

Chapter 6 understanding media

Q.1 In what ways does the media play an important role in a democracy?

Ans. The role of media played in democracy:-

(i) it is the backbone of the fourth pillar of a democracy which makes us aware of social political and economic activities.

(ii) provides news and discussing events taking place in the country and the world.

(iii) it gives people information about how government works.

(iv) it also gives information about the election related news and results.

(v) it raises issues or problems related to the common people in front of politicians.

(vi) it also acts as a reminder for the politicians or ministers about their promises.

Q.2 see the question 2 from your textbook:-

Ans.- the title given to the to this diagram is “media and business house Moneycycle” from this diagram we understood that there is a cycle cyclic flow of money between media and big business.

(i) media shows news of interest to the people on radio TV and newspaper.

(ii) big business house advertise their products through media to attract people.

(iii) media shows these advertisement by taking some charges and makes profit.

(iv) people buy this project products of the big business and the cost and advertisements along with some profit returns to them.

Q.3 see the third question from your textbook

Ans- effects of this agenda in a democracy:-

- (i) it influences the thoughts, feelings and actions of the people.**
- (ii) it brings attention of the people to the various issues of the people.**
- (iii) Somehow, it has influence in our life and in shaping our thoughts and the sets the agenda.**

Two example in support:-

- (i) the media draw our attention to alarming levels of pesticides in cola drinks. The published reports that indicated the high level of pesticides and thus made us aware of the need to regularly monitor the school as according to the international quality and safety standards.**
- (ii) It published the news of the mass numbers of suicide committed by the farmers which leads to large scale women and people support and thus**

forced the government to look further on these issues.