

Lesson at a Glance

- **Media** is the plural form of the word 'Medium'. It describes the various ways through which we communicate in society.
- **Media** refers to all means of communication, everything ranging from a phone call to the evening news on television.
- Television, radio and newspapers are called **mass media** because they reach millions of people at the same time.
- Cable television and the widespread use of the Internet is a recent phenomenon.
- The technology that mass media uses keeps changing.
- Newspapers and magazines come under **print media** while television and radio come under **electronic media**.
- Changing technology, or machines and making technology more modern, helps media to reach more and more people. It also improves the quality of sound and the images. It also changes the ways in which we think about our lives.
- Television plays a major role in our life. We cannot think a life without TV. It gives us news and entertainment and many other things.
- Mass media uses expensive technologies. A TV studio needs lights, cameras, sound recorders, transmission satellites, etc. All these cost a huge amount of money.
- Mass media also spends a lot of money on getting the latest technology.
- Most television channels and newspapers become a part of big business houses in order to fulfil their requirement of money.
- Mass media earns money by **advertising** different things such as surf, chocolates, etc.
- Media plays a significant role in democracy. It provides news and discusses events that take place in the country and the world. It

is on the basis of this information we come to know how the government works.

- The information that media provides should be balanced. A **balanced report** is one that discusses all points of view of a particular story and then leaves it to the readers to make up their minds.
- An **independent media** can write balanced report. Hence, it is necessary for media to be independence.
- But the reality is that media is far from independent.
- There are two reasons behind it. The first is the control that the government has on the media. Where the government prevents either a news item or scenes from a movie, or a lyric of a song from being shared with the larger public, this is known as censorship. During the Emergency period (1975-77) the government censored the media.
- While the government does continue to censor films, it does not really censor media's coverage of news.
- Despite the absence of censorship by the government most newspapers do not provide balanced report.
- It has been found out by the persons who research media that business houses control media. It means that media is not independent.
- Media sets **agenda**. It means media has to decide what stories to focus on and therefore, decides on what is newsworthy.
- Media should focus on issues that are significant in our lives. But very often it fails to do so. Cricket, fashion shows are very popular with the media.
- **Local media** deals with small issues that involve ordinary people and their daily lives. Khabar Lahriya, a fortnightly newspaper, is run by eight Dalit women in Chitrakoot district in Uttar Pradesh. It is written in the local language, Bundeli.

■ IN-TEXT QUESTIONS SOLVED ■

- Q. 1.** Look at the collage given below and list six various kinds of media that you see. (NCERT Textbook, pages 70-71)



- Ans.** 1. Radio
2. Mobile phone
3. Cyber cafe
4. Newspaper
5. Television
6. Internet
- Q. 2.** Ask older members of your family about what they used to listen to on the radio when there was no TV around. Find out from them when the first TV came to your area. When was cable TV introduced?

(NCERT Textbook, page 71)

- Ans.** They used to listen news of national importance on the radio. Various programmes on science, agriculture etc. were also broadcast time to time. There were cricket

commentaries too but in particular months. There were entertainment programmes also such as songs, dramas, bal mandali etc. which were very popular among the common mass.

The first TV came to my area in the late 1970s, Cable TV was introduced in 1984.

Q. 3. How many people in your neighbourhood use the Internet?
(NCERT Textbook, page 71)

Ans. About ten people in my neighbourhood use the Internet.

Q. 4. List three things that you know about some other part of the world from watching television.
(NCERT Textbook, page 71)

Ans. Three things that we know about some other part of the world from watching television are:

1. Barak Obama's oath ceremony in USA.
2. Terrorist attack on World Trade Centre (WTC) in the USA.
3. Oscar award ceremony held in USA.

Q. 5. Can you list three different products that are advertised during your favourite TV programme?
(NCERT Textbook, page 72)

Ans. Three different products that are advertised during my favourite TV programme are:

1. Chocolates
2. Raymond clothes
3. Washing powder Nirma.

Q. 6. Take a newspaper and count the number of advertisements in it. Some people say that newspapers have too many advertisements. Do you think this is true and why?
(NCERT Textbook, page 72)

Ans. Every newspaper contains a number of advertisements. Therefore, what people say is absolutely right.

The technology that mass media (Newspapers, radio, television) uses keeps changing. Therefore a lot of money is spent on getting the latest technology. Due to these costs, mass media needs a great deal of money to do its work. One way in which mass media earns money is by advertising different things like cars, shoes, mobile phones, etc.

Q. 7. Are the stories in the two newspapers given below similar? And if not, why not? What in your view, are the similarities and the differences?

(NCERT Textbook, page 74)

India Daily Report

Closure of factories causes unrest

Daily News Service

The closure of one lakh factories in the city's residential areas is likely to become a serious issue. On Monday, thousands of factory owners and workers took to the streets to strongly protest this closure. They said that their livelihoods would be lost. They say that the fault lies with the municipal corporation because it continued to issue licenses for new factories to be set up in residential areas. They also say that there were no adequate relocation efforts. The owners and workers plan a one-day city bandh to protest against this closure. Mr. Sharma, one of the factory owners said, "The government says that it has done a lot to relocate us. But the areas they have sent us to have no facilities and have not been developed for the last five years."

News of India Report

Crackdown on polluting factories Protestors block roads and disrupt traffic

Radhika Mehta, IBN

Violent protests by owners and workers brought the city to a standstill today. People getting to work could not do so on time because of huge traffic jams. The owners and workers are protesting the government's decision to close down polluting factory units. Although the government did take this decision rather hastily, the protestors have known for quite some time that their units are not legal.

Moreover the levels of pollution in the city will be greatly reduced by this closure. Mr. Jain a well-known figure in the city said, "With our city gradually becoming India's new business hub, it is important that it be a clean and green city. Polluting factories should be moved. The factory owners and workers should accept the relocation being offered by the government instead of protesting."

Ans. No. In the newspaper called the *News of India*, there is a report about the nuisance created by the protesters. Their disrupting traffic and continually polluting the city with their factories leaves us with a bad impression about them. On the other hand, the *India Daily* reports that the protests are because a lot of livelihoods will be lost if the factories close.

Similarities

- Both the reports are about the protests due to the closure of factories.
- In both the reports, the government assures the protestors to relocate the factories somewhere else.

Differences

- The *News of India* reports that closure of factories will result in clean and green city while the *India Daily* reports that closure of factories will lead to loss of livelihoods.

Q. 8. If you read the story in the *News of India*, what would you think about the issue? (NCERT Textbook, page 74)

Ans. The government has taken a decision to close down polluting factory units because it thinks that the levels of pollution in the city will be greatly reduced by this closure.

The government's decision enraged factory owners and workers. They started protesting such a decision.

Q. 9. Do you think it is important to know both sides of the story? Why? (NCERT Textbook, page 75)

Ans. It is important to know both sides of the story because only then we will be able to develop our own views and opinions about that story comment judiciously.

Q. 10. What is the consequence of the media 'Setting the agenda' by reporting on the Fashion Week rather than the slum demolitions? (NCERT Textbook, page 77)

Ans. By reporting on the Fashion Week the media earned a huge amount of money.

Q. 11. Can you think of an issue that does not seem important to you because it is never featured in the media?

(NCERT Textbook, page 77)

Ans. Ever-rising prices of essential commodities.

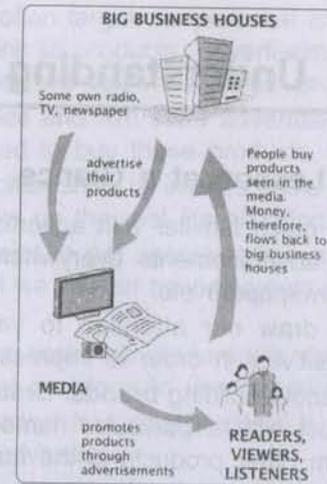
■ TEXTBOOK QUESTIONS SOLVED ■

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

Ans.

- Media plays an important role in a democracy. It provides news and discusses events taking place in the country and the world. It is on the basis of this information that we learn how the government works.
- Media also criticises the unpopular policies and programmes that the government takes.
- Media forms public opinion.
- Media acknowledges us with several current issues.
- Media provides awareness among masses.

Q. 2. Can you give this diagram a title? What do you understand about the link between media and big business from this diagram?



Ans. A title to the above diagram may be given like this—Media and Big Business Houses. Big Business Houses attract people to promote their products through media. It is the best and the cheapest means to reach people at large.

Q. 3. 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. Media creates public opinion in a democracy. It can build up public opinion in favour of or against any issue. Today, it has diverted from its real agenda. Instead of highlighting public issues, it is now concentrating upon cheap agendas like fashion shows, child falling in pit, etc.

Q. 4. 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:

- (a) What information is this article providing?
- (b) What information is it leaving out?
- (c) From whose point of view is the article being written?
- (d) Whose point of view is being left out? Why?

Ans. Students are suggested to do this project themselves.