

CBSE Class–VII Social Science
NCERT Solutions
Political Science
Chapter 6 Understanding Media

Q1: In what ways does the media play an important role in a democracy?

Ans: The media plays an important role in a democracy in the following ways:

1. The media is considered as fourth pillar of democracy as it is a watchdog of the government's way of functioning.
 2. The media provides news and discusses important events taking place worldwide. It is on the basis of this information that citizens can learn how the government works, and they can take actions on stories.
 3. It provides a platform to people to express their opinions, especially on national and international issues.
 4. The media brings social awareness about economical, political, social and cultural events.
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Q2: Can you give this diagram a title? What do you understand about the link between media and big business from this diagram?

Ans: "Corporate Controlled Media" can be a suitable title for the diagram.

The diagram provides us with two interesting aspects:

- In order to promote their products, business houses place advertisements in various media like newspapers, TV, radio etc. These advertisements influence the readers or viewers to buy products. Thus, money invested by the big business houses in advertisements comes back to them by sale of their products. It also indicates products' advertisements increase the cost of the products.
- Big corporates own TV channels, magazines and other media industries. They advertise their products through various media and influence people to buy their products. Since the business giants own the media houses, there are high chances of

unfair reporting about their products. This may lead to customers making wrong buying decisions.

Q3: 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.

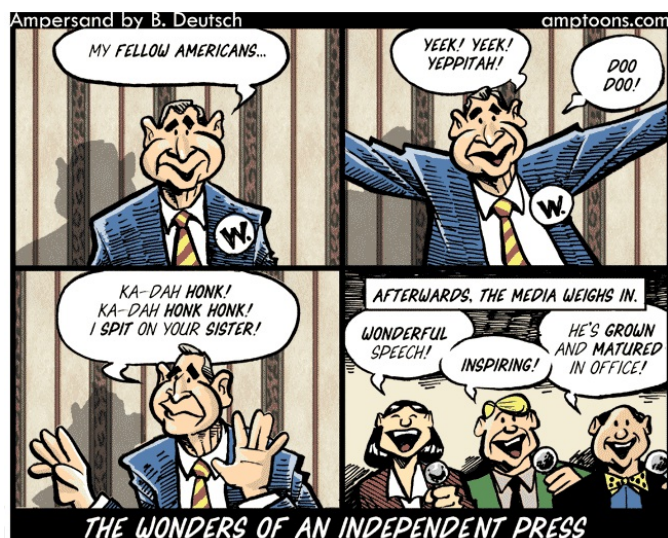
Ans: It is evident that media has immense influence on the people by focusing on few issues. This can have negative effect on our democracy. The media also plays an important role in deciding what stories to focus on, and therefore, decides on what is newsworthy. Sometimes, it misses out on more significant events and covers unnecessary events that may attract people. If media focuses on one side of the issue, it can influence our thoughts and actions. People may make biased decisions. Rather, media should provide a balanced report and leave it to the audience to decide. A balanced report will help people in a democracy make right informed decisions.

Examples:

1. On a positive note, media highlighted social crimes under the name of "honour killing" by "caste panchayats" or narrow-minded families and communities. This helped people become aware of the social issue.

2. India is the second most agriculture led country after USA. On a negative side, media (specially private channels) hardly broadcasts programmes on agriculture to educate farmers. Rather these channels air "SaasBahu serials" 24 hours a day. Even news channels have dedicated shows to cover "Page 3 masala", but they hardly run any show on technical education.

3. Is press really independent?



Q4: As a class project, decide to focus on a particular news topic and cut out stories from different newspapers on this. Also watch the coverage of this topic on TV news.

Compare two newspapers and write down the similarity and differences in their reports. It might help to ask the following questions–

- What information is this article providing?
- What information is it leaving out?
- From whose point of view is the article being written?
- Whose point of view is being left out and why?

Ans: Take two different newspapers. For example, "The Times of India" and "Hindustan Times". Go through both the papers of the same day. Choose any particular news heading in both the papers. Also watch the different TV Channels for this particular newsheading, and answer the questions given with the help of newspaper cuttings and news watched on different TV channels.