

## Short Answer Questions

### Q.1. Does media give a balanced report?

**Ans. (i)** Writing a balanced report depends on an independent media.

**(ii)** No one should influence and control the coverage of news.

**(iii)** No one should tell the media as to what is to be included and what is not to be included in the news.

**(iv)** If the information is reliable and not biased then only it is balanced.

### Q.2. How do we know that media is not independent?

**Ans.** Media is not independent because of two reasons:

- 1) Government at times controls the media from sharing many news with the larger public. This is called censorship. In India, it was done during the emergency of 1975–1977.
- 2) Media channels are controlled by big corporate houses so that focus is on the side of the story which suits them or favours those who give them money through advertisements.

### Q.3. Give an example to show that media fails on issues which are significant in our lives.

**Ans. (i)** Several instances show that media fails to focus on issues which are significant in our lives.

**(ii)** For example, drinking water is a major problem in the country.

**(iii)** However, we seldom find the media discussing the issue.

**(iv)** A well-known Indian journalist wrote how the fashion week, in which cloth designers show their designs, formed the front page headlines of all the newspapers, while several slums were being demolished in Mumbai the same week, which went unnoticed.

### Q.4. How does media play an important role in deciding what stories to focus on?

**Ans. (i)** The media plays an important role in deciding what stories to focus on and, therefore, decides on what is newsworthy.

**(ii)** For example, the annual function at your school is unlikely to make news.

**(iii)** But if a famous actor is invited as the Chief Guest, then the media might be interested in covering it.

**(iv)** By focusing on particular issues, the media influences our thoughts and brings those issues to our attention.

(v) Due to this significant influence, it is said that media sets the agenda.

**Q.5. Give an example of positive influence of media reporting.**

**Ans. (i)** Recently in 2015, media drew attention towards more than alarming level of lead (7 times the permissible level) in a package of maggi-2 minute noodle.

**(ii)** Maggie was banned nationwide.

**(iii)** It made us aware about the Maggi health scare.

**(iv)** In covering this, media positively helped us to focus on an issue that affects our lives and how FSSAI (Food Safety and Standards Authority of India) pronounced. Maggie 'Unsafe and hazardous for human consumption.'

**Q.6. What does TV do for us?**

**Ans. (i)** TV helps to shape our views of the world, our beliefs, attitudes and values.

**(ii)** We need to realise that it gives us a partial view of the world.

**(iii)** We should always be aware of the large exciting world beyond our TV screen.

**(iv)** Active viewers enjoy TV as a mode of entertainment and information.

**Q.7. What is the reality of working of media?**

**Ans.** The media has a very important role to play in our lives.

- Through the media, we hear about issues related to the working of the government.
- The media decides what to focus on and in this way it sets the agenda.
- If the government prevents the media from publishing the news, it is called censorship.
- Now-a-days media, close relationship with business often means that a balanced report is difficult to come up.
- Thus, a factual information which a newspaper gives may not be complete and may be one-sided.