

Long Answer Questions

Q.1. How has technology helped media?

Ans. (i) Mass media has become popular due to the advent of the Cable Television and the Internet.

(ii) Changing technology or machines and making technology more modern has helped media reach more people.

(iii) It has even improved the quality of sound and the images people get to see.

(iv) Media also influences our thoughts and expressions.

(v) It gives a virtual platform to think ourselves as a part of the global world.

(vi) TV images travel huge distances through satellites and cables.

(vii) Television has brought the world closer to us.

Q.2. Why is local media gaining prominence? Give an example.

Ans. (i) Recognising that the media will not be interested in covering small issues that involve ordinary people and their daily lives, several local groups have come forward to start their own media.

(ii) For instance, community radio is used to tell farmers about seeds and fertilisers.

(iii) Others make documentary films on real-life conditions faced by different poor communities.

(iv) Another example is a newspaper called Khabar Lahriya run by eight Dalit women in Chitrakoot (UP).

(v) It used Bundeli about local issues like violence against women, Dalit exploitation, etc.