

Chapter – 6
UNDERSTANDING MEDIA
Worksheet - 1

Choose the correct option:

1. It is not a form of electronic media
 - a. Internet
 - b. Cable TV
 - c. Nautanki
 - d. All of these

2. The government sponsored television broadcaster is
 - a. Akashvani
 - b. Disney
 - c. Vividh Bharati
 - d. Doordarshan

3. In rural areas, people have access to
 - a. Radio
 - b. Television
 - c. Both a and b
 - d. Broadband internet

4. Media has an important role to play in social
 - a. Plays
 - b. Empowerment
 - c. Character
 - d. None of these

5. Financial and economic reforms were initiated in
 - a. 1991
 - b. 1996
 - c. 1976
 - d. 2001

State True or False.

6. Farmers can be educated using the media.
7. The media does not spread awareness.

8. Society can be empowered through the proper use of media.
9. Internet use is restricted to the urban pockets of the country.
10. Women are not allowed to watch TV.

Answer the following Questions.

11. Describe relationship between media and technology.
12. Describe the ways by which mass media thinks of making money?
13. Is media reporting important in democracy?
14. On what depends the writing of a balanced report?
15. Enlist various forms of electronic media and write a few lines describing each.
16. Write a note about the different types of print media available in India.
17. Write a note on 'setting agenda'.
18. How is visual media different from audio media?
19. What is the positive aspect of media reporting?
20. What is the impact of media on the youth of the country?