

## Chapter 6

- Q1. The various ways through which we communicate in society is known as Media
- Q2. Media is the plural form of the word Medium
- Q3. The form of media that reaches millions of people (or the masses) is known as Mass media
- Q4. Newspaper and magazine constitute print media.
- Q5. TV and Radio constitute electronic media.
- Q6. Changes in technology helps media in many ways :- 1) to reach more people 2) improves quality of sound and images 3) changes the way we think about our lives 4) make ourselves members of the global world 5) allows us to hear and see news and programmes from other parts of the world
- Q7. Mass media is constantly thinking of ways to make money because :-----1) it has to get back the for the recurring costs involved to run the media company eg rent, salary, R & D costs, etc money invested to set up the media company
- Q8. In a democracy, media plays an important role in providing :-1) news 2) discussing events taking place in the country and in the world
- Q9. Balanced report means a report that discusses all points of a particular story
- Q10. An independent media means that no one should control and influence its coverage of news..
- Q11. Censorship means the process by which media is controlled by the government, when any news, dialogues, lyrics or scene is prevented from being shared with the larger public.
- Q12 Censorship is imposed when the government thinks :- 1) The film, a scene or a song is not fit for the public viewing 2) When any book is said to contain ‘insulting’ remarks on any famous citizen
- Q13. What are the three ways in which the media loses its independence :- 1) by Censorship 2) by not reporting against those who give advertisements 3) when they focus only on one side of a story
- Q14. ‘Setting of an agenda’ by the media means that the media plays an important role in shaping our thoughts.
- Q15. Examples of how media influence our thoughts and ‘sets an agenda’ :-  
1) promoting views that Colas are unsafe 2) Highlighting Anna Hazare’s movement against corruption
- Q16. Examples of how media fails to focus on issues concerning the general public :-  
1) Scarcity of drinking water 2) slums are demolished in cities 3) unemployment of urban youth
- Q17. Local media is the media that is run by local groups and is concerned only for the local people.
- Q18. Examples of local media :- 1) Community Radio 2) Documentary Films 3) local newspaper like ‘Khabar Lahriya’

Q19. Khabar Lahriya is a local newspaper which is :- 1) available fortnightly 2) run by eight dalit women 3) available in Chitrakoot (UP) 4) written in Bundeli language 5) consists of 8 pages 5) reaches the farmers, shopkeepers, panchayat members, school teachers and women

Q20. Broadcast / Telecast refers to radio or TV programmes that is widely transmitted.

### Chapter 7

Q1. Censorship means \_\_\_\_\_

Q2. Advertising affects issues of equality in a democracy by \_\_\_\_\_

Q3. Branded goods mean \_\_\_\_\_

Q4. Branded goods are costly because \_\_\_\_\_

Q5. Social advertisements are the advertisements \_\_\_\_\_

Q6. \_\_\_\_\_ refers to the person for whom the goods or products have been made and who pays money to buy and use them.

Q7. \_\_\_\_\_ refers to people's lives being identified by the products they own, the clothes they wear, the places they eat in, etc.

### Chapter 8

Q1. Neighbourhood markets often give goods to their regular customers on -----.

2. The shopping malls mostly sell ----- items.

3. The link between the wholesaler and the customer is the -----.

4. The 2 main activity that takes place in a market are ----- and -----.

5. Markets that cater to the immediate needs of an area are called ----- markets.

6. People who buy and sell thing in bulk are called -----

7. 'Branded' product actually means \_\_\_\_\_

8. Why Neighbourhood market is preferred by the Indians \_\_\_\_\_

### Chapter 9

Q1) Define-

1. Gining mill

2. Exporter

3. Profit

4. Import

5. Export

6. Displacement

7. Putting out system

Q2) How is putting out system advantages for weavers?

Q3) Name one of the largest cloth markets in the world . In what ways are weaver dependent on cloth merchants?

Q4) What are disadvantages of the putting out system for the weavers? How can this be avoided?

Q5) What is a cooperative? How is it advantageous for the producers ?Give examples.

Q6) Why rich and poor are affected differently from the weaving industry market?