

Ch- Understanding Media

1. Assertion (A): The media plays an important role in providing information in a democracy.

Reason (R): Media helps people understand government functioning and enables them to act as informed citizens.

2. Assertion (A): Media reports are always balanced and independent.

Reason (R): Media is free from business influence and government control.

3. Statement I: Media sets the agenda by focusing on selected issues.

Statement II: Media gives equal importance to all problems faced by people.

4. Statement I: Censorship means preventing the media from publishing certain stories.

Statement II: The government never censors any media content.

5. Riya observed that the news channels covered a celebrity's party instead of reporting a flood in her state. What does this indicate about the media?

- a) Media gives importance to serious issues only
- b) Media focuses on issues that attract more viewers
- c) Media always maintains balance in reporting
- d) Media ignores advertisements

6. A student group started a community radio to help farmers with crop information. This shows that —

- a) Local media can empower people with relevant information
- b) Media can work only for entertainment
- c) Media cannot reach rural areas
- d) Local media has no importance in democracy

7. Which one of the following is not the correct reason for media's lack of independence?

- a) Dependence on advertisements for money
- b) Government control through censorship
- c) High level of public participation in media programmes
- d) Ownership by big business houses

8. In a world where technology is constantly transforming communication, explain the extent to which these changes have shaped the reach, quality, and influence of media in people's daily lives.

Answer: Influence of Technology on Media

- (i) Modern technology enables media to reach wider audiences instantly.
- (ii) Digital tools improve clarity and presentation of news and visuals.
- (iii) Global connectivity through satellites and internet expands access.
- (iv) Online platforms create faster and more interactive communication.
- (v) Media now influences lifestyles, opinions, and global awareness.

9. When the media's survival depends heavily on financial investment and advertising revenue, discuss the possible impact this financial dependence can have on the fairness and diversity of the information we receive.

Answer: Media and Money Connection

- (i) Large costs make media depend on advertisers and business houses.
- (ii) Profit-driven motives influence news selection and coverage.
- (iii) Reports may avoid criticism of sponsors to retain funding.
- (iv) Entertainment and glamour often get priority over social issues.
- (v) Genuine balance and neutrality in news become difficult to maintain.

10. In a situation where national media overlooks the problems of common people, evaluate the significance of community-led newspapers, radio, and local reporting in protecting democratic values and social inclusion.

Answer: Importance of Local Media

- (i) Local media highlights issues ignored by mainstream platforms.
- (ii) Promotes participation and awareness among rural communities.
- (iii) Empowers citizens to voice their own experiences and concerns.
- (iv) Spreads awareness about health, education, and livelihoods.
- (v) Strengthens democracy by ensuring every voice is represented.