premier League (IPL) cricket matches, but it had the same time, they neglected issues like safe drinking water, sanitation etc. as major problems, the people are facing.

4. Why do you think the media is the fourth pillar of democracy? Explain.

Ans.

- a. The main aim of the media is to provide information to people on the various issues of public interest.
- b. Such information is necessary for good governance.
- c. The media provides the link between the people and the government.
- d. On the basis of the opinion made by media information, people often make government aware of their reactions on its

working and decision and asking the government to rethink its programme through media.

5. "In reality media is far from independence" give reasons in support of your answer.

Ans. Media is far from independence due to the following reasons:

a. The government controls the media. It can prevent either the news item or scenes from movie, or the lyrics of a song from being shared with large public, that is known as censorship. The government censor films but does not really censor the media's coverage of news.

b. Business houses control the media. This is because most TV channels and newspapers are part of big business.

c. The main source of income of the media is advertisements. So, it becomes difficult for them to report against people for the business houses who give them advertisement.